Course Structure – MS Business Analytics

	MS Subjects	Credits for Theory	Credits for Practical	Total Credits
	Semester 1			
MGT514	Introduction of Business Analytics	3	-	3
MGT515	Big Data Analytics	2	1	3
MGT516	People Management	3	-	3
MGT517	Marketing Management	3	-	3
MGT518	Business Economics	2	-	2
MGT519	AI & ML for Business	2	1	3
MGT520	Introduction to Python Programming	1	2	3
		16	4	20
	Semester 2			
MGT521	Data Visualization	-	2	2
MGT522	Data Mining for Business Intelligence	3	-	3
MGT523	Ethics & Privacy in Analytics	3	-	3
MGT524	Global Business Environment	3	-	3
MGT525	Financial Management	3	-	3
MGT526	Business Research Methods	3	1	4
MGT527	Operations Management	2	-	2
		17	3	20
	Semester 3			
MGT621	Strategic Management	3	-	3
MGT622	Summer Internship Project	-	-	5
	Specialization 1: Marketing Analytics			
MGT623	Product Analytics	2	1	3
MGT624	Pricing Analytics	3	-	3
	Specialization 2: People Analytics			
MGT625	Compliance & Risk Management	3	-	3
MGT626	Performance Management & Reward Analytics	2	1	3
	Specialization 3: Financial Analytics			
MGT627	Machine learning for Trading	2	1	3
MGT628	Quantitative Investment Analysis & Portfolio Management	3	-	3
	Specialization 4: Operations Analytics			
MGT629	Operations Research	2	1	3
MGT630	Industry 4.0	3	-	3
		13	2	20
	Semester 4			
MGT631	Dissertation Project	-	-	6
MGT632	Entrepreneurship Development & Startup	3	-	3
	Specialization 1: Marketing Analytics			
MGT633	Sales & Distribution Analytics	2	1	3
MGT634	Advertising & Promotion Analytics	2	1	3
	Specialization 2: Human Resource Analytics			
MGT635	Employee Engagement & Retention Analytics	2	1	3
MGT636	Cultural Fit & Organizational Wellness Analytics	2	1	3
	Specialization 3: Financial Analytics			
MGT637	Financial Econometrics	2	1	3
MGT638	Financial Modelling	2	1	3
	Specialization 4: Operations Analytics			
MGT639	Supply Chain Analytics	2	1	3
MGT640	Project Planning and Management	2	1	3
	Total	11	4	21
	Grand Total – 2 years (MS Business Analytics)	57	13	81

** In semester 3, along with two compulsory courses, student must opt for **<u>dual specialization</u>** out of 4 specializations offered.*

\# In semester 4, along with two compulsory courses, student must continue the dual specialization selected in semester 3

^ *Every student must complete one course in* ***Business Statistics / Mathematics for Business Analytics*** *in Semester 1. This will be a zero-credit course, but compulsory for promotion in semester 2.*
^ *Every student must go for Summer Internship after Semester 2 and same will be evaluated in Semester 3.*