



School of Commerce and Management Studies
Department of Commerce and Management

Program: Master of Business Administration-Business Analytics
Semester – I

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	Lab/ Viva	Course	Lab/ Viva	
1	PC	PBA101	Managerial Economics	4	-	-	4	50	-	100	-	100
2	PC	PBA102	Accounting and Finance for Managers	4	-	-	4	50	-	100	-	100
3	PE	PBA103	Introduction to Data Science & Business Analytics	4	-	-	4	50	-	100	-	100
4	PE	PBA104	Data Management and Warehousing	4	-	-	4	50	-	100	-	100
5	PE	PBA105	Quantitative Techniques for Business Decisions	4	-	-	4	50	-	100	-	100
6	PC	PBA106	Organizational Behavior and Principles of Management	4	-	-	4	50	-	100	-	100
7	PC	PBA107	Strategic Management	4	-	-	4	50	-	100	-	100
8	PC	PBA108	Business Communication Skills - I	2	-	2	3	-	50	-	100	100
TOTAL				30	-	2	31	350	50	700	100	800

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SOCMS/BoS/ /MBA(BA)/2024-25	R – / 27-6-24	BOS Chairman (SOCMS)	Dean (SOCMS)	Associate Dean (Academics)	Registrar (SUN)



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Sandip University, Nashik (MS), India
At Post Mahiravani, Trimbak Road, Nashik-422213, Maharashtra
<https://www.sandipuniversity.edu.in>

School of Commerce and Management Studies
Department of Commerce and Management

		Formative Assessment		
CIA: Continuous	#: Internship	CIA	Weightage	Description
Internal Assessment	*: Oral Examination	CIA 1	10%	Home Assignment
L: Theory Lecture	UC: University Core	CIA 2	20%	Written Exam
T: Tutorial	PC: Programme Core	CIA 3	10%	Seminar Presentation
P: Practical	PE: Programme Elective	CIA 4	10%	Activity/Project & Research Based Activity
ESE: End Semester Exam	OE: Open Elective	TOTAL	50%	
	VAC: Value Added Courses			
	GE: Generic Elective Courses			
	SEC: Skill Enhancement Courses			
	AECC: Ability Enhancement Compulsory Courses			

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School of Commerce and Management Studies
Department of Commerce and Management

Program: Master of Business Administration- Business Analytics
Semester – II

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
				L	T	P	C	Formative Assessment		Summative Assessment		
								CIA		ESE		
								Course	Lab/ Viva	Course	Lab/ Viva	
1	PC	PBA204	Production and Operations Management	4	-	-	4	50	-	100	-	100
2	PE	PBA205	Digital Transformation	4	-	-	4	50	-	100	-	100
3	PC	PBA206	Legal Aspects of Business	4	-	-	4	50	-	100	-	100
4	PE	PBA207	Data Visualization and Story Telling	4	-	-	4	50	-	100	-	100
5	PC	PBA208	Business Research Methods	4	-	-	4	50	-	100	-	100
6	PE	PBA211	Data Analysis using Python	3		2	4	-	50	-	100	100
7	PE	PBA212	Data Analysis using Power BI	3	-	2	4	-	50	-	100	100
8	PC	PBA213	Business Communication Skills - II	2	-	2	3	-	50	-	100	100
TOTAL				28	-	06	31	250	150	500	300	800

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		Formative Assessment		
CIA: Continuous Internal Assessment L: Theory Lecture T: Tutorial P: Practical ESE: End Semester Exam	#: Internship * : Oral Examination UC: University Core PC: Programme Core PE: Programme Elective OE: Open Elective VAC: Value Added Courses GE: Generic Elective Courses SEC: Skill Enhancement Courses AECC: Ability Enhancement Compulsory Courses	CIA	Weightage	Description
		CIA 1	10%	Home Assignment
		CIA 2	20%	Written Exam
		CIA 3	10%	Seminar Presentation
		CIA 4	10%	Activity/Project & Research Based Activity
		TOTAL	50%	

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School of Commerce and Management Studies
Department of Commerce and Management

Program: Master of Business Administration- Business Analytics
Semester – III

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	Lab/ Viva	Course	Lab/ Viva	
1	PC	PBA301	Big Data Analytics	4	-	-	4	50	-	100	-	100
2	PC	PBA302	Machine Learning with Business Application	4	-	-	4	50	-	100	-	100
3	PC	PBA303	AI for Managers	4	-	-	4	50	-	100	-	100
4	PE	PBA...	Program Elective	4	-	-	4	50	-	100	-	100
5	GE	PBAGE...	General Elective	4	-	-	4	50	-	100	-	100
6	PE	PBA304	Design Thinking	4	-	-	4	50	-	100	-	100
7	PE	PBA311	Data Visualization using Tableau	3	-	2	4	-	50	-	100	100
8	PC	PBA312	Business Communication Skills - III	1	-	2	2	-	50	-	100	100
TOTAL				28	-	4	30	300	100	600	200	800

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General Elective Courses (GE): Students should select any one course from the given list

SEMESTER III			
Sr. No	Semester	Course Code	Name of the course
1	III	PBAG04	Innovation, Business Models and Entrepreneurship
2	III	PBAG05	Business Analytics & Data Mining Modeling Using R Part II

Program Elective Courses (PE): Students should select any one course from the given list

Sr. No.	Course Code	Subject	Credits
1	PBAE03	Financial Analytics	4
2	PBAE04	Supply Chain Analytics	4

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School of Commerce and Management Studies
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Program: Master of Business Administration- Business

Semester – IV

Sr. No.	Course Type	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	Lab/ Viva	Course	Lab/ Viva	
2	PC	PBA411	Project	-	-	20	10	-	100	-	100	200
TOTAL				-	-	20	10	-	100	-	100	200

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		CIA 2	20%	Written Exam
		CIA 3	10%	Seminar Presentation
		CIA 4	10%	Activity/Project & Research Based Activity
		TOTAL	50%	

Credit Summary

Credit Head	Sum of Total
PC	54
PE	44
GE	4
Grand Total	102

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								Course	Lab/ Viva	Course	Lab/ Viva	
2	PC	PBA411	Project	-	-	20	10	-	100	-	100	200
TOTAL				-	-	20	10	-	100	-	100	200

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Credit Summary

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PE	44
GE	4
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