` COEP TECHNOLOGICAL UNIVERSITY
DEPARTMENT OF MANAGEMENT STUDIES
MBA in Business Analytics Specialization

SEMESTER I- (24-26)							
Program Core Courses-PCC							
Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	PCC-1		Marketing Management				2
2	PCC-2		Human Resource Management				2
3	PCC-3		Operations Management				2
4	PCC-4		Financial Management				2
5	PCC-5		Introduction to Business Analytics				2
6	PCC-6		Economics (Micro/Macro)				2
7	PCC-7		Financial Accounting				2
8	PCC-8		Statistics				2
Total Credits for PCC							**16**
Program Generic Courses							
Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	PGC-1		Doing Business in India				1
2	PGC-2		Effective Communication				1
3	PGC-3		Self Awareness/Personality Development				1
4	PGC-4		Introduction to Case studies in GM				1
							4
Total Credits for Sem I							**20**

SEMESTER II							
Program Core Courses-PCC							
Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	PCC-1		Research Methodology				2
2	PCC-2		Business and Commercial Laws				2
3	PCC-3		Project Management				2
4	PCC-4		MIS				2
5	PCC-5		Applied Statistics for Business Decision Making				2
6	PCC-6		Introduction to R/ Python				2
6	PCC-7		Design & Strategic Thinking				2
Total Credits for PCC							**14**

Program Generic Courses

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	1
1	PGC-1		Company and Sectorial Analysis				1
2	PGC-1		Current Business Environment				1
3	PGC-1		Presentation Skills				1
4	PGC-1		Case Studies				1
				Total Credits for PGC			**4**

Program Specialization Courses -Sem II

Sr.	Course	Course	Course Name	Teaching Scheme			Credits
				L	T	P	
1	PSC-1		Modern Data Management Systems				**2**
2	PSC-2		Data Mining				**2**
3	PSC-3		Quantitative Methods				**2**
4	PSC-4		Data Science and Machine Learning				**2**
			Total Credits for PSC				**8**
			Total Semester II Credits	**26**			

Semester III

Program Core Courses-PCC -SEM III

Sr.	Course	Course	Course Name	Teaching Scheme			Credits
				L	T	P	
							2
1	PCC-1		Strategic Management				**2**
2	PCC-2		Introduction to Start up/MSME etc				**2**
3	PCC-3		Innovation Management				**2**
4	PCC-4		AI for Business Growth				**2**
5	PCC-5		Data Visualization with Python				**2**
6	PCC-6		BA for Industry 4.0				**2**
7	PCC-7		Internship Project				**3**
			Total Credits for PCC				**15**

Semester III-Spealisation							
Program Spealisation Courses -Sem II							
Sr.	**Course**	**Course**	**Course Name**	**Teaching Scheme**			**Credits**
				L	T	P	
1	PSC-1		Data Engineering & Knowledge Management				2
2	PSC-2		Big Data Analytics				2
3	PSC-3		Digital Marketing & web Analysis				2
4	PSC-4		Predictive Analytics and ML Models				2
			Total Credits for PSC				**8**
			Total Credits for Sem III		**23**		

SEMESTER IV

Program Core Courses-PCC							
Sr.	**Course**	**Course**	**Subjects**	**Teaching Scheme**			**Credits**
				L	T	P	
1	PCC-1		Corporate Governance & Ethics				2
2	PCC-2		Data Security and Cyber Laws				2
3	PCC-3		Global Business Environment				2
4	PCC-4		Leadership and Strategic Thinking				2
5	PCC-5		Conflict and Negotiation				2
6	PCC-6		Business Simulations				2
7	PCC-7		Dissertation				3
				Total Credits for PCC			15

Semester IV							
Program Spealisation Courses -Sem IV				**Teaching Scheme**			**Credits**
Sr.	**Course**	**Course**	**Course Name**				
				L	T	P	
1	PSC-1		Time Series and Forecasting				2
5	PSC-2		A I & Applications				2
6	PSC-3		Cloud Technology & Security				2
7	PSC-4		Mathematical Optimizations For Business problems				2
				Total Credits for PSC			8
			Total Credits for Sem IV		23		

Note : MBA Business Analytics Total Credits For 2024-26 Batch -91 Credits