



MCKV INSTITUTE OF ENGINEERING

NAAC Accredited "A" Grade Autonomous Institute under UGC Act 1956
Approved by AICTE & affiliated to MaulanaAbulKalam Azad University of Technology, West Bengal

243 G.T. Road (N), Liluah, Howrah- 711204, West Bengal, India

Ph: +91 33 26549315/17 Fax +91 33 26549318 Web: www.mckvie.edu.in/

Curriculum for Postgraduate Degree (MBA) in Business Analytics (w.e.f. AY: 2020-21)

Part I: Introduction, Theme & Category wise Credit Distribution

This curriculum book presents the broad objectives, structure, and contents of our two-year Post-Graduate program for MBA in Business Analytics. The curriculum is directional in scope and permits the much desirable flexibility to keep pace with the ever growing body of knowledge, experiments and explorations in management education with special emphasis towards business analytics.

Some points related to the curriculum are as follows

1. The program is of two years duration divided over four semesters with 105 credit points
2. The program consists of core business and management courses, data programming and computer related courses along with mathematical and communication courses.
3. At the end of the second semester, the students will undergo Summer Training for about eight weeks duration in a Professional Organization dealing with data and Analytics
4. Two electives will be provided in the Fourth Semester
5. At the end of Fourth Semester there will be a Capstone Project/Dissertation along with Grand Viva.

A. Definition of Credit:

Sl. No.	Description	Credit
1	1 Hr. Lecture (L) Per Week	1.0
2	1 Hr. Tutorial (T) Per Week	1.0
3	1 Hr. Practical/ Lab (P) Per Week	0.5
4	2 Hrs. Practical/ Lab (P) Per Week	1.0

D.Course Code and Definition:

Sl. No.	Course Code	Definitions
1	L	Lecture



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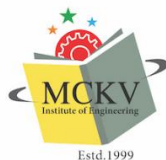
2	T	Tutorial
3	P	Practical
4	PGBA	Post Graduate in Business Analytics
5	MSH	Management Science and Humanities
6	BS	Basic Science
7	CSE	Computer Science and Engineering
8	IT	Information Technology
9	MCA	Masters in Computer Application

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Part II: Course Structure & Semester wise Credit Distribution

First Semester (First Year)

Sl No.	Category	Course Code	Course Name	Contact Hours			Credits
				L	T	P	
Theory							
1	MSH	PGBA101	Managerial Economics	3	0	0	3
2	MSH	PGBA102	Financial Reporting, Statement and Analysis	4	0	0	4
3	MSH	PGBA103	Organizational Behavior	2	0	0	2
4	MSH	PGBA104	Business Law	2	0	0	2
5	CSE/IT/MCA	PGBA105	Introduction to Business Analytics	2	0	0	2
6	CSE/IT/MCA	PGBA106	Database Management System(DBMS) & SQL	3	0	0	3
7	BS	PGBA107	Business Statistics and Quantitative Techniques	3	0	0	3
8	MSH	PGBA108	Corporate Communications	2	0	0	2
<i>Total Theory</i>				21	0	0	21
Practical/ Sessional							
1	CSE/IT/MCA	PGBA191	Programming Practice Lab with Python	0	0	4	2



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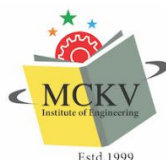
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2	CSE/IT/ MCA	PGBA192	DBMS Lab	0	0	4	2
<i>Total Practical/ Sessional</i>				0	0	8	4
Total of First Semester				21	0	8	25

Second Semester (First Year)							
Sl No.	Category	Course Code	Course Name	Contact Hours			Credits
				L	T	P	
Theory							
1	MSH	PGBA201	Marketing and Consumer Behavior	3	0	0	3
2	MSH	PGBA202	Operations and Supply Chain Management	3	0	0	3
3	MSH	PGBA203	Human Resource Management	2	0	0	2
4	CSE/IT/ MCA	PGBA204	Data Science using R/Python	3	0	0	3
5	CSE/IT/ MCA	PGBA205	Introduction to Soft Computing	2	0	0	2
6	CSE/IT/ MCA	PGBA206	Management Information System	4	0	0	4
7	BS	PGBA207	Operations Research	3	0	0	3
8	MSH/B S	PGBA208	Business Research Methods	2	0	0	2
<i>Total Theory</i>				22	0	0	22
Practical/ Sessional							
1	MSH	PGBA291	Personality Development Lab	0	0	4	2
2	CSE/IT/ MCA	PGBA292	Data Mining Techniques Lab using R/Python	0	0	4	2
3	MSH/B S	PGBA293	Business Research Methods Lab including Excel and SPSS(Using Jamovi software)	0	0	4	2
4	MSH/C SE/IT/ MCA/B S	PGBA 294	BRM Projects	0	0	0	0
<i>Total Practical/ Sessional</i>				0	0	12	6
Total of Second Semester				22	0	12	28



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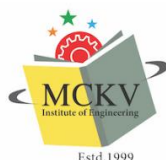
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Third Semester (Second Year)							
Sl No.	Category	Course Code	Course Name	Contact Hours			Credits
				L	T	P	
Theory							
1	MSH	PGBA301	Project Management	2	0	0	2
2	MSH	PGBA302	Strategic Management	3	0	0	3
3	CSE/IT/MCA	PGBA303	IOT & Cloud Computing	2	0	0	2
4	CSE/IT/MCA	PGBA304	Artificial Intelligence & Machine Learning	3	0	0	3
5	CSE/IT/MCA	PGBA305	Data Visualization using Business Intelligence Tools	2	0	0	2
6	BS	PGBA306	Probability and Stochastic Processes	3	0	0	3
7	BS	PGBA307	Business Forecasting and Time series Analysis	3	0	0	3
<i>Total Theory</i>				18	0	0	18
Practical/ Sessional							
1	MSH	PGBA391	Summer Internship Training(held after Second Semester) credited after presentation and viva-voce	0	0	12	6
2	CSE/IT/MCA	PGBA392	Machine Learning and Data Visualization Lab	0	0	4	2
3	BS	PGBA393	Time series Analysis Lab with Excel or other Open source Softwares	0	0	2	1
<i>Total Practical/ Sessional</i>				0	0	18	9
Total of Third Semester				18	0	18	27

Fourth Semester (Second Year)							
Sl No.	Category	Course Code	Course Name	Contact Hours			Credits
				L	T	P	
Theory							
1	MSH	PGBA401	Professional Elective-1	3	0	0	3
2	MSH	PGBA402	Professional Elective-2	3	0	0	3
3	CSE/IT/MCA	PGBA403	Entrepreneurship Development	2	0	0	2
4	CSE/IT/MCA/BS	PGBA404	Predictive & Prescriptive Analytics with Advanced Data	3	0	0	3
5	CSE/IT/MCA	PGBA405	Data Analytics with Big Data	2	0	0	2



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<i>Total Theory</i>				13	0	0	13
Practical/ Sessional							
1	CSE/IT/ MCA/B S	PGBA491	Multivariate Data Analysis	0	0	4	2
2	CSE/IT/ MCA	PGBA492	Big Data Lab(Hadoop& Map reduce lab)	0	0	4	2
3	MSH/C SE/IT/ MCA/B S	PGBA493	Dissertation/Capstone Project	0	0	10	5
4	MSH/C SE/IT/ MCA/B S	PGBA494	Grand Viva	0	0	6	3
<i>Total Practical/ Sessional</i>				0	0	24	12
Total of Fourth Semester				13	0	24	25

List of Elective Courses	
PGBA 401	Professional Elective-I
PGBA401A	Financial Analytics
PGBA401B	Text and Web Analytics
PGBA401C	Health Care Analytics
PGBA401D	Introduction to Natural Language Processing
PGBA402	Professional Elective-II
PGBA402A	Pricing Analytics for Revenue Management
PGBA402B	Marketing Metrics for Analytics
PGBA402C	Social Media Analytics
PGBA402D	HR Analytics



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