

**COEP TECHNOLOGICAL UNIVERSITY DEPARTMENT OF MANAGEMENT
STUDIES**
MBA in Business Analytics Specialization

SEMESTER I- (24-26)							
Program Core Courses-PCC							
Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	PCC-1		Marketing Management				2
2	PCC-2		Human Resource Management				2
3	PCC-3		Operations Management				2
4	PCC-4		Financial Management				2
5	PCC-5		Introduction to Business Analytics				2
6	PCC-6		Economics (Micro/Macro)				2
7	PCC-7		Financial Accounting				2
8	PCC-8		Statistics				2
Total Credits for PCC				16			
Program Generic Courses							
Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	PGC-1		Doing Business in India				1
2	PGC-2		Effective Communication				1
3	PGC-3		Self Awareness and Personality Development				1
4	PGC-4		Introduction to Case studies in GM				1
							4
Total Credits for Sem I				20			

Amwadi
4/9/24

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SEMESTER II							
Program Core Courses-PCC							
Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	PCC-1		Research Methodology				2
2	PCC-2		Business and Commercial Laws				2
3	PCC-3		Project Management				2
4	PCC-4		MIS				2
5	PCC-5		Applied Statistics for Business Decision Making				2
6	PCC-6		Introduction to R/ Python				2
6	PCC-7		Design & Strategic Thinking				2
Total Credits for PCC				14			

Program Generic Courses							
Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	PGC-1		Company and Sectorial Analysis				1
2	PGC-1		Current Business Environment				1
3	PGC-1		Presentation Skills				1
4	PGC-1		Case Studies				1
			Total Credits for PGC				4

Program Specialization Courses -Sem II							
				Teaching Scheme			Credits
Sr. No.	Course Type	Course Code	Course Name	L	T	P	
1	PSC-1		Modern Data Management Systems				2

2	PSC-2		Data Mining				2
3	PSC-3		Quantitative Methods				2
4	PSC-4		Data Science and Machine Learning				2
			Total Credits for PSC				8
			Total Semester II Credits	26			

Semester III							
Program Core Courses-PCC -SEM III							
Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	PCC-1		Strategic Management				2
2	PCC-2		Introduction to Start up/MSME etc				2
3	PCC-3		Innovation Management				2
4	PCC-4		AI for Business Growth				2
5	PCC-5		Data Visualization with Python				2
6	PCC-6		BA for Industry 4.0				2
7	PCC-7		Internship Project				3
			Total Credits for PCC				15

Semester III-Spinalization							
Program Spinalization Courses -Sem II							
Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	PSC-1		Data Engineering & Knowledge Management				2
2	PSC-2		Big Data Analytics				2
3	PSC-3		Digital Marketing & web Analysis				2
4	PSC-4		Predictive Analytics and ML Models				2

Total Credits for PSC				8
Total Credits for Sem III	23			

SEMESTER IV

Program Core Courses-PCC							
Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	PCC-1		Corporate Governance & Ethics				2
2	PCC-2		Data Security and Cyber Laws				2
3	PCC-3		Global Business Environment				2
4	PCC-4		Leadership and Strategic Thinking				2
5	PCC-5		Conflict and Negotiation				2
6	PCC-6		Business Simulations				2
7	PCC-7		Dissertation				3
Total Credits for PCC							15

Semester IV							
Program Spinalization Courses -Sem IV				Teaching Scheme			Credits
Sr. No.	Course Type	Course Code	Course Name	L	T	P	
1	PSC-1		Time Series and Forecasting				2
5	PSC-2		AI & Applications				2
6	PSC-3		Cloud Technology & Security				2
7	PSC-4		Mathematical Optimizations for Business problems				2
Total Credits for PSC							8
Total Credits for Sem IV				23			

Note : MBA Business Analytics Total Credits For 2024-26 Batch -92 Credits

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