MASTER OF BUSINESS ADMINISTRATION (BUSINESS ANALYTICS)

FIRST SEMESTER

- Principles of Management
- Economic Analyses for Business Decision Making
- Financial Reporting and Analysis
- Introduction to Business Analytics and Data Science
- Business Environment
- Business Statistics
- Business Communication & Presentation Skills
- Business analytics IT Skills Lab
- Introduction to Python for Business Analytics
- Comprehensive Viva

SECOND SEMESTER

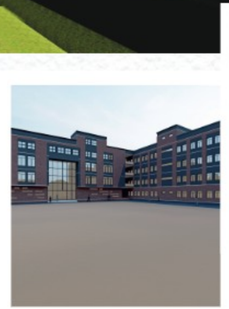
- Marketing Management
- Production and Operations Management
- Corporate Finance
- Machine Learning & Applications
- Human Resource Management
- Decision Science
- Organisation Behaviour
- Machine Learning using R Lab (Practical)
- Database Management & SQL Lab (Practical)
- Project- Data Analysis with Python

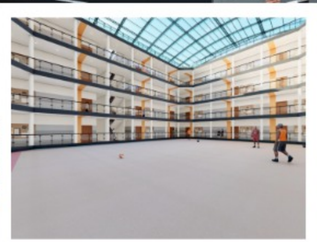
THIRD SEMESTER

- Big Data Analytics
- Multivariate Data Analysis
- Generic Elective – Group I
- Generic Elective – Group I
- Discipline Specific Elective- Group II
- Discipline Specific Elective- Group II
- Practical Lab on Big Data Analytics
- Data Visualization Lab
- Summer Training Report & Presentation

FOURTH SEMESTER

- Entrepreneurship and Small Business Development
- Cyber Security & Law
- Generic Elective – Group I
- Discipline Specific Elective-Group II
- Discipline Specific Elective-Group II
- Dissertation Report & Viva Voce
- Predictive Analytics using SPSS
- Certification Course from NPTEL/SWAYAM





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INSTITUTE OF MANAGEMENT & RESEARCH, GWALIOR
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MBA
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