

Techno India University, West Bengal
Syllabus for 2-YEAR M.B.A. (After Graduation)

Elective: Business Analytics

1st Semester

Course Code	Course Title	Contact Hrs. / Week			Credit
		L	T	P	
TIU-INMBA-101	Management Concepts and Practices	4	0	0	4
TIU-INMBA-102	Accounting for Managers	4	0	0	4
TIU-INMBA-103	Financial Management	4	0	0	4
TIU-INMBA-104	Economic Analysis for Business Decisions	4	0	0	4
TIU-INMBA-105	Statistics for Business	4	0	0	4
TIU-INMBA-106	Spreadsheet Modelling	3	0	2	4
TIU-INMBA-107	Career Advancement & Skill Development	3	0	0	3
Total Credits					27



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2nd Semester

Course Code	Course Title	Contact Hrs. / Week			Credit
		L	T	P	
TIU-INMBA - 201	Marketing Management	4	0	0	4
TIU-INMBA - 202	Human Resources Management	4	0	0	3
TIU-INMBA- 203	Project Management and Budgeting	3	0	0	3
TIU-INMBA- 204	Research Methodology	3	0	2	4
TIU-INMBA- 205	Introduction to Business Analytics	3	0	2	4
TIU-INMBA- 206	Introduction to Digital Marketing	4	0	0	4
TIU-INMBA- 207	Business Law and Ethics	3	0	0	3
TIU-INMBA- 208	Career Advancement & Skill Development	3	0	0	3
Total Credits					28



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3rd Semester

Course Code	Course Title	Contact Hrs. / Week			Credit
		L	T	P	
TIU-INMBA-311	Introduction to Entrepreneurship	3	0	0	3
TIU-INMBA-312	Elective Paper 1	3	0	2	4
TIU-INMBA-313	Elective Paper 2	3	0	2	4
TIU-INMBA-314	Elective Paper 3	3	0	2	4
TIU-INMBA-315	Elective Paper 4	3	0	2	4
TIU-INMBA-316	Summer Internship	0	8	4	6
TIU-INMBA-317	Career Advancement & Skill Development	3	0	0	3
Total Credits					28



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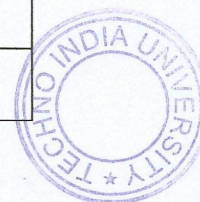
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4th Semester

Course Code	Course Title	Contact Hrs. / Week			Credit
		L	T	P	
TIU-INMBA - 411	Consumer Behavior	3	0	0	4
TIU-INMBA- 412	Elective Paper 5	3	0	2	4
TIU-INMBA- 413	Elective Paper 6	3	0	2	4
TIU-INMBA- 414	Elective Paper 7	3	0	2	4
TIU-INMBA- 415	Elective Paper 8	3	0	2	4
TIU-INMBA- 416	Project Work and Viva Voce	0	8	4	5
TIU-INMBA-417	Career Advancement & Skill Development	3	0	0	3
Total Credits					28

Choice of Electives

Elective: Business Analytics	
Elective Paper 1	DBMS and Data Warehousing
Elective Paper 2	Multivariate Data Analysis 1
Elective Paper 3	Time Series Econometrics
Elective Paper 4	Data Mining for Business Analytics
Elective Paper 5	Multivariate Data Analysis 2
Elective Paper 6	Predictive Modeling using SAS
Elective Paper 7	Analytics with R
Elective Paper 8	Big Data Analytics



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