

## MBA with Specialization in Data Analytics

<b>SEMESTER-1</b>				
<b>Paper Code</b>	<b>Subject Name</b>	<b>Category</b>	<b>Credit</b>	<b>Pre requisite</b>
<b>Theory</b>				
MB 101	Management Theory & Practices	GE	2	
MB102	Quantitative Techniques(Descriptive analytics)	Core	2	
MB 103	Managerial Economics	GE	2	
MB 104	Organizational Behavior	Core	2	
MB105	Marketing Management	Core	2	
MB106	Financial Accounting	Core	2	
MB107	Production & Operations Management	Core	2	
MB108	Business Process Reengineering	Core	2	
MB109	<b>Python Programming</b>	Core	3	
MB110	Business Communication & Soft Skill Development	SE	2	
MB111	Happiness and Fulfillment Program		2	
<b>Practical</b>				
MB112	Quantitative Techniques Lab(Descriptive Analytics)	Core	1	
MB113	Managerial Economics Lab	Core	1	
MB114	Marketing Management Lab	Core	1	
MB115	Business Communication & Soft Skill Development Lab	Core	1	
MB116	<b>Python Programming Lab</b>	SE	2	
MB117	Happiness and Fulfillment Program		2	
		Credit	31	
<b>SEMESTER-2</b>				
<b>Paper Code</b>	<b>Subject Name</b>	<b>Category</b>	<b>Credit</b>	<b>Pre requisite</b>
<b>Theory</b>				
MB 201	Optimization Techniques	Core	3	
MB 202	Marketing Research	Core	3	
MB203	Financial Management		2	
MB204	Human Resource Management	Core	2	
MB205	Analysis of Cutting-Edge Technology	Core	2	
MB206	Design Thinking and Innovation	Core	2	
MB207	<b>Introduction to Data Analytics</b>	SE	3	
MB208	<b>Predictive Analytics using python</b>	SE	<b>3</b>	
MB209	Mind Management	OE	<b>1</b>	

Practical				
MB210	Marketing Analytics Lab	Core	1	
MB211	Optimization Techniques Lab	Core	1	
MB212	Marketing Research Lab	Core	1	
MB213	<b>Data Analytics Lab</b>	SE	1	
MB214	<b>Predictive Analytics using python Lab</b>	SE	1	
MB215	Mind Management workshop	OE	1	
MB216	SUMMER INTERNSHIP PROJECT of 8 Weeks Duration during MAY-JUNE	SE	4	
MB217	Add on Course Industrial Internship / Global Certified Industrial Certification		2	
		Credit	31+2	

SEMESTER-3				
Paper Code	Subject Name	Category	Credit	Pre requisite
<b>Theory</b>				
MB301	Corporate Strategy	Core	3	
MB302	Data mining and Data ware-housing	Core	3	
MB303	Business Analytics	Core	2	
MB304	<b>AI &amp; Machine learning</b>	Core	3	
MB305	<b>Data visualization</b>		3	
MB306	<b>Descriptive Analytics</b>		3	
MB307	<b>Social &amp; Web Analytics</b>		3	
MB308	Business Simulations		2	
<b>Practical</b>				
MB309	Data mining and Data ware-housing Lab		2	
MB310	AI & Machine learning Lab.		2	
MB311	Data visualization Lab.		2	
MB312	Descriptive Analytics Lab.		2	
MB313	Social & Web Analytics Lab.		2	
		Credit	32	

SEMESTER-4				
Paper Code	Subject Name	Category	Credit	Pre requisite
<b>Theory</b>				
MB401	Capstone Project	Core	8	
MB402	Big Data Analytics		2	
MB403	Predictive analysis		3	
MB404	Cloud computing		2	
MB105	Personality Grooming		1	
<b>Practical</b>				
MB405	Big Data Analytics Lab.		1	
MB406	Predictive analysis Lab.		1	
MB407	Cloud computing Lab.		1	
		Credit	19	

