

MBA (BA) (2025 Pattern) – Complete Curriculum

MBA in Business Analytics

SEMESTER I

Program Core Courses-PCC Sem I

Program Core Courses-PCC Sem I							
Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
				2	1	0	3
1	PCC-1		Marketing Management	2	1	0	3
2	PCC-2		Human Resource Management	2	1	0	3
3	PCC-3		Operations Management	2	1	0	3
4	PCC-4		Managerial Accounting	2	1	0	3
5	PCC-5		Introduction to Business Analytics	2	1	0	3
6	PCC-6		Financial Management	2	1	0	3
7	PCC-7		Business Statistics	2	1	0	3
Total Credits for PCC				21			

Program Generic Courses Sem I

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	PGC-1		Company and Sectorial Analysis	1	0	0	1
2	PGC-2		Managerial Communication	1	0	0	1
3	PGC-3		Self-Awareness and Personality Development	1	0	0	1
4	PGC-4		Indian Ethos & Business Ethics	1	0	0	1
			Total Credits for PGC				4

SEMESTER II

Program Core Courses-PCC Sem II

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	PCC-1		Research Methodology	2	1	0	3
2	PCC-2		Business and Commercial Laws	2	1	0	3
3	PCC-3		Project Management	2	1	0	3
4	PCC-4		Management Information System	2	1	0	3
5	PCC-5		Managerial Economics	2	1	0	3
6	PCC-6		Operation Research	2	1	0	3
Total Credits for PCC				18			

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Program Generic Courses Sem II							
Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	PGC-1		Indian Business Models	1	1	0	1
2	PGC-2		Introduction to Artificial Intelligence	1	0	0	1
3	PGC-3		Power BI	0	0	2	1
Total Credits for PGC							3
Program Specific Courses -Sem II							
Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	PSC-1		Data Insights and Visualizations	0	0	6	3
2	PSC-2		Digital Marketing & Web Analysis	2	0	2	3
3	PSC-3		Python Programming	0	0	6	3
4	PSC-4		Predictive Analytics	2	0	2	3
Total Credits for PSC							12
Total Semester II Credits							33
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	1	0	3
2	PCC-2		AI for Business Growth	2	1	0	3
3	PCC-3		Data Visualization with Python and GenAI	1	0	4	3
4	PCC-4		Business Forecasting	2	1	0	3
5	PCC-5		Internship Project	0	0	12	6
Total Credits for PCC							18
Program Specific Courses -Sem III							
Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	

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1	PSC-1		Data Engineering & Knowledge Management	2	0	2	3
2	PSC-2		Big Data Analytics	2	0	2	3
3	PSC-3		Modern Data Management Systems	2	0	2	3
4	PSC-4		Data Science and Machine Learning	1	0	4	3
Total Credits for PSC							12
Total Credits for Sem III				30			
SEMESTER IV							
Program Core Courses-PCC Sem IV							
Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	PCC-1		Business Simulation	2	1	0	3
2	PCC-2		Data Security and Cyber Laws	2	1	0	3
3	PCC-3		Leadership and Strategic Thinking	2	1	0	3
4	PCC-4		Dissertation	0	0	6	3
				Total Credits for PCC			12
Program Specific Courses -Sem IV							
Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	PSC-1		BA for Industry 4.0	1	1	0	2
2	PSC-2		AI & Deep Learning	1	0	2	2
3	PSC-3		Cloud Technology & Security	1	0	2	2
				Total Credits for PSC			6
Total Credits for Sem IV				18			

Note :- MBA Business Analytics Total Credits For Batch 2025-27

Sem I + Sem II + Sem III + Sem IV → (25+33+30+18) = 106 Credits

14/05/25

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