

BIKANER TECHNICAL UNIVERSITY, BIKANER
बीकानेर तकनीकी विश्वविद्यालय, बीकानेर



PROGRAMME SCHEME

MBA [BUSINESS ANALYTICS]

MBA[BUSINESS ANALYTICS]

Teaching & Examination Scheme

1st Year – I Semester

THEORY												
S N	Category	Course		Contact hrs/week			Marks				Cr	
		Code	Title	L	T	P	Exam Hrs	IA	ETE	Total		
1	PCC	BA-101	MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR	3	0	0	3	30	70	100	3	
2		BA-102	MANAGERIAL ECONOMICS	3	0	0	3	30	70	100	3	
3		BA-103	FINANCIAL ACCOUNTING FOR MANAGERS	3	0	0	3	30	70	100	3	
4		BA-104	BUSINESS STATISTICS AND ANALYTICS	3	0	0	3	30	70	100	3	
5		BA-105	MARKETING MANAGEMENT	3	0	0	3	30	70	100	3	
6		BA-106	INTRODUCTION TO BUSINESS ANALYTICS & DATA SCIENCE	3	0	0	3	30	70	100	3	
7		BA-107	DESIGN THINKING	3	0	0	3	30	70	100	3	
		Sub Total		21	0	0				700	21	
PRACTICAL & SESSIONAL												
8	PCC	BA-108	IT SKILLS LAB -1	0	0	3	3	50	50	100	3	
9		BA-109	BUSINESS COMMUNICATION AND TECHNICAL WRITING SKILLS LAB	0	0	3	3	50	50	100	3	
		Sub- Total		0	0	6				200	6	
		TOTAL OF I SEMESTER		21	0	6				900	27	

*L: Lecture, T: Tutorial, P: Practical, Cr: Credits**ETE: End Term Exam, IA: Internal Assessment*

MBA[BUSINESS ANALYTICS]

Teaching & Examination Scheme

1st Year – II Semester

THEORY												
S N	Category	Course		Contact hrs/week			Marks				Cr	
		Code	Title	L	T	P	Exam Hrs	IA	ETE	Total		
1	PCC	BA- 201	BUSINESS ENVIRONMENT & LEGAL ASPECT OF BUSINESS	3	0	0	3	30	70	100	3	
2		BA- 202	DATA MINING TECHNIQUES – PREDICTIVE MODELING & PATTERN DISCOVERY- USING R	3	0	0	3	30	70	100	3	
3		BA- 203	BUSINESS RESEARCH METHODS	3	0	0	3	30	70	100	3	
4		BA- 204	FINANCIAL MANAGEMENT & CORPORATE FINANCE	3	0	0	3	30	70	100	3	
5		BA- 205	OPERATIONS MANAGEMENT	3	0	0	3	30	70	100	3	
6		BA- 206	QUANTITATIVE TECHNIQUES FOR MANAGERS (QTM)	3	0	0	3	30	70	100	3	
		Sub Total		18	0	0				600	18	
PRACTICAL & SESSIONAL												
7	PCC	BA- 207	INTRODUCTION TO PYTHON	0	0	3	3	50	50	100	3	
8		BA- 208	SEMINAR ON CONTEMPORARY ISSUES	0	0	3	3	50	50	100	3	
9		BA- 209	IT SKILLS LAB-2	0	0	3	3	50	50	100	3	
		Sub- Total		0	0	9				300	9	
		TOTAL OF II SEMESTER		18	0	9				900	27	

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Teaching & Examination Scheme

2nd Year – III Semester

THEORY											
S N	Category	Course		Contact hrs/week			Marks				Cr
		Code	Title	L	T	P	Exam Hrs	IA	ETE	Total	
1	PCC	BA-301	STRATEGIC MANAGEMENT	3	0	0	3	30	70	100	3
2		BA-302	ARTIFICIAL INTELLIGENCE & MACHINE LEARNING	3	0	0	3	30	70	100	3
3		BA-303	HUMAN VALUE AND PROFESSIONAL ETHICS	3	0	0	3	30	70	100	3
4		BA-304	SUPPLY CHAIN ANALYTICS	3	0	0	3	30	70	100	3
5		BA-305	MARKETING ANALYTICS	3	0	0	3	30	70	100	3
6		BA-306	SIMULATION MODELLING	3	0	0	3	30	70	100	3
		Sub Total		18	0	0				600	18
PRACTICAL & SESSIONAL											
7	PCC	BA-307	BUSINESS MODEL	0	0	3	3	50	50	100	3
8		BA-308	MACHINE LEARNING USING “PYTHON”	0	0	3	3	50	50	100	3
9		BA-309	SUMMER TRAINING PROJECT REPORT & VIVA VOCE	0	0	3	3	50	50	100	3
		Sub- Total		0	0	9				300	9
		TOTAL OF III SEMESTER		18	0	9				900	27

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Teaching & Examination Scheme

2nd Year – IV Semester

THEORY												
S N	Category	Course		Contact hrs/week			Marks				Cr	
		Code	Title	L	T	P	Exam Hrs	IA	ETE	Total		
1	PCC	BA- 401	EMERGING TECHNOLOGIES IN GLOBAL BUSINESS ENVIRONMENT	3	0	0	3	30	70	100	3	
2		BA- 402	HR ANALYTICS	3	0	0	3	30	70	100	3	
3		BA- 403	SOCIAL MEDIA & WEB ANALYTICS	3	0	0	3	30	70	100	3	
4		BA- 404	HEALTHCARE ANALYTICS	3	0	0	3	30	70	100	3	
5		BA- 405	BUSINESS APPLICATIONS OF BLOCK CHAIN TECHNOLOGIES	3	0	0	3	30	70	100	3	
6		BA- 406	DATA BASE MANAGEMENT SYSTEM	3	0	0	3	30	70	100	3	
7		BA- 407	FINANCIAL AND CREDIT RISK ANALYTICS									
		Sub Total		21	0	0				700	21	
PRACTICAL & SESSIONAL												
8	PCC	BA- 207	DATA SCIENCE LAB	0	0	3	3	50	50	100	3	
9		BA- 208	RESEARCH PROJECT REPORT & VIVA VOCE	0	0	3	3	50	50	100	3	
		Sub- Total		0	0	6				200	6	
		TOTAL OF IV SEMESTER		18	0	9				900	27	

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