

SCHOOL OF DATA SCIENCE AND FORECASTING

PROGRAM CODE: DS5A

PROGRAM TITLE: MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
- BUSINESS ANALYTICS

Objectives:

The broad objectives of the M.B.A. programme are as follows:

- To develop business analytical skills covering both technical and business domains.
- To develop in depth understanding of the key technologies in business analytics: data mining, data visualization, Python, forecasting methods, and statistics.
- To impart knowledge on powerful techniques used in finance, marketing, and operations.
- To practice problem analysis and decision-making.
- To gain practical, hands-on experience with statistical programming languages and big data tools.
- To provide opportunities of higher studies in the area of business analytics.

Eligibility:

Higher Secondary (10+2) with Mathematics as a subject.

Any Bachelor degree with at least 50% marks in aggregate or an equivalent grade for General / OBC candidates, and 45% marks in aggregate or an equivalent grade for SC/ST and Differently Abled (DA) category candidates from a recognized University / Institute.

OR

Candidates who have appeared in final year degree examination can also apply. Admission will be finalized if the result is declared before August 14 in the admission year and the candidate secures min. % of marks as mentioned above. Mathematics at 10+2 level is must.

AGE LIMIT: As per the directives of Government of Madhya Pradesh, there is no upper age limit for admission to various programmes.

Admission Procedure:

The admission of Indian students will be done as per merit in the entrance test conducted by the university.

Seats: 40 (reservation as per state Govt. rules).

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Duration: Four Semesters (Two Years).

Fee Structure (2020-22):

Semester	Academic Fee	Development & Maintenance Fee	Students' Services Fee		Examination Fee	Total (Rs.)	
			Boys	Girls		Boys	Girls
First	25000	22500	3300	3111	2500	53300	53111
Second	25000	22500	2911	2722	2500	52911	52722
Third	25000	22500	3300	3111	2500	53300	53111
Fourth	25000	22500	2911	2722	2500	52911	52722

- Caution money (Refundable) of Rs. 4000/- will be charged additionally in the first semester.
- Alumni Fee of Rs. 500/- will be charged extra in the first semester.
- If a student repeats a paper(s) in a semester, an additional fee of Rs.500/- per paper shall be payable.
- For NRI/ FN/ PIO Candidates, a fee of US\$ 3500 Per Annum shall be payable on yearly basis. They will have to pay a refundable deposit of US\$ 500 once at the time of admission.
- Hostel Fee and Central Library Fee will be extra.

PROGRAM STRUCTURE:

First Semester:

Code	Title	Credits (L T P)
CORE COURSES		
DS5A-501	Principles of Management	3 (2-1-0)
DS5A-503	Database Management	3 (2-0-2)
DS5A-505	Principles of Economics	3 (2-1-0)
DS5A-507	Probability and Statistics	3 (2-1-0)
DS5A-509	Python for Analytics	3 (2-0-2)
DS5A-511	Spreadsheet Modelling	2 (0-0-4)
ELECTIVE COURSES-DISCIPLINE CENTRIC (Any One)		
DS5A-521	Fundamentals of Algorithms	3 (2-0-2)
DS5A-523	Decision Analysis	3 (2-1-0)
ELECTIVE GENERIC: The students can choose following course or any other PG level generic course being run in this campus.		
DS5A-551	Business Communication	3 (2-1-0)

Second Semester:

Code	Title	Credits (L T P)
CORE COURSES		

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DS5A-502	Organisational Behaviour	3 (2-1-0)
DS5A-504	Operations Research	4 (3-1-0)
DS5A-506	Data Mining and Data Warehousing	3 (2-0-2)
DS5A-508	Business Mathematics	3 (2-1-0)
DS5A-510	Statistical Programming in R	3 (2-0-2)
DS5A-512	Machine Learning	3 (2-0-2)
ELECTIVE COURSES-DISCIPLINE CENTRIC (Any One)		
DS5A-522	Marketing Management	3 (2-1-0)
DS5A-524	Financial Management	3 (2-1-0)
ELECTIVE GENERIC: The students can choose following course or any other PG level generic course being run in this campus.		
DS5A-552	Research Methodology	3 (2-1-0)

Third Semester:

Code	Title	Credits (L T P)
CORE COURSES		
DS5A-601	Forecasting Methods	3 (2-1-0)
DS5A-603	Econometrics	3 (2-1-0)
DS5A-605	Supply Chain Management	4 (3-1-0)
DS5A-607	Big Data Technologies	3 (2-0-2)
DS5A-609	Data Visualization	3 (2-0-2)
ELECTIVE COURSES-DISCIPLINE CENTRIC (Any One)		
DS5A-621	Marketing Analytics	4 (3-0-2)
DS5A-623	Financial Analytics	4 (3-0-2)
ELECTIVE GENERIC: The students can choose following course or any other PG level generic course being run in this campus.		
DS5A-651	Strategic Management	3 (2-1-0)

Fourth Semester:

Code	Title	Credits (L T P)
Project		
DS5A-602	Major Research Project / Industry Internship	12

Note: The above course contents can be modified as per requirement from time to time in accordance with University Ordinance No. 14.

PROGRAM OUTCOMES:

- Developing of managerial and analytical skills covering both technical and business domains.
- Getting opportunities of higher studies in the area of Business Analytics.
- Demonstrate use of team work, leadership skills, decision making and organization theory.

- Apply Data Science techniques to the solution of real world business problems, communicate findings, and effectively present results.

PROGRAM SPECIFIC OUTCOMES:

- Demonstrate knowledge of statistical data analysis techniques utilized in business decision making.
- Employ cutting edge tools and technologies to analyze Big Data.
- Understanding of the key technologies in business analytics: data mining, data visualization, forecasting methods, and statistics.
- Use of Data Science technologies in finance and marketing analytics.