

Adamas University
School of Business
Department of Management
MBA(Business Analytics)

THE PROGRAMME STRUCTURE

The MBA(Business Analytics) Programme is divided into two parts as under. Each part will consist of semesters to be known as Semester – 1 and Semester – II. In the second year it is known as Semester III and Semester IV.

		Semester	Credit Distribution
Part I	First Year	Semester – 1	24
		Semester -2	25
Part II	Second Year	Semester – 3	16
		Semester – 4	18
		Total	83

FIRST SEMESTER							
Course Code	Subject	Category	L-T-P-C	Credit	IA	TEE	Total Marks
OBH21201	Organizational Behaviour	Major	3-0-0-3	3	50	50	100
MGT21006	Management Concepts, Scope and Functions	Major	3-0-0-3	3	50	50	100
ECO21206	Managerial Economics	Minor	3-0-0-3	3	50	50	100
FAC21205	Financial Accounting for Managers	Major	2-1-0-3	3	50	50	100
MKT21201	Marketing Management	Major	3-0-0-3	3	50	50	100
MTH21517	Quantitative Techniques for Management	Minor	2-1-0-3	3	50	50	100
MGT21007	Foundations for E-Commerce	SEC	2-0-0-2	2	50	50	100
BAN22224	Introduction to SQL	Major	0-0-4-2	2	50	50	100
BAN22215	Introduction to Data Analytics	Major	0-0-4-2	2	50	50	100
				24	450	450	900

SECOND SEMESTER							
Subject Code	Subject	Category	L-T-P-C	Credit	IA	TEE	Total Marks
OLS21218	Operations and Logistics Management	Major	3-0-0-3	3	50	50	100
OBH21202	Human Resource Management	Major	3-0-0-3	3	50	50	100

FAC21210	Financial Management	Major	3-0-0-3	3	50	50	100
MKT21208	Advanced Marketing Management	Major	3-0-0-3	3	50	50	100
MGT21008	Business Communication	Minor	2-1-0-3	3	50	50	100
MGT21037	Legal Environment of Business	Minor	3-0-0-3	3	50	50	100
BAN22221	IT Skills for Managers	SEC	2-0-0-2	2	50	50	100
EIC21201	Entrepreneurship Development	SEC	2-0-0-2	2	50	50	100
BAN22227	Introduction to Python	Major	0-0-6-3	3	50	50	100
				25	450	450	900

THIRD SEMESTER							
Course Code	Subject	Category	L-T-P-C	Credit	IA	TEE	Total Marks
MGT21205	Strategic Management	Major	2-0-0-2	2	50	50	100
MGT21202	Research Methodology	Major	2-0-0-2	2	50	50	100
BAN22218	AI and ML for Managers	Major	0-0-4-2	2	50	50	100
BAN22223	Introduction to R	Major	0-0-4-2	2	50	50	100
BAN22219	Social Media Analytics	Major	0-0-4-2	2	50	50	100
MGT24207	Summer Internship	SEC	0-0-12-6	6		100	100
				16	250	350	600

FOURTH SEMESTER							
Course Code	Subject	Category	L-T-P-C	Credit	IA	TEE	Total Marks
BAN22233	Data Visualization Tools and Techniques	Major	0-0-6-3	3	50	50	100
BAN22229	Financial Analytics	Major	0-0-4-2	2	50	50	100
BAN22230	Marketing Analytics	Major	0-0-4-2	2	50	50	100
BAN22231	HR Analytics	Major	3-0-0-3	3	50	50	100
BAN22216	Advanced Statistical Modelling and Analytics	SEC	0-0-4-2	2	50	50	100
MGT24209	Research work, Dissertation & Thesis	Pw/RD-Major	0-0-12-6	6		100	100
				18	250	350	600