PRESIDENCY UNIVERSITY
GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS

PROGRAMME REGULATIONS & CURRICULUM

2025-27

PRESIDENCY SCHOOL OF MANAGEMENT

MASTER OF BUSINESS ADMINISTRATION MBA (BUSINESS ANALYTICS)

Presidency School of Management

Master of Business Administration

MBA (Business Analytics)

Program Regulations and Curriculum

2025-2027

based on Choice Based Credit System (CBCS) and Outcome Based Education (OBE)

PROGRAM STRUCTURE

Structure/Component with Credit Requirements Course Baskets and Minimum Basket Wise Credit Requirements:

The **MBA (Business Analytics)** Program Structure (2025-2027) totalling 102 credits. Table summarizes the type of baskets, number of courses under each basket and the associated credits that are mandatorily required for the completion of the Degree.

MODEL II

Table 1.2: MBA (Business Analytics) Single Specialization Program Structure 2025-2027: Summary of Mandatory Courses and Minimum Credit Contribution from various Baskets		
Sl. No.	**Baskets**	**Credit Contribution**
1	PROGRAM CORE (PC)	52
2	SPECIALIZATION TRACK (ST)	TRACK-CORE (STC)	16
		TRACK-ELECTIVE (STE)	24
3	PRACTICE (PR)	10
	Total Credits	**102** **(Minimum)**

CURRICULUM STRUCTURE/LIST

Curriculum Structure – Basket Wise Course List (not Semester Wise) List of Courses Tabled – aligned to the Program Structure (Course Code, Course Name, Credit Structure (LTPC), Contact Hours, Course Basket, Type of Skills etc., as applicable).

Table 1.3: MBA (Business Analytics) Program Structure 2025-2027:

Program Core (PC)

S. NO.	BASKET	COURSE CODE	COURSE NAME	L	T	P	C
1	PC	FIN4111	Financial Accounting and Reporting	3	1	0	4
2	PC	FIN4112	Financial Modelling and Corporate Finance	2	1	2	4
3	PC	GMM4111	Managerial Economics	2	1	0	3
4	PC	GMM4112	Communication for Leaders	2	1	0	3
5	PC	GMM4113	Business Strategy and Corporate Transformation	2	1	0	3
6	PC	GMM4114	Business Law and Regulatory Compliance	3	0	0	3
7	PC	GMM4115	Corporate Governance, Ethics and Social Responsibility	2	1	0	3
8	PC	GMM4116	Entrepreneurship and Innovation Management	1	0	4	3
9	PC	MKT4111	Strategic Marketing Management	2	1	0	3
10	PC	MKT4112	Digital Marketing: Strategy, Tools and Trends	2	1	2	4
11	PC	OBH4111	Human Behaviour in Organizations	2	1	0	3
12	PC	OBH4112	People, Performance and HR Strategy	2	1	0	3
13	PC	OPS4111	Production, Operations and Logistics Management	2	1	0	3
14	PC	QNT4111	Applied Business Statistics	2	0	2	3
15	PC	QNT4112	Applied Data Analysis and Visualization	2	0	2	3
16	PC	QNT4113	Business Analytics for Managerial Decision Making	3	0	2	4
						Total	**52**

Table 1.5: List of Elective Courses under various Specializations/Stream Basket:

SPECIALIZATION TRACK							
TRACK CORE – BUSINESS ANALYTICS							
Sl. No.	Course Basket	Course Code	Course Name	L	T	P	C
1	STC1	QNT5121	Programming for Business Data Analytics	3	0	2	4
2	STC2	QNT5122	Data Story Telling	3	0	2	4
3	STC3	QNT5123	Predictive Analytics and Business Forecasting	3	0	2	4
4	STC4	QNT5124	Data Mining and Intelligent Decision Making	3	0	2	4
						Total	**16**
TRACK ELECTIVE – BUSINESS ANALYTICS							

Sl. No.	Course Basket	Course Code	Course Name	L	T	P	C
List of Specialization Track Electives Courses- Minimum of 24 credits is to be earned by the student in particular track							
1	STE	QNT5113	Computer Vision Tools for Business	2	0	2	3
2	STE	QNT5114	AI and Machine Learning for Business Applications	2	0	2	3
3	STE	QNT5115	Data Architecture and Database Systems	2	0	2	3
4	STE	QNT5116	Deep Learning Techniques and Applications	2	0	2	3
5	STE	QNT5117	HealthTech and Pharma Analytics	2	0	2	3
6	STE	QNT5118	Analytics-Driven Supply Chain Optimization	2	0	2	3
7	STE	QNT5119	Text Analytics and Natural Language Processing	2	0	2	3
8	STE	QNT5120	MarTech and AdTech in Practice	2	0	2	3
9	STE	QNT5125	BFSI Analytics	2	0	2	3
10	STE	QNT5126	Retail Marketing Analytics	2	0	2	3
11	STE	QNT5127	IoT and Sensor Data Analytics	2	0	2	3
12	STE	QNT5128	FinTech and Blockchain Analytics	2	0	2	3
13	STE	QNT5129	Strategic HR Analytics	2	0	2	3
14	STE	QNT5130	Digital and Social Media Analytics	2	0	2	3
15	STE	QNT5131	Risk and Fraud Analytics	2	0	2	3
16	STE	QNT5132	Business Intelligence and Visualization	2	0	2	3

Table 1.4: MBA-(Business Analytics) Program Structure 2025-2027:

Practice (PR)

S. NO.	BASKET	COURSE CODE	COURSE NAME	L	T	P	C
1	PR	INT7111	Summer Internship Project	-	-	-	4
2	PR	CRP7111	Capstone Research Project	-	-	-	6
Total							**10**

Recommended Semester Wise Course Structure / Flow including the Program / Discipline Elective Paths / Option

			Table 1.6 List of MBA (Business Analytics) Courses (Proposed)				
			MBA (Business Analytics)				
S.NO	**BASKET**	**COURSE CODE**	**SEMESTER I**	**L**	**T**	**P**	**C**
1	PC	QNT4111	Applied Business Statistics	2	0	2	3
2	PC	QNT4112	Applied Data Analysis and Visualization	2	0	2	3
3	PC	FIN4111	Financial Accounting and Reporting	3	1	0	4
4	PC	OBH4111	Human Behavior in Organizations	2	1	0	3
5	PC	GMM4111	Managerial Economics	2	1	0	3
6	PC	OPS4111	Production Operations and Logistics Management	2	1	0	3
7	PC	MKT4111	Strategic Marketing Management	2	0	2	3
			Total Credits (7 Courses)				**22**
S.NO	**BASKET**	**COURSE CODE**	**SEMESTER II**	**L**	**T**	**P**	**C**
1	PC	QNT4113	Business Analytics for Managerial Decision Making	3	0	2	4
2	PC	GMM4112	Communication for Leaders	2	1	0	3
3	PC	MKT4112	Digital Marketing, Strategy, Tools and Trends	2	1	2	4
4	PC	FIN4112	Financial Modelling and Corporate Finance	2	1	2	4
5	PC	OBH4112	People, Performance and HR Strategy	2	1	0	3
6	STC1	QNT5101	Programming for Business Data Analytics	3	0	2	4
7	STC2	QNT5102	Data Story Telling	3	0	2	4
			Total Credits (7 Courses)				**26**
S.NO	**BASKET**	**COURSE CODE**	**SEMESTER III**	**L**	**T**	**P**	**C**
1	PT	GMM4113	Business Strategy and Corporate Transformation	2	1	0	3
2	PT	GMM4114	Business Law and Regulatory Compliance	3	0	0	3
3	STC3	QNT5103	Predictive Analytics and Business Forecasting	3	0	2	4
4	STC4	QNT5104	Data Mining and Intelligent Decision Making	3	0	2	4
5	STE		STE1	2	0	2	3
6	STE		STE2	2	0	2	3
7	STE		STE3	2	0	2	3
8	STE		STE4	2	0	2	3
9	PR	INT7111	Summer Internship Project	-	-	-	4
			Total Credits (9 Courses)				**30**
S.NO	**BASKET**	**COURSE CODE**	**SEMESTER IV**	**L**	**T**	**P**	**C**

1	PC	GMM4115	Corporate Governance, Ethics and Social Responsibility	2	1	0	3
2	PC	GMM4116	Entrepreneurship and Innovation Management	1	0	4	3
3	STE		STE5	2	0	2	3
4	STE		STE6	2	0	2	3
5	STE		STE7	2	0	2	3
6	STE		STE8	2	0	2	3
7	PR	CRP7111	Capstone Research Project	-	-	-	6
			Total Credits (7 Courses)				**24**
Grand Total				**102 Credits**			