



SCHOOL OF MANAGEMENT (SOM)

MBA – Business Analytics & Business Intelligence PROGRAMME STRUCTURE: 2024-26

I Semester

Course Code	Course	CMRU Category	CMRU Subcategory	AICTE Category	School/ Dept.	Contact Hours/ Week	Credit Distribution L-T-P-C
Program Core							
6ECON5011	Managerial Economics	Foundation	FC	CC	SOM	4	2-0-1-3
6ACCT6011	Accounting for Managers	Foundation	FC	CC	SOM	3	3-0-0-3
New Course	Quantitative Methods	Foundation	FC	CC	SOM	3	3-0-0-3
6ANLT6011	Information System and Business Analytics	Foundation	FC	CC	SOM	4	2-0-1-3
6MKTG5011	Marketing Management	Foundation	FC	CC	SOM	3	3-0-0-3
6STAT6011	Business Statistics with R	Foundation	FC	CC	SOM	4	2-0-1-3
6HRMT5011	Human Resource Management	Foundation	FC	CC	SOM	3	3-0-0-3
	Community Service - I (COS- I) *	CS	-	-	DCCC	02	0-0-1-1*
GPSBD1101/GPSBD1171/GPSBA1021	Career Preparedness Program - I (Oral and Written Communication+Career Essentials + Prepare for Aptitude Test - I)	PS	-	-	SOM (Offline)	2	NA
Audit Course:							

Internship- I (CIP) of 2 credits to be carried out between I and I Semester break. The corresponding 2 credits will be reflected in the IV Semester.

**The Community Service-I (COS-I) of 30 hours has to be carried out in the I Semester. The corresponding 1 credit and the CIE will be reflected in the IV Semester.*

II Semester

Course Code	Course	CMRU Category	CMRU Subcategory	AICTE Category	School / Dept.	Contact Hours/ Week	Credit Distribution L-T-P-C
Program Core							
6MGMT5031	International Business Management	Foundation	FC	CC	SOM	3	3-0-0-3
6MGMT5041	Business Research Methods	Foundation	FC	CC	SOM	4	2-0-1-3
6FINC5031	Financial Management	Foundation	FC	CC	SOM	3	3-0-0-3
6OPSM6011	Operations Research for Managers	Foundation	FC	CC	SOM	4	2-0-1-3
New Course	Business Analytics	Elective	DSE	DSE	SOM	4	2-0-1-3
New Course	Business Intelligence	Elective	DSE	DSE	SOM	4	2-0-1-3
New Course	Database Management Systems with SQL	Elective	DSE	DSE	SOM	4	2-0-1-3

New Course	Power BI	Elective	DSE	DSE	SOM	4	2-0-1-3	
6INTS6010	Internship I (CIP)†	Internship	Internship	CC	SOM	4	0-0-2-2†	
Common Core								
GCSCD1021	Community Service-II (COS-II) *	CS	-	-	DCCC	2	0-0-1-1*	
Total						32 / 36	24 + 1* + 2†	
Common Core (Non-Credit) - Graduate Requirement:								
GPSBT1041/ GPSBD1181/ GPSBA1031	Career Preparedness Program - II (Design Thinking + Career Effectiveness + Prepare for Aptitude Tests - II)	PS	-	AECC	DCCC	5	GR	
Audit Course:								

† Internship I - Community Internship Program (CIP) credits are reflected in the IV Semester

Internship- II (SIP) of 4 credits to be carried out between II and III Semester break. The corresponding 4 credits will be reflected in the IV Semester.

*The Community Service-II (COS-II) of 30 hours has to be carried out in the II Semester. The corresponding 1 credit and the CIE will be reflected in the IV Semester.

III Semester

Course Code	Course	CMRU Category	CMRU Subcategory	AICTE Category	School/ Dept.	Contact Hours/ Week	Credit Distribution L-T-P-C
Program Core							
6MGMT5051	Strategic Analysis and Management	Foundation	FC	CC	SOM	3	3-0-0-3
6OPSM6021	Operations Management	Foundation	IC	CC	SOM	3	3-0-0-3
6XXXX5XX1	General Elective	Elective	GE	GE	SOM	3	3-0-0-3
New Course	Financial Analytics	Elective	GE	DSE	SOM	4	2-0-1-3
New Course	BI Reporting for Managers (MOOC Course)	Elective	GE	DSE	SOM	4	2-0-1-3
New Course	Data Mining Intelligence	Elective	GE	DSE	SOM	4	2-0-1-3
New Course	Web Data Extraction and Analysis	Elective	GE	DSE	SOM	4	2-0-1-3
Xxxxx	Ethics & Values	Foundation	FC	AECC	SOM	2	2-0-0-2
6INTS7010	Internship II (SIP)†	Foundation	Internship II (SIP)	CC	SOM	8	0-0-4-4†
Total						33/36	23 + 4†
Common Core (Non-Credit) - Graduate Requirement:							
GPSDL1051	Career Preparedness Program - III (Strategy for Self-Management)	PS	-	AECC	DCCC	1	GR
Audit Course:							

† Internship II - Summer Internship Program (SIP) credits are reflected in the IV Semester

IV Semester

Course Code	Course	CMRU Category	CMRU Subcategory	AICTE Category	School/ Dept.	Contact Hours/ Week	Credit Distribution L-T-P-C
Program Core							
6MGMT5061	Legal Environment of Business	Foundation	FC	CC	SOM	3	3-0-0-3
6MGMT5071	Leadership and Capacity Building	Foundation	FC	CC	SOM	3	3-0-0-3
New Course	Marketing Analytics	Foundation	FC	AECC	SOM	4	2-0-1-3
6XXX6XX1	General Elective	Electives	IC	GE	SOM	3	3-0-0-3
	Research Publication					4	0-0-2-2
6INTS6010	Internship I (CIP)	Foundation	Internship I (CIP)	CC	SOM	-	0-0-2-2
6INTS7010	Internship II (SIP)	Foundation	Internship II (SIP)	CC	SOM	-	0-0-4-4
6CAPS7010	Capstone	Project	Project	DSE	SOM	12	0-0-6-6
GCSCD1011	Community Service-I (COS-I) *	CS	-	-	DCCC	-	0-0-1-1*
GCSCD1021	Community Service-II (COS-II) *	CS	-	-	DCCC	-	0-0-1-1*
Total						28	28
Audit Course:							

* The credit of Community Service - I (COS-I) / Community Service - II (COS-II) of 30 hours each that was carried out in the I and II Semesters respectively is reflected in the IV Semester.

General Elective Courses:

Semester	Course Code	Course
III	6MGMT5081	Doing Business in Emerging Markets***
	6MGMT5091	Social Entrepreneurship
	6OPSM5041	Project Management
IV	6OPSM6051	Management Control System
	6OPSM6061	Technology Management

*** It is an Industry facing course to be handled by the Industry expert and the course will be coordinated by the faculty in charge.