

**SCHOOL OF MANAGEMENT  
GAUTAM BUDDHA UNIVERSITY**

**Programme Structure (Tentative)**

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

**Ist Semester**

<b>CODES</b>	<b>SUBJECT TITLE</b>	<b>L(Credits)</b>	<b>T</b>	<b>P(Credits)</b>
MBA-451/MB 591	Financial Accounting & Analysis	2	1	0
MBA-453/MB 453	Managerial Economics	3	0	0
MBA-455/MB455	Quantitative Methods-I	2	1	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-465/MB 465	Professional Communication and Development Lab	0	0	3
MBA-467	Data Analytics with Python Lab	0	0	2
MBA-469	Business Analytics	0	0	4
	Total	12	2	11

**II Semester**

<b>CODES</b>	<b>SUBJECT TITLE</b>	<b>L</b>	<b>T</b>	<b>p</b>
MBA-452/MB 452	Descriptive Analytics	2	0	0
MB-454/MB 454	Financial Management	2	1	0
MBA-456/MB 456	Human Resource Management	3	0	0
MBA-458/MB 458	Operations Management	3	0	0
MBA-464/ MB 464	International Marketing	2	0	0

MBA-466/ MB 466	Quantitative Methods-II	2	1	0
MBA-468/MB 468	Strategic Management	3	0	0
MBA-470	Descriptive Analytics Lab	0	0	2
MBA-472	Industry Analysis and Company Profiling	0	0	4
Total		17	2	6

### III Semester

<b>CODES</b>	<b>SUBJECT TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>
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	2	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		8		12

### Electives

<b>CODES</b>	<b>SUBJECT TITLE</b>	<b>L</b>	<b>T</b>	<b>p</b>
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	HR Analytics	2	0	0
MBA-573/MB-517	Management Information Systems	2	0	0

### IV Semester

CODES	SUBJECT TITLE	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
MBA 460/MB 594	Advanced Forecasting Techniques	0	0	2
MBA-562	Capstone Project	0	0	6
	Elective	2	0	0
Total		6		12

### Electives

CODES	SUBJECT TITLE	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
MBA570/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