

MBA- IBM (BUSINESS ANALYTICS/ AI FOR MANAGERS)

Semester I		
S No	Course Code	Course Title
1	26MBA011C01	Management Practices and Organizational Behaviour
2	26MBA011C02	Accounting for Managers
3	26MBA011C03	Managerial Economics
4	26MBA011C04	Legal and Business Environment
5	25MBA011C05	Statistics for Management
6	26PCSPOSEC1	Professional Corporate Skills
7	26MBA011C06	Production & Operations Management
8	26MBA011C07	Business Ethics and Corporate Social Responsibility
9	26MBAI11E01	Data Visualization with Python
10	26MBAI11E02	Data Visualization with Python-Lab

SEMESTER II		
S No	Course Code	Course Title
1	26MBA012C01	Financial Management
2	26MBA012C02	Marketing Management
3	26MBA012C03	Human Resource Management
4	26MBA012C04	Operations Research
5	26ANSM0AEC1	Analytical Skills for Managers
6		Specialization-1A
7		Specialization- 2A
8		Specialization-2A -Lab
9	26MBA012C05	Business Research Methods
10		Project
Optional to choose (Non-Credit Course)		
11.	26PRDV0AEC1	Professional Development –I*

* Professional Development–I is an optional, non-credit course. Evaluation shall be on a Satisfactory /Unsatisfactory basis

Note: Students will select one course each from basket 1 for two specializations they will opt.

Basket – I		
Departmental / Discipline Elective- 1 and 2		
Specialization	Course Code	Course Title
AI	26MBAI12E01	Data Science
BA/AI	26MBAI23E04	Business Intelligence
BA/AI	26MBAI23E05	Business Intelligence-Lab
BA	26MBAI23E06	Design Thinking
BA	26MBAI23E07	Design Thinking-Lab
BA/AI	26MBAI23E08	Digital Marketing Analytics
BA/AI	26MBAI23E09	Business Gamification
Finance	26MBAF12E01	Management of Financial Services
Finance	26MBAF23E02	Security Analysis and Portfolio Management
Finance	26MBAF23E03	Banking and Insurance Operations
Marketing	26MBAM12E01	Services Marketing
Marketing	26MBAM23E02	Consumer Behaviour
Marketing	26MBAM23E03	Retail Marketing
HRM	26MBAH23E01	Human Resource Information System
HRM	26MBAH12E02	Talent and Performance Management
HRM	26MBAH23E03	Human Resource Development
International Business	26MBAB12E01	Foreign Trade and Policy Management
International Business	26MBAB23E02	Export and Import Management
International Business	26MBAB23E03	Cross-Cultural Management
E-Commerce & DM	26MBAD12E01	E-Commerce Management
E-Commerce & DM	26MBAD23E02	Tools and Technologies for Digital marketing
E-Commerce & DM	26MBAD23E03	E-Commerce Analytics
Entrepreneurship	26MBAE23E01	Social Entrepreneurship
Entrepreneurship	26MBAE12E02	Entrepreneurial Strategies-1
Entrepreneurship	26MBAE23E03	Entrepreneurial Finance

Fintech	26MBFT23E01	Digital Banking
Fintech	26MBFT23E02	Blockchain and Crypto-currencies
Fintech	26MBFT12E03	Fraud Analytics and Cyber Law
Hospital Administration	26MBHA12E01	Hospital Architecture Planning Design and Maintenance
Hospital Administration	26MBHA23E02	Introduction to Epidemiology and Biostatics
Hospital Administration	26MBHA23E03	Hospital Materials Management
Hospitality & Tourism	26MBHT12E01	Tourism Concepts and Principles
Hospitality & Tourism	26MBHT23E02	Management Functions & Behaviour in Hospitality
Hospitality & Tourism	26MBHT23E03	Culinary Tourism

SEMESTER III		
S No	Course Code	Course Title
1	26MBA023C01	Project Management
2	26MBA023C02	Strategic Management
3	26MBA023C03	Internship Report
4		Specialization-1B
5		Specialization-1C
6		Specialization-1D
7		Specialization - 2B
8		Specialization - 2B Lab
9		Specialization – 2C
10		Specialization – 2C Lab
11		Specialization – 2D
12	26MBA023C04	Dissertation – I
Optional to choose (Non-Credit Course)		
13	26PRDV0AEC2	Professional Development –II*

* Professional Development–II is an optional, non-credit course. Evaluation shall be on a Satisfactory/Unsatisfactory basis

Note: Students will select one course from basket 1 and two courses from basket 2 for two specializations they will opt.

Basket – II		
Departmental / Discipline Elective- 1 and 2		
Specialization	Course Code	Course Title
BA	26MBAI23E09	Sectoral Analytics
BA	26MBAI23E10	Sectoral Analytics-Lab
BA	26MBAI12E02	Predictive Analytics
BA	26MBAI12E03	Predictive Analytics-Lab
AI	26MBAI23E11	Artificial Intelligence for Business
AI	26MBAI23E12	Artificial Intelligence for Business-Lab
AI	26MBAI23E13	Deep Learning
BA/AI	26MBAI23E14	Data Visualization for Managers
BA/AI	26MBAI23E15	Digital Marketing Analytics
Finance	26MBAF23E04	Mergers and Acquisitions
Finance	26MBAF23E05	Derivative Market Operations
Finance	26MBAF23E06	International Finance
Marketing	26MBAM23E04	Product and Brand Management
Marketing	26MBAM23E05	Advertising and Brand Management
Marketing	26MBAM23E06	Marketing Research
HRM	26MBAH23E04	Industrial Relations and Labour Laws
HRM	26MBAH23E05	Strategic and Advanced Human Resource Management
HRM	26MBAH23E06	International HRM
International Business	26MBAB23E04	International Trade and Logistics
International Business	26MBAB23E05	International Marketing
International Business	26MBAB23E06	Global Strategic Management
E-COMM & DM	26MBAD23E04	Affiliate Marketing
E-COMM & DM	26MBAD23E05	Social Media Marketing
E-COMM & DM	26MBAD23E06	Web Marketing
ENTREPRENEURSHIP	26MBAE23E04	Entrepreneurial Marketing

ENTREPRENEURSHIP	26MBAE23E05	Start Ups Operations
ENTREPRENEURSHIP	26MBAE23E06	Entrepreneurial Strategies-2
Fintech	26MBFT23E04	Recent Developments in FinTech
Fintech	26MBFT23E05	Entrepreneurship in FinTech
Fintech	26MBFT23E06	Data Analytics for Fintech
Hospital Administration	26MBHA23E04	Human Biology and Medical Terminology
Hospital Administration	26MBHA23E05	Quality Assurance in Healthcare and Hospitals
Hospital Administration	26MBHA23E06	Management of Support and Utility services
Hospitality & Tourism	26MBHT23E04	Emerging Technologies in Hospitality & Tourism
Hospitality & Tourism	26MBHT23E05	Information Management Systems & Hospitality
Hospitality & Tourism	26MBHT23E06	Travel Agency & Tour Operations

SEMESTER IV				
(OPTION A)				
COURSE			Course Type	Nature
S No	Course Code	Course Title		
1	26MBA024C01	Dissertation II	Core	DST
2	26MBA024C02	Industrial Training	Core	INT
Total				

Students who do not opt for Internship/Industrial Training shall be required to choose Option B and attend regular classes

SEMESTER IV		
(OPTION B)		
S No	Course Code	Course Title
1	26MBA024C01	Indian Financial Systems and Financial Markets
2	26MBA024C02	Corporate Governance
3	26MBA024C03	Entrepreneurship Development
4	26MBA024C04	Digital Marketing
5	26MBA024C05	Sales Management