Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly West Bengal University of Technology)
Syllabus for MBAin BIG DATA ANALYTICS

(Applicable from the academic session 2020-2021)

CURRICULUM Structure

Semester – I

Subject	Credit
MB – 101 Managerial Economics (Micro)	4
MB – 102 Organizational Behaviour	4
MB – 103 Business Communication	4
MB – 104 Legal and Business Environment (Micro and Macro)	4
MB – 105 Indian Ethos and Business Ethics	4
MB – 106 Quantitative Techniques	4

Semester – II

Subject	Credit
MB – 201 Indian Economy and Policy	4
MB – 202 Financial Reporting, Statements and Analysis	4
MB – 203 Marketing Management	4
MB – 204 Operations Management	4
MB – 205 Management Information System	4
MB – 206 Human Resource Management	4

Semester - III

Common Papers:
MB – 302 Business Research Method **(Credit-4)**
MB – 301 Entrepreneurship and Project management   **(Credit-4)**

A. Major Papers (Core Papers)
BDA – 301: Data Science using R and Python   **(Credit-4)**
BDA – 302: Business Intelligence   **(Credit-4)**

B. Minor Papers (any two papers from the following functional areas) (Credit-4*2=8)
FM/ HR/MM/MIS– 301
FM/ HR/MM/ MIS– 302
FM/ HR/MM/ MIS– 303
FM/ HR/MM/MIS – 304

MB – 303 Internship Project and Viva Voice   **(Credit 4)**

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Minor Elective Papers for THIRD Semester (any two)

FINANCE		HUMAN RESOURCE	
CODE	COURSE NAME	CODE	COURSE NAME
FM 301	TAXATION	HR 301	TEAM DYNAMICS AT WORK
FM 302	PROJECT APPRAISAL & FINANCE	HR 302	HR METRICS AND ANALYTICS
FM 303	BEHAVIORAL FINANCE	HR 303	CROSS CULTURAL MANAGEMENT
FM 304	CORPORATE FINANCE	HR 304	ORGANIZATIONAL DESIGN
MIS		MARKETING MANAGEMENT	
MIS 301	DATA MINING FOR BUSINESS DECISIONS	MM 301	B2B MARKETING
MIS 302	E-COMMERCE & DIGITAL MARKETS	MM 302	SALES & DISTRIBUTION MANAGEMENT
MIS 303	MANAGING SOFTWAREPROJECTS	MM 303	IMC/ PROMOTION STRATEGY
MIS 304	DATA SCIENCE USING R	MM 304	MARKETING RESEARCH

Semester – IV

  A. Major Papers (Core Papers) (Four papers from Big Data Analytics)
BDA- 401 Data Visualization with Tableau and Power BI **(Credit-4)**
BDA– 402 Marketing Analytics **(Credit-4)**
BDA– 403 Data Mining and Advanced Data Handling **(Credit-4)**
BDA- 404 Machine Learning and Unstructured Data Analytics **(Credit-4)**

  B. (Any Two from Minor Functional areas) (Credit-4*2=8)

The Major and Minor Functional areas will be same as chosen in the 3rd Semester.

Minor Elective Papers for Fourth Semester (any two)

FINANCE			HUMAN RESOURCE	
CODE	COURSE NAME	CODE	COURSE NAME	
FM 401	INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT	HR 401	MANPOWER PLANNING RECRUITMENT & SELECTION	
FM 402	MANAGING BANKS & FINANCIAL INSTITUTIONS	HR 402	EMPLOYEE RELATIONS & LABOUR LAWS	
FM 403	MERGERS, ACQUISITION & CORPORATE RESTRUCTURING	HR 403	COMPENSATION & BENEFITS MANAGEMENT	
FM 404	FINANCIAL DERIVATIVES	HR 405	STRATEGIC HRM	
MIS			MARKETING MANAGEMENT	
MIS 401	DATA WAREHOUSING	MM 401	CONSUMER BEHAVIOUR	
MIS 402	MANAGING DIGITAL PLATFORMS	MM 402	RETAIL MANAGEMENT	
MIS 403	STRATEGIC MANAGEMENT FOR IT	MM 405	PRODUCT & BRAND MANAGEMENT	
MIS 404	BUSINESS DECISION USING ADVANCE EXCEL	MM 404	SERVICE MARKETING	