

MBA with Specialization in Data Analytics

SEMESTER-1				
Paper Code	Subject Name	Category	Credit	
MBC 101	Management Theory & Practices	GE	2	
MBC 102	Quantitative Techniques	Core	3	
MBC 103	Managerial Economics	GE	4	
MBC 104	Organizational Behavior	Core	2	
MBC 105	Marketing Management	Core	3	
MBC 106	Business Communication & Soft Skill Development	Core	3	
MBC 107	Financial Reporting, Statements and Analysis	Core	2	
MBC 108	Human Resources Management	Core	3	
MBC 109	Computer Applications for Business	Core	3	
MBC 110	CER & Sustainability	Core	2	
IBM	Python Programming		3	
MBC 111	Happiness Connect	Optional	1	
	Total		31	
SEMESTER-2				
Paper Code	Subject Name	Category	Credit	
MBC 201	Legal Aspects of Business	Core	3	
MBC 202	Indian Ethos, Value & Contemplative Studies	GE	3	
MBC 203	Production & Operations Management	Core	3	
MBC 204	Digital and Social Media Marketing	GE	3	
MBC 205	Indian Financial System & Financial Markets	Core	2	
MBC 206	Managerial Skills for Effectiveness	Core	2	
MBC 207	Organisation Design	Core	2	
MBC 208	Marketing Research	Core	3	
MBC 209	Business Statistics and Analytics for Decision Making	Core	3	
MBC 210	AI & ML for Business	Core	3	
MBC 211	Corporate Finance	Core	3	
IBM	Introduction to Data Analytics		2	
IBM	Predictive Analytics		3	
MBC 212	Happiness Connect	Optional	1	
	Total		36	
	SUMMER INTERNSHIP PROJECT of 8 Weeks Duration during MAY-JUNE		4	
SEMESTER-3				
Paper Code	Subject Name	Category	Credit	
MBC 301	Corporate Strategy	Core	3	
MBC 302	Global Business Development	Core	3	
MBC 303	Project Management	Core	3	
MBC 304	Risk Management	Core	3	
IBM	Descriptive Analytics		3	
IBM	Social & Web Analytics		3	
MBC 305	Happiness Connect	Optional	1	
	Elective - 1	E	3	
	Elective - 2	} Major	E	3
	Elective - 3		E	3
	Elective - 1		E	3
	Elective - 2	} Minor	E	3
	Total		34	
SEMESTER-4				
Paper Code	Subject Name	Category	Credit	
MBC 401	Capstone Project	Core	2	
MBC 402	Innovation, Creativity & Entrepreneurship	GE	3	
MBC 403	Business Process Re-engineering	Core	3	
MBC 404	Indian Economy & Policy	Core	3	
IBM	Big Data Analytics		3	

IBM	BA for Industries & Functional Areas		3
MBC 405	Happiness Connect	Optional	1
	Elective - 1	E	3
	Elective - 2 } Major	E	3
	Elective - 3	E	3
	Elective - 1 }	E	3
	Elective - 2 } Minor	E	3
	Total		33
	Grand Total		134