Centre of Excellence in Analytics & Data Science

Program Structure for MBA - Business Analytics (Approved in 54th AC meet held on 23rd June 2022) - Batch of 2022-24

YEAR I

TERM I (June - Sep)

Sno	Course Code	Course Title	Credits	Course Type
1	QMC1001	**Statistics for Data Analytics**	3.0	C
2	MKT1001	**Marketing Management**	3.0	C
3	ITM1001	**Artificial Intelligence for Business**	1.5	C
4	ANC1001	Data Wrangling with Python	3.0	C
5	ANC1002	Story Telling with Data	3.0	C
6	ANC1003	Mathematics for Business Analytics	3.0	C
7	GEW1001	**Effective Presentation Skills**	1.0	W
8	ANW1001	Structured Thinking	1.0	W
9	FIN3001	**Managerial Accounting**	3.0	C
		TOTAL CREDITS	**21.5**	

Note : Course Title that are Highlighted/BOLD represents Management Courses

TERM II (Sep - Dec)

Sno	Course Code	Course Title	Credits	Course Type
1	QMC2002	**Data Analysis for Decision Making**	3	C
2	GEM2001	**Economics for Managers**	3	C
3	HRM2001	**Managing People at Work**	3	C
4	ANC2004	Machine Learning Techniques	3	C
5	ANC2005	Advanced Python Programming	1.5	C
6	ANC2006	Data Management	1.5	C
7	GEW2002	**Soft Skills and Email Etiquette**	1	W
8	ANW2002	Data Analytics with R	1	W
9	FIN4002	**Corporate Finance**	3	C
		TOTAL CREDITS	**20.0**	

TERM III (Jan - Mar)

Sno	Course Code	Course Title	Credits	Course Type
1	QMC3003	**Multivariate Techniques**	3	C
2	OPR3001	**Operations Management**	3	C
3	GEM3002	Datapreneurship	1.5	C
4	ANC3007	Natural Language Processing	1.5	C
5	ANC3008	Deep Learning	1.5	C
6	ANC3009	Advanced Machine Learning Techniques	1.5	C
7	ANC3010	Big Data Analytics	1.5	C
8	ANP3001	Analytics Pipeline Management	3	C
9	ANW3003	Report Writing for Analytics Use Cases	1	W
10	ANW3004	Open Source Emerging Tools for Analyticians	1	W
		TOTAL CREDITS	**18.5**	

SUMMER TERM (April to June) - 2.5 months (10 Weeks)

Sno	Course Code	Course Title
1	SIP	SUMMER INTERNSHIP PROGRAM

YEAR II

TERM IV (June - Sep)

Sno	Course Code	Course Title	Credits	Course Type
1	GEM4003	**Strategic Management**	3	C
2	ANC4011	Machine Learning for Time Series Forecasting	3	C
3	ANC4012	Data Governance	3	C
4	ANC4013	Advanced Deep Learning	1.5	C
5	ANC4014	Advanced Big Data Analytics	1.5	C
6	ANW4004	Data Analysis with Analytical Software Suite	1	W
7	ANC5018	BlockChain for Managers	1.5	C
8	ANC5019	Optimization Analytics	1.5	C
		TOTAL CREDITS	**16.0**	

TERM V (Sep - Dec)

Sno	Course Code	Course Title	Credits	Course Type
1	ANC5015	Stochastic Process	1.5	C
2	ANC5016	Simulation Models	1.5	C
3	ANC5017	Web Analytics	3	C
4	FNE5001	**Functional Elective-1**	3	FE
5	FNE5002	**Functional Elective-2**	3	FE
6	ANP4002	Applied Business Analytics	3	P
	LDP5001	Learner Driven Entrepreneurial Initiatives^ [3 Credits]		P
	LDP5002	Learner Driven Research Project* [3 Credits]		P
		TOTAL CREDITS	**15.0**	

TERM VI (Jan - Mar)

Sno	Course Code	Course Title	Credits	Course Type
1	FNE6003	**Functional Elective-3**	3	FE
2	CFE6001	**Cross Functional Elective-1**	3	CE
3	CFE6002	**Cross Functional Elective -2**	3	CE
4	CPP6001	CAPSTONE LIVE PROJECT~	6.0	P
	LDP6001	Learner Driven Entrepreneurial Initiatives^ [3 Credits]		P
	LDP6002	Learner Driven Research Project* [3 Credits]		P
		TOTAL CREDITS	**15.0**	

^ - Learner Driven Entrepreneurial Initiatives (LDEI) is a substitue for a Functional Elective-3 (TRIM VI) and will be offered to specific students who satisfy CGPA Criteria. Also subjected to Mentor availability and spans over last two Trimesters.

* - Learner Driven Research Project (LDRP) is a substitute for a Functional Elective-3 (TRIM VI) and will be offered to specific students who satisfy CGPA Criteria. LDRP spans over last two Trimesters.

~ - Guided by Faculty Member and Industry Mentor

ELECTIVES LIST

Trim V		Trim VI
Functional Elective Track (FE)		**Functional Elective Track (FE)**
HR Track		**Marketing Track**
People Analytics		CRM Analytics
Work Force & Compensation Analytics		**Operations Track**
Finance Track		Service Analytics
Fraud Analytics	**CROSS FUNCTIONAL ELECTIVES (CE)** are the electives that cut across the domains and is applicable to all domain. A student has to select one CFE each from two bundled CE.	**HR Track**
Investment Analytics		Analytics in Agile HRM
Operations Track		**Finance Track**
SCM Analytics		Risk Analytics
Logistics Analytics		**General Track**
General Track		Pharma Analytics
Sports Analytics	**FUNCTIONAL ELECTIVES (FE)** are specific to particular domain. A student can opt for: a) 3 functional electives in one domain (or) b) 2 functional elective in one domain and third elective in any of the other domains. That is a student must take two functional electives which are bundled.	Telecom Analytics
Healthcare Analytics		Energy Analytics
Marketing Track		**Cross Functional Electives (CE)**
Retail Analytics		**CE : Track - 1**
Pricing Analytics		Business Negotiation
		International Business
		CE : Track -2
		Strategic Implementation and Control
		Managing Strategic Change

Director
Prof. (Dr.) Sridhar Vaithianathan

Total Credits 106 (I YR: 60 credits II YR: 46 credits)
Total Subjects: 47