Course Structure

MBA in Business Analytics

Birla School of Management

PROGRAMME STRUCTURE OF THE PROPOSED MBA (BUSINESS ANALYTICS) IN COLLABORATION WITH KPMG (2026-28 BATCH)

	Subject & Code	Course Type	Lectures (hours per week)	Tutorial (hours per week	Practical (hours per week)	Credit
A	**BRIDGE COURSE: FUNDAMENTALS OF MANAGEMENT**					
	1. Understanding of Data 2. Principles of Management 3. Business Etiquettes 4. Introduction to Management Accounting 5. Introduction to Economics 6. Quantitative Techniques	**10 hours per course Total= 60 hours**				**Non-Credit**
	SEMESTER-I					
B	**BM-BA-101:** Accounting for Decision Making	DSC	1	1		2
	BM-BA-102: Microeconomics	MDC1	1	1		2
	BM-BA-103: Organisational Behaviour	DSC	1	1		2
	BM-BA-104: Marketing Management	DSC	1	1		2
	BM-BA-105: Operations Management	DSC	1	1		2
	BM-BA-106: Quantitative Methods for Business Decision	DSC	1	1		2
	BM-BA-107: Managing Digital Transformation	DSC	1	1		2
	BM-BA-108: Managerial Communication	DSC	1	1		2
	BM-BA-110: EXCEL and R Programming	DSC	1	1		2
	BM-BA-111: Database Management System (DBMS)	DSC	1	1		2
	BM-BA-112: Fundamentals of Business Analytics in New Age Business	DSC	2	1		3
	BM-308: French Language	VAC				Non-credit
	BM-BA-113: Developing Self for Corporate Readiness (DSCR)-I*	VAC	1		2	Non-credit
	Total Credit Semester-I					**23**

***DSC**-Discipline Specific Course, **MDC**-Multi-Disciplinary Course, **VAC**-Value Added Course, **DSE**-Discipline Specific Elective*

*** DSCR** course is meant for providing special training and guidance to students for making them industry ready/placement, especially in terms of personality grooming, aptitude tests, resume writing, and art and skills for participating in the Group Discussion and personal Interviews. Details are given in the syllabus.

	SEMESTER-II					
C	**BM-BA-201**: Financial Management	DSC	1	1		2
	BM-BA-202: Human Resource Management	DSC	1	1		2
	BM-BA-203: Macroeconomics	MDC 2	1	1		2
	BM-BA-204: Research Methodology	DSC	1	1		2
	BM-BA-205: Econometrics and Multivariate Analysis	DSC	1	1		2
	BM-BA-206: Structured Query Language (SQL)	DSC	1	1		2
	BM-BA-207: Big Data Analytics and Applications	DSC	2	1		3
	BM-BA-208: Tech Consulting 101	DSC	2	1		3
	BM-BA-210: Responsible Management and Corporate Citizenship (Social Immersion-I)	DSC	1	1		2
	BM-BA-211: Entrepreneurship	DSC	1	1		2
	BM-BA-213: Ethics and Responsible Business	DSC	1	1		2
	BM-BA-214: Developing Self for Corporate Readiness (DSCR)-II	VAC	1		2	Non Credit
	Total Credits Semester –II					**24**

Students can choose any one of the following options after the second Semester. They have to decide and inform the Academic Programme Office in the Second Semester.

Option 1: Only Coursework in the Third and Fourth Semesters

Option 2: Coursework in the Third Semester and Research in the Fourth Semester

Option 3: Only Research in the Third and Fourth Semesters

Option 1: Only Coursework in the Third and Fourth Semesters

	Semester –III					
D	Business Model Innovation through Analytics	DSE	2	1		3
	Data Mining	DSE	2	1		3
	Data Visualisation	DSE	2	1		3
	Predictive Modelling and Analysis	DSE	2	1		3
	Applied Generative AI through Analytics	DSE	2	1		3
	Social Media Analytics and Cyber Security	DSE	2	1		3
	Business Intelligence for Effective Decision Making	DSE	2	1		3
	Global Context of Business	DSC	2	1		3
	BM-222-: Responsible Management & Corporate Citizenship (Social Immersion)-II	DSC			2	1
	Total Credits Semester –III					**25**

	Semester –IV					
E	Blockchain Technology	DSE	2	1		3
	Prescriptive Analytics	DSE	2	1		3
	Advanced Machine Learning Application	DSE	2	1		3
	BM-222-: Responsible Management & Corporate Citizenship (Social Immersion)-III	DSC			2	1
	BM-303:CAPSTONE Business Simulations	DSC	1	1	1	3
	BM- P02 : Summer Internship Project					5
	Job Preparation Certificate	**VAC**	2	1		Non-credit
	Total Credits Semester –IV					**18**
	Total Credits in all Semesters					**90**

	Option 2: Coursework in the Third Semester and Research in the Fourth Semester **Semester –III: Coursework**					
D	Business Model Innovation through Analytics	DSE	2	1		3
	Data Mining	DSE	2	1		3
	Data Visualisation	DSE	2	1		3
	Predictive Modelling and Analysis	DSE	2	1		3
	Applied Generative AI through Analytics	DSE	2	1		3
	Social Media Analytics and Cyber Security	DSE	2	1		3
	Business Intelligence for Effective Decision Making	DSC	2	1		3
	BM-411 Advanced Research Methodology	DSE	2	1		3
	BM-222-: Responsible Management & Corporate Citizenship (Social Immersion)-II	DSC			2	1
	Total Credits - Semester III					**25**
	Semester –IV: Research					
E	**BM -P03:** Master's Thesis	DSE				12
	Domain- Specific Course	DSE	2	1		3
	Research Ethics	DSE	1	1		2
	BM-222-: Responsible Management & Corporate Citizenship (Social Immersion)-III	DSC			2	1
	Job Preparation Certificate	**VAC**	2	1		Non-credit
	Total Credits Semester -IV					**18**
	Total Credits in all Semesters					**90**

***Course Evaluation: Internal - 40 Marks and University Exam- 60 Marks**

****Outcome of Master's Thesis**

Outcome	Details	Evaluation (100 Marks)
Research Problem Identification	• Title • Literature Review & Research Gaps • Research Objectives	**20 Marks** [(Presentation 10) & Viva-Voce (10)]
Research Design & Methods	• Research Type • Data Collection Methods • Sampling Design • Scaling • Data Analysis Tools	**30 Marks** [Presentation (15) & Viva-Voce (15)]
Dissertation	1. Introduction 2. Background of the Study 3. Literature Review 4. Research Methods 5. Data Analysis & Discussion • Implications & Future Directions • Limitations 6. Conclusions 7. References 8. Appendices • Questionnaire/ Data Collection Forms • Detailed Calculations • Other Support Material	**50 Marks** [Presentation (25) & Viva-Voce (25)]

Option 3: Only Research in the Third and Fourth Semesters

	Semester – III					
D	**BM-411** Advance Research Methodology	DSC	2	1		3
	Domain-Specific Course 1*	DSC	2	1		3
	Research Ethics*	DSC	1	1		2
	BM -P04: Master Thesis#				12	12
	Global Context of Business	DSC	2	1		3
	Total Credits in Semester III					**23**
	Semester – IV					
	BM -P04: Master Thesis##				12	12
	Domain-Specific Course 2*	DSE	2	1		3
	Techniques of Research Writing*	DSE	1		2	2
	Research Tools	DSE	2		1	3
E	Job Preparation Certificate	**VAC**	2	1		Non-credit
	Total Credits in Semester IV					**20**
	Total Credits in all Semesters					**90**

***Course Evaluation: Internal - 40 Marks and University Exam- 60 Marks**

Semester - III: Outcome of Master's Thesis[#]

Outcome	Details	Evaluation (100 Marks)
Research Problem Identification	• Title • Literature Review & Research Gaps • Research Objectives	**40 Marks** [Presentation (20) & Viva-Voce (20)]
Research Proposal	• Research Type • Data Collection Methods • Sampling Design • Scaling • Data Analysis Tools	**30 Marks** [Presentation (15) & Viva-Voce (15)]
Pilot Study	To be completed	30 Marks

Semester IV- Outcome of Master's Thesis[##]

Outcome	Details	Evaluation (100 Marks)
Data Collection	To be completed	20 Marks
Data Analysis	To be completed	30 Marks
Master's Thesis	1. Introduction 2. Background of the Study & Literature Review 3. Research Methods 4. Data Analysis & Discussion • Implications • Limitations • Future Scope 5. Conclusions 6. References 7. Appendices • Data Collection Forms • Detailed Calculations • Other Support Material	50 Marks

Note:

- Advanced Research Methodology & Research Ethics Courses to be taught together to all the students (from all seven schools) who have opted for the Research Track. Such classes will be conducted on two days in a week in the afternoon (Thursday & Friday).
- There shall be a Thesis Advisory Committee (TAC) for each student and shall comprise of three faculty members. One faculty member will be the Guide cum Chairperson, another from the same School (related discipline or other), and the third from a different School/ Industry.

1. CRITERIA FOR SELECTION OF STUDENTS OF RESEARCH TRACK:

The following criteria will be applicable for the selection of students opting for a research track (either full research or research in combination with coursework) in the 2nd year of the PG programme:

a) Eligibility:

A student should have a minimum of 75% attendance in all courses in both Semesters I & II in the 1st year.

b) Academic Performance:

A student should have a minimum CGPA of 7.5 at the end of the 1st Semester in the 1st year without any backlogs.

c) Selection Criteria:

- The student will have to appear for the Research Aptitude Test to be conducted by the respective school and has to score a minimum of 50% in the same.
- The shortlisted student will have to appear before the selection committee comprising faculty members of the respective schools comprising faculty members of the respective schools.