

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 2021-23																																																					
YEAR I					YEAR II																																																
TERM I (June - Sep)					TERM IV (June - Sep)																																																
Sno	Course Code	Course Title	Credits	Course Type	Sno	Course Code	Course Title	Credits	Course Type																																												
1	QMC1001	Statistics for Data Analytics	3.0	C	1	FIN4002	Corporate Finance	3.0	C																																												
2	MKT1001	Marketing Management	3.0	C	2	GEM4003	Strategic Management	3.0	C																																												
3	ITM1001	Artificial Intelligence for Business	1.5	C	3	ANC4011	Machine Learning for Time Series Forecasting	3.0	C																																												
4	ANC1001	Data Wrangling with Python	3.0	C	4	ANC4012	Data Governance	3.0	C																																												
5	ANC1002	Story Telling with Data	3.0	C	5	ANC4013	Advanced Deep Learning	1.5	C																																												
6	ANC1003	Mathematics for Business Analytics	3.0	C	6	ANC4014	Advanced Big Data Analytics	1.5	C																																												
7	GEW1001	Effective Presentation Skills	1.0	W	7	ANW4004	Data Analysis with Analytical Software Suite	1.0	W																																												
8	ANW1001	Structured Thinking	1.0	W																																																	
TOTAL CREDITS			18.5		TOTAL CREDITS			16.0																																													
Note : Course Title that are Highlighted/BOLD represents Management Courses																																																					
TERM II (Sep - Dec)					TERM V (Sep - Dec)																																																
Sno	Course Code	Course Title	Credits	Course Type	Sno	Course Code	Course Title	Credits	Course Type																																												
1	QMC2002	Data Analysis for Decision Making	3.0	C	1	ANC5015	Stochastic Process	1.5	C																																												
2	GEM2001	Economics for Managers	3.0	C	2	ANC5016	Simulation Models	1.5	C																																												
3	HRM2001	Managing People at Work	3.0	C	3	ANC5017	Web Analytics	3.0	C																																												
4	ANC2004	Machine Learning Techniques	3.0	C	4	ANC5018	BlockChain for Managers	1.5	C																																												
5	ANC2005	Advanced Python Programming	1.5	C	5	ANC5019	Optimization Analytics	1.5	C																																												
6	ANC2006	Data Management	1.5	C	6	FNE5001	Functional Elective-1	3.0	FE																																												
7	GEW2002	Soft Skills and Email Etiquette	1.0	W	7	FNE5002	Functional Elective-2	3.0	FE																																												
8	ANW2002	Data Analytics with R	1.0	W	8	ANP4002	Applied Business Analytics	3.0	P																																												
						LDP5001	Learner Driven Entrepreneurial Initiatives^ [3 Credits]		P																																												
						LDP5002	Learner Driven Research Project* [3 Credits]		P																																												
TOTAL CREDITS			17.0		TOTAL CREDITS			18.0																																													
TERM III (Jan - Mar)					TERM VI (Jan - Mar)																																																
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1	QMC3003	Multivariate Techniques	3.0	C	1	FNE6003	Functional Elective-3	3.0	FE																																												
2	OPR3001	Operations Management	3.0	C	2	CFE6001	Cross Functional Elective-1	3.0	CE																																												
3	GEM3002	Datapreneurship	1.5	C	3	CFE6002	Cross Functional Elective -2	3.0	CE																																												
4	ANC3007	Natural Language Processing	1.5	C	4	CPP6001	CAPSTONE LIVE PROJECT~	6.0	P																																												
5	ANC3008	Deep Learning	1.5	C		LDP6001	Learner Driven Entrepreneurial Initiatives^ [3 Credits]		P																																												
6	ANC3009	Advanced Machine Learning Techniques	1.5	C		LDP6002	Learner Driven Research Project* [3 Credits]		P																																												
7	ANC3010	Big Data Analytics	1.5	C																																																	
8	ANP3001	Analytics Pipeline Management	3.0	C																																																	
9	ANW3003	Report Writing for Analytics Use Cases	1.0	W																																																	
10	ANW3004	Open Source Emerging Tools for Analysts	1.0	W																																																	
11	FIN3001	Managerial Accounting	3.0	C																																																	
TOTAL CREDITS			18.5		TOTAL CREDITS			15.0																																													
SUMMER TERM (April to June) - 2.5 months (10 Weeks)																																																					
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1	SIP	SUMMER INTERNSHIP PROGRAM																																																			
<table border="1"> <thead> <tr> <th>Trim V</th> <th>ELECTIVES LIST</th> <th>Trim VI</th> </tr> </thead> <tbody> <tr> <td>Functional Elective Track (FE)</td> <td rowspan="10"> <p>CROSS FUNCTIONAL ELECTIVES (CFE) 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 CFE.</p> <p>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.</p> </td> <td>Functional Elective Track (FE)</td> </tr> <tr> <td>HR Track</td> <td>Marketing Track</td> </tr> <tr> <td>People Analytics</td> <td>CRM Analytics</td> </tr> <tr> <td>Work Force & Compensation Analytics</td> <td>Operations Track</td> </tr> <tr> <td>Finance Track</td> <td>Service Analytics</td> </tr> <tr> <td>Fraud Analytics</td> <td>HR Track</td> </tr> <tr> <td>Investment Analytics</td> <td>Analytics in Agile HRM</td> </tr> <tr> <td>Operations Track</td> <td>Finance Track</td> </tr> <tr> <td>SCM Analytics</td> <td>Risk Analytics</td> </tr> <tr> <td>Logistics Analytics</td> <td>General Track</td> </tr> <tr> <td>General Track</td> <td>Pharma Analytics</td> </tr> <tr> <td>Sports Analytics</td> <td>Telecom Analytics</td> </tr> <tr> <td>Healthcare Analytics</td> <td>Energy Analytics</td> </tr> <tr> <td>Marketing Track</td> <td>Cross Functional Electives (CE)</td> </tr> <tr> <td>Retail Analytics</td> <td>CE : Track - 1</td> </tr> <tr> <td>Pricing Analytics</td> <td>Business Negotiation</td> </tr> <tr> <td></td> <td>International Business</td> </tr> <tr> <td></td> <td>CE : Track - 2</td> </tr> <tr> <td></td> <td>Strategic Implementation and Control</td> </tr> <tr> <td></td> <td>Managing Strategic Change</td> </tr> </tbody> </table>					Trim V	ELECTIVES LIST	Trim VI	Functional Elective Track (FE)	<p>CROSS FUNCTIONAL ELECTIVES (CFE) 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 CFE.</p> <p>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.</p>	Functional Elective Track (FE)	HR Track	Marketing Track	People Analytics	CRM Analytics	Work Force & Compensation Analytics	Operations Track	Finance Track	Service Analytics	Fraud Analytics	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	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	<p>^ - Learner Driven Entrepreneurial Initiatives (LDEI) is a substitute 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.</p> <p>* - 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.</p> <p>~ Guided by Faculty Member and Industry Mentor</p>				
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<p style="text-align: center;"><i>Bet</i></p>			<p>Director</p>		<p>Total Credits 106</p>																																																
<p>Prof. (Dr.) Sridhar Vaithianathan</p>					<p>Total Subjects 48</p>																																																