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**SCHOOL OF MANAGEMENT
GAUTAM BUDDHA UNIVERSITY
Programme Structure w.e.f.2024-25
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/MB-455	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/MB-465	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
MBA-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

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MBA-462	Business Intelligence and Analytics	2	0	0
MBA-464/MB-464	Quantitative Methods-II	2	1	0
MBA-466/MB 466	Strategic Management	3	0	0
MBA-468/MB-468	Business Communication	0	0	2
MBA-470	Database Management System	2	0	
MBA-472	Business Intelligence and Analytics Lab	2	0	0
MBA-474	DBMS Lab	0	0	2
	Total	20	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

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IV

Semester

CODES	SUBJECTTITLE	L	T	P
MBA-552	Planning Analytics	2	0	0
MBA-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
MBA-460/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/BCH-303	Financial Markets, Institutions and Financial Services	2	0	0
MBA-566	Security Research	2	0	0
MBA-568	Cyber Security Laws	2	0	0
MBA-570/MB-546	Integrated Marketing Communication and Digital Marketing	2	0	0
MBA-572/MB -560	Service Operations Management	2	0	0
MBA-574	Business Ethics and CSR	2	0	0



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