

Curriculum Structure

Objective

To conduct business and industry - oriented MBA Programme in Business Analytics following AICTE Model Curriculum for Management (MBA & PGDM), 2020-21.

Course

- Two – Year full-time MBA course (Four – Semester).
- Minimum number of class room contact teaching for MBA/PGDM programme should be 96 credits (one credit equals 10 hours) and Internship / Project should be 06 credits i.e., Total 96 + 06 = 102 credits.
- Each Paper = 4 credits (40 contact hours), 6 Papers / Semester.
- Marks per paper: 100 (70-Final Semester Examination, 25- Continuous Assessments, 5- Attendance)
- **Course Structure**
- **Regular Course**

Semester	Paper	Credit	Contact Hours
I (CP)	6	24	240
II (CP)	6	24	240
III (SP)	6	24	240
Internship / Project #	1	6	60
IV (SP)	6	24	240
Course Total	25	102	1020

CP: Common Papers

SP: Specialization Papers

Internship / Project # : Project Paper + Presentation + Viva

On – Line Courses (Non-credit, Paper & Marks to be mentioned in the Mark sheet)

- Total : 4(1/Semester)
- Weightage: 4 Credits / Paper = 04 X 4 = 16 credits
- Courses (any 4): Environment Sciences, Indian Society & Culture, Indian Constitution, Entrepreneurship, English Communication, Data Mining, E-Commerce, Agri-Business, Hospitality Management, Small Business Management, Corporate Social Responsibility.

Total Credits:

Regular: 102

On-Line (Non-Credit): 16

Session

- January – June
- July – December
- Class / Day: 5 hrs / Day (5 days week)
- Project Work: after 2ndSem Examination (8 Weeks)

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MBA in Business Analytics (In-House Programme)
(Effective from academic session 2020-21)

Examination System (Semester – Wise)

- Total Marks = 100 (70-Final Semester Examination, 25- Continuous Assessments, 5- Attendance)
- Average of four continuous assessment marks: Weightage: 25
- Semester Grade Point Average : SGPA
- Yearly Grade Point Average: YGPA
- Degree Grade Point Average : DGPA
- Project Marks (100) : Project Report (50), Presentation (30), Viva (20)
- Passmarks : 40 per paper
- Examination: 1st week of May for January to June session and 1st week of December for July to December session.

Teaching Methodology

Lecture, Discussion, Presentation, Case Studies, Group Task, Assignments, Projects, Special Lectures by industry professionals.

Internship / Project

Six to Eight weeks Internship Project in industry. Students will be required to submit a Project Report on the area of Business Analytics under the Faculty guidance. The Project will be examined on Project Report, Presentation and Viva.

General Guidelines

This MBA curriculum will be applicable from the academic year 2020 – 21. All rules and regulations regarding admission, examination, registration, migration and others shall be according to MAKAUT norms.

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FIRST SEMESTER

MBA (BA) – 101	MANAGERIAL ECONOMICS (MICRO)
MBA (BA) – 102	ORGANIZATIONAL BEHAVIOUR
MBA (BA) – 103	BUSINESS COMMUNICATION
MBA (BA) – 104	LEGAL AND BUSINESS ENVIRONMENT (MICRO AND MACRO)
MBA (BA) – 105	INDIAN ETHOS AND BUSINESS ETHICS
MBA (BA) – 106	QUANTITATIVE TECHNIQUES

SECOND SEMESTER

MBA (BA) – 201	INDIAN ECONOMY AND POLICY
MBA (BA) – 202	FINANCIAL REPORTING, STATEMENTS AND ANALYSIS
MBA (BA) – 203	MARKETING MANAGEMENT
MBA (BA) – 204	OPERATIONS MANAGEMENT
MBA (BA) – 205	MANAGEMENT INFORMATION SYSTEM
MBA (BA) – 206	HUMAN RESOURCE MANAGEMENT

THIRD SEMESTER

MBA(BA) 301	MODELING TECHNIQUES
MBA(BA) 302	BUSINESS INTELLIGENCE
MBA(BA) 303	DATA SCIENCE USING R
MBA(BA) 304	STATISTICAL QUALITY CONTROL AND SIX SIGMA
MBA(BA) 305	LOGISTICS AND SUPPLY CHAIN ANALYTICS
MBA(BA) 306	BUSINESS FORECASTING
MBA(BA) 307	INTERNSHIP / PROJECT AND VIVA VOCE

FOURTH SEMESTER

MBA(BA) 401	BIG DATA TECHNOLOGY
MBA(BA) 402	DATA MODELING
MBA(BA) 403	DATA MINING
MBA(BA) 404	PREDICTIVE ANALYTICS
MBA(BA) 405	DATA ANALYTICS USING PYTHON
MBA(BA) 406	OPTIMIZATION ANALYTICS