

MBA (Data Science) BUSINESS ANALYTICS

COURSE CURRICULUM



SRM
UNIVERSITY AP
—————Andhra Pradesh

Academic Years:2021-23

IVth Board of Studies Meeting

22nd May 2021

DEPARTMENT OF MANAGEMENT

SCHOOL OF ENTREPRENEURSHIP AND MANAGEMENT STUDIES

SRM UNIVERSITY, ANDHRA PRADESH

MBA (Data Science)– Business Analytics – Course Curriculum

SEMESTER I

Code	Course Name	L-T-P	Credits
MBA111	Business Communication	3-0-0	3
MBA112	Managerial Economics	3-0-0	3
MBA113	Financial Accounting	3-0-0	3
MBA114	Marketing Management	4-0-0	4
MBA115	Organisational Behaviour	2-0-0	2
MBA116	Statistics for Business: Decision Science I	2-0-4	4
MBA117	Introduction to Business Analytics	2-0-4	4
MBA118	Spreadsheet Modelling I	2-0-2	3
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SEMESTER II

Code	Course Name	L-T-P	Credits
MBA211	Corporate Finance	3-0-0	3
MBA212	Human Resource Management	3-0-0	3
MBA213	Operations Management	3-0-0	3
MBA214	Statistical Modelling	2-0-4	4
MBA215	Data Visualisation	2-0-4	4
MBA216	Spreadsheet Modelling II	2-0-4	4
MBA217	Introduction to Machine Learning	2-0-4	4
MBA218	Entrepreneurial Development	2-0-0	2
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SEMESTER III

Code	Course Name	L-T-P	Credits
MBA311	Advanced Machine Learning	1-0-4	3
MBA312	Natural Language Processing	2-0-4	4
MBA313	Elective I: Web & Social Media Analytics	2-0-4	4
MBA314	Elective II: Finance and Risk Analytics	1-0-4	3
MBA315	Elective III: Healthcare Analytics	1-0-4	3
MBA316	Elective IV: Deep Learning I	2-0-4	4
MBA317	Internship	0-0-12	6
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SEMESTER IV

Code	Course Name	L-T-P	Credits
MBA411	Elective I: Supply Chain Analytics	1-0-4	3
MBA412	Elective II: HR Analytics	1-0-4	3
MBA413	Elective III: Marketing Analytics	2-0-4	4
MBA414	Capstone Project	0-0-24	12
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