

# Common MBA Business Analytics Syllabus

## **Semester 1**

- Principles of Management
- Managerial Economics
- Accounting for Managers
- Organizational Behaviour
- Business Communication
- Quantitative Techniques for Managers
- Information Technology for Managers

## **Semester 2**

- Financial Management
- Marketing Management
- Operations Management
- Business Research Methods
- Business Statistics & Econometrics
- Business Environment & Law
- Data Management & SQL

## **Semester 3 (Business Analytics Specialization)**

- Business Intelligence & Data Visualization
- Big Data Analytics
- Predictive Analytics & Forecasting
- Machine Learning for Business
- Data Mining & Text Analytics
- Cloud Computing for Business Analytics
- Python / R for Data Science

## **Semester 4**

- Strategic Business Analytics
- Advanced Predictive Modeling
- Artificial Intelligence in Business
- Optimization & Simulation Techniques

- Capstone Project / Dissertation
- Case Studies in Analytics-Driven Decision Making
- Seminar & Viva Voce