Syllabus and Scheme of Examination

DELHI TECHNOLOGICAL UNIVERSITY

Master of Business Administration
(Business Analytics)

SCHEME OF EXAMINATIONS

DELHI TECHNOLOGICAL UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (MBA)

BUSINESS ANALYTICS

Criteria for Assessment

All theory courses without practical component have internal assessment of 25 marks, mid-term assessment of 25 marks and end semester examination of 50 marks. For the courses related to projects, internal assessment is 40 marks and external examination is 60 marks. The theory courses with practical component have 60 marks as internal assessment and 40 marks for external examination.

The internal assessment of the students will be done on the basis of following suggestive components: class Tests/individual presentation/viva-voce/group discussion/ attendance etc.

The Project shall carry 100 marks i.e., marks equivalent to one course and it shall be pursued by every student under the supervision of one internal supervisor. The Internal Supervisor shall award marks out of 40 and the External Examiner shall award marks out of 60. The External Examiner shall be appointed by the University.

Note: Record should be maintained by faculty and made available to the examination branch of the University.

FIRST SEMESTER

S.No	Code	Title	Discipline	Credits	L	T	P	ETE	PRE	CWS	PRS	MTE	ETE	PRE
		Course			Contact Hours			Exam Duration (Hrs)		Relative Weights				
1	MB 101	Management Process & Organizational Behaviour	Core	4	4	-	-	3		25		25	50	-
2	MB 102	Marketing Management	Core	4	4	-	-	3		25		25	50	-
3	MB 103	Business Research Methods	Core	4	3	-	2	3		15	25	20	40	-
4	MB 104	Financial Accounting & Cost Analysis	Core	4	4	-	-	3		25		25	50	-
5	MB 105	Managerial Economics	Core	4	4	-	-	3		25		25	50	
6	MB 106	Business Communication	Skill Based	2	2	-	-	2		25		25	50	

S.No	Code	Title	Discipline	Credits	L	T	P	Exam Duration (Hrs)	ETE	PRE	CWS	PRS	MTE	ETE	PRE
7	MB 107	Introduction to Business Analytics	Core	4	3	-	2	3			15	25	20	40	
8	MB 108	Database Management Systems	Core	4	4	-	-	3			25		25	50	
9	MB 109	Data Querying & Visualization	Skill Based	2	-	-	4	3				50			50
		TOTAL		32											

SECOND SEMESTER

S.No	Course			Credits	Contact Hours			Exam Duration (Hrs)			Relative Weights				
	Code	Title	Discipline		L	T	P	ETE	PRE		CWS	PRS	MTE	ETE	PRE
1	MB 201	Human Resource Management	Core	4	4	-	-	3			25		25	50	-
2	MB 202	Introduction to Big Data Systems	Core	2	2	-	-	3			25		25	50	
3	MB 203	Financial Management	Core	4	4	-	-	3			25		25	50	
4	MB 204	Data Warehousing and Data Mining	Core	4	4	-	-	3			25		25	50	
5	MB 205	Introduction to Programming using Python	Core	4	3	-	2	3			15	25	20	40	
6	MB 206	Operations and Supply Chain Management	Core	4	4	-	-	3			25		25	50	

S.No	Code	Title	Discipline	Credits	L	T	P	ETE	PRE	CWS	PRS	MTE	ETE	PRE
7	MB 207	Predictive Modelling	Core	4	4	-	-	3		25		25	50	
8	MB 208	Changing Paradigm in Leadership	Skill Based	2	2	-	-	3		50			50	
9	MB 209	Predictive Analytics Practicum	Skill Based	2	-	-	4	3			50			50
		TOTAL		30										

THIRD SEMESTER

S.No	Course			Credits	Contact Hours			Exam Duration (Hrs)		Relative Weights				
	Code	Title	Discipline		L	T	P	ETE	PRE	CWS	PRS	MTE	ETE	PRE
1.	MB 301	Summer Internship	Skill Based	2	-	-	2				40			60
2.	MB 302	Machine Learning	Core	4	4	-	-	3		25		25	50	-
3.	MB 303	Big Data Analytics	Core	4	2	-	4	3		15	25	20	40	
4.	MB 304	R for Machine Learning	Skill Based	2	-	-	4		3		50			50
5.	MBGxxx	Generic Elective – I	Elective	4	4	-	-	3		25		25	50	
6.	MBGxxx	Generic Elective – II	Elective	4	4	-	-	3		25		25	50	
7.	MBDxxx	Discipline Specific Elective – I	Elective	4	4	-	-	3		25		25	50	
8.	MBDxxx	Discipline Specific Elective – II	Elective	4	4	-	-	3		25		25	50	
		TOTAL		28										

FOURTH SEMESTER

S. No	Course			Credits	Contact Hours			Exam Duration (Hrs)		Relative Weights				
	Code	Title	Discipline		L	T	P	ETE	PRE	CWS	PRS	MTE	ETE	PRE
1	MB 401	Project Dissertation	Skill Based	6	-	-	6				40			60
2	MB 402	Enterprise Performance Management	Core	4	4	-	-	3		25		25	50	-
3	MB 403	Entrepreneurship Development	Core	4	4	-	-	3		25		25	50	-
4	MB 404	Project Management	Core	4	4	-	-	3		25		25	50	-
5	MBGxxx	Generic Elective – III	GEC	4	4	-	-	3		25		25	50	
6	MBDxxx	Discipline Specific Elective – III	DEC	4	4	-	-	3		25		25	50	
7	MBDxxx	Discipline Specific Elective – IV	DEC	4	4	-	-	3		25		25	50	
		Total		30										

Discipline Specific Electives (Choose any four from the group)

S. No.	Code	Paper	L	T/P	Credits	Distribution of Course
1	MBD 001	Advanced Machine Learning	4	-	4	Elective
2	MBD002	Marketing Analytics	4	-	4	Elective
3	MBD003	Pricing Analytics	4	-	4	Elective
4	MBD004	Financial Analytics	4	-	4	Elective
5	MBD005	Retail Analytics	4	-	4	Elective

6	MBD006	HR Analytics	4	-	4	Elective
7	MBD007	Time Series Analysis	4	-	4	Elective
8	MBD008	Social Media and Web Analytics	4	-	4	Elective
9	MBD009	Healthcare Analytics	4	-	4	Elective
10	MBD010	Operations and Supply Chain Analytics	4	-	4	Elective
11	MBD011	Data Management and Ethics	4	-	4	Elective
12	MBD012	Digital Marketing Analytics	4	-	4	Elective
13	MBD013	Weather Analytics	4	-	4	Elective
14	MBD014	Security Analytics	4	-	4	Elective
15	MBD015	Decision Analysis Techniques	4	-	4	Elective
16	MBD016	Swarm Optimization and Evolutionary Computing	3	1/0	4	Elective

Generic Electives (Choose any three from the group)

S. No.	CODE	Paper	L	T/P	Credits	Distribution of Course
1	MBG001	Compensation Management	4	-	4	Elective
2	MBG002	Industrial Relations and Labour Legislation	4	-	4	Elective
3	MBG003	Training and Development	4	-	4	Elective
4	MBG004	Internet of things	4	-	4	Elective
5	MBG005	Natural Language Processing	4	-	4	Elective
6	MBG006	Semantic Web & Web Mining	4	-	4	Elective
7	MBG007	International Financial Management	4	-	4	Elective
8	MBG008	Managing Financial Institutions and Markets	4	-	4	Elective
9	MBG009	Security Analysis and Portfolio Management	4	-	4	Elective
10	MBG010	Knowledge and Innovation Management	4	-	4	Elective

11	MBG011	Financing the Entrepreneurial Business	4	-	4	Elective
12	MBG012	Corporate Governance	4	-	4	Elective
13	MBG013	Total Quality Management	4	-	4	Elective
14	MBG014	Logistics Planning and Strategy	4	-	4	Elective
15	MBG015	Operations Research and Strategy	4	-	4	Elective
16	MBG016	International Marketing	4	-	4	Elective
17	MBG017	Knowledge Creation, Critical Thinking and Innovation	4	-	4	Elective