

**SCHOOL OF MANAGEMENT
GAUTAM BUDDHA UNIVERSITY**

Programme Structure

MBA(Business Analytics and Data Science) in association with IBM

1st Semester

CODES	SUBJECTTITLE	L(Credits)	T	P(Credits)
MBA-451/MB 451	Financial Accounting & Analysis	3	0	0
MBA-453/MB 453	Managerial Economics	3	0	0
MBA-455/MB455	Quantitative Methods-I	3	0	0
MBA-457	Data Analytics with Python	2	0	0
MBA-459	Basic Excel Modeling & Statistical Analysis	0	0	2
MBA-461/MB 461	Marketing Management	3	0	0
MBA-463	Managing Principles & Practice	3	0	0
MBA-465/MB465	Basic Professional Development Lab	0	0	2
MBA-467/MB 467	Introduction to Business Analytics	2	0	0
MBA-469	Data Analytics with Python Lab	0	0	2
	Total	19	0	6

II

Semester

CODES	SUBJECTTITLE	L	T	p
MBA-452	Data Analytics with R	0	0	2
MB-454/MB 454	Financial Management	3	0	0
MBA-456/MB 456	Human Resource Management	3	0	0
MBA-458/MB 458	Operations Management	3	0	0

MBA-464/MB 464	Quantitative Methods-II	2	1	0
MBA-466/MB 466	Strategic Management	3	0	0
MBA-468	Descriptive Analytics Lab	0	0	2
MBA-470	Business Communication	2	0	
MBA 472	Database Management System	2	0	0
MBA-474	DBMS Lab	0	0	2
	Total	15	1	6

III Semester

CODES	SUBJECTTITLE	L	T	P
MBA-551	Big Data Technologies	2	0	0
MBA-553/MB 593	Artificial Intelligence and Machine Learning	2	0	0
MBA-555/MB 591	Predictive Analytics	0	0	2
MBA-557/MB 513	Entrepreneurship and New Venture Planning	3	0	0
MBA-559	Web Analytics Lab	0	0	2
MBA-561	Big Data Technologies Lab	0	0	2
MBA-563	Business Applications of Artificial Intelligence(Lab)	0	0	2
	Elective	2	0	0
	Summer Internship	0	0	4
Total		9		12

Electives

CODES	SUBJECTTITLE	L	T	p
MBA-565	Financial Analytics	2	0	0
MBA-567	Supply Chain Analytics	2	0	0
MBA-569	Market Planning & Analytics	2	0	0
MBA-571	HRA Analytics	2	0	0
MBA-573/MB-517	Management Information Systems	2	0	0

IV

Semester

CODES	SUBJECTTITLE	L	T	p
MBA-552	Planning Analytics	2	0	0
sMBA-554/MB 592	Data Mining and Data Warehousing	2	0	0
MBA-556	Multivariate Data Analysis and Data Visualization using SPSS	0	0	2
MBA-558	Planning Analytics Lab	0	0	2
MBA560/MB 594	Advanced Forecasting Techniques	0	0	2
MBA-562	Capstone Project	0	0	8
	Elective	2	0	0
Total		6		14

Electives

CODES	SUBJECTTITLE	L	T	p
MBA-564/BCH303	Financial Markets, Institutions and Financial Services	2	0	0
MBA-566	Security Research	2	0	0
MBA568	Cyber Security Laws	2	0	0
MBA570/MB546	Integrated Marketing Communication and Digital Marketing	2	0	0
MBA-572/MB 560	Service Operations Management	2	0	0
MBA574	Business Ethics and CSR	2	0	0