Chhatrapati Shahu Institute of Business Education and Research (CSIBER), Kolhapur

An Autonomous Institute under UGC, Government of India
College with Potential for Excellence (CPE) Phase III
Reaccredited by NAAC with 'A+' Grade, RUSA 2.0

SCHOOL OF BUSINESS

MASTER OF BUSINESS ADMINISTRATION (MBA) – BUSINESS ANALYTICS

Programme Structure and Syllabus
To be implemented from the academic year 2026-27

PROGRAMME STRUCTURE

MBA (Business Analytics)

Semester I – 28 Credits

Code	Course	Credits	Contact Hours	Internal Marks	External Marks	Total Marks
SOB BA 101	Marketing Management	4	60	40	60	100
SOB BA 102	Financial Accounting	4	60	40	60	100
SOB BA 103	Research Methodology	4	60	40	60	100
SOB BA 104	Business Statistics	4	60	40	60	100
SOB BA 105	Information Technology for Business Management	4	60	40	60	100
SOB BA 106	Programming Fundamentals using Python	4	60	40	60	100
SOB BA 107	Database Management System	2	30	20	30	50
SOB BA 108	Principles of Management	2	30	20	30	50
	Total	**28**	**420**	**280**	**420**	**700**

Semester II – 26 Credits

Code	Course	Credits	Contact Hours	Internal Marks	External Marks	Total Marks
SOB BA 201	Financial Management	4	60	40	60	100
SOB BA 202	Managerial Economics	4	60	40	60	100
SOB BA 203	Organizational Behavior and Human Resource Management	4	60	40	60	100
SOB BA 204	Data Warehousing and Data Mining	4	60	40	60	100
SOB BA 205	Business Laws	2	30	20	30	50
SOB BA 206	Operations Management	2	30	20	30	50
SOB BA 207	Field Project in Data Exploration and Visualization	2	30	20	30	50
SOB BA 208	Data Exploration and Visualization	2	30	20	30	50
AEC	Elective: 1. Start up and ED 2. Advanced Excel (Lab-based) 3. Computerized Accounting (Tally Prime – Lab-based) 4. Conflict Management 5. Business Communication	2	30	20	30	50
	Total	**26**	**390**	**260**	**390**	**650**

Semester III – 26 Credits

Code	Course	Credits	Contact Hours	Internal Marks	External Marks	Total Marks
SOB BA 301	Strategic Management	4	60	40	60	100
SOB BA 302	Cloud Computing	4	60	40	60	100
AEC	Elective: 1. Tourism Management 2. Event Management 3. Sports Management 4. Digital Marketing	2	30	20	30	50
SOB BA 304	Specialization 1(a): Machine Learning; Specialization 1(b): course as specified under the approved structure	8	120	80	120	200
SOB BA 305	Specialization 2(a): Business Analytics Using R (Lab-Based); Specialization 2(b): course as specified under the approved structure	8	120	80	120	200
	Total	**26**	**390**	**260**	**390**	**650**

List of courses offered in different specializations

Specialization	Semester III
Finance	SOB-FIN-I International Finance SOB-FIN-II Direct Taxes
Marketing	SOB-MKT-I Consumer Behaviour SOB-MKT-II Services Marketing
Human Resource Management	SOB-HRM-I Employee Relations and Labour Laws SOB-HRM-II International Human Resource Management
Systems	SOB-SYS-I Management Information System(Lab-Based) SOB-SYS-II Information System Audit and Control
Production and Operations Management	SOB-POM-I Supply Chain Management SOB-POM-II Purchasing and Inventory Management
Agri-Business Management	SOB-ABM-I Indian Agri-Business Management SOB-ABM-II Rural Marketing in India

Semester IV – 26 Credits

Code	Course	Credits	Contact Hours	Internal Marks	External Marks	Total Marks
SOB BA 401	Business Ethics and Corporate Governance	4	60	40	60	100
SOB BA 402	One MOOC on SWAYAM platform identified by the department committee	2	30	20	30	50
SOB BA 403	Specialization 1(a): Social Media Analytics; Specialization 1(b): course as specified under the approved structure	8	120	80	120	200
SOB BA 404	Specialization 2(a): Big Data Analytics; Specialization 2(b): course as specified under the approved structure	8	120	80	120	200
SOB BA 405	Project Report	4	60	40	60	100
	Total	**26**	**390**	**260**	**390**	**650**

List of courses offered in different specializations

Specialization	Semester IV
Finance	SOB-FIN-III Management Control System SOB-FIN-IV Investment and Portfolio Management
Marketing	SOB-MKT-III Sales and Distribution Management SOB-MKT-IV Advertising and Integrated Marketing Communication
Human Resource Management	SOB-HRM-III Performance and Compensation Management SOB-HRM-IV Talent and Human Capital Management
Systems	SOB-SYS-III Applied Data Science and Business Analytics using R SOB-SYS-IV Software Engineering
Production and Operations Management	SOB-POM-III Project Management SOB-POM-IV Quality Management
Agri-Business Management	SOB-ABM-III Agri Production , Supply Chain and Logistics Management iv) SOB-ABM-IV Agricultural Marketing, Commodities Markets and Agri-Business.

Specialization will be offered only if 12 students or more opt for it.

Total Programme Credits: 106 credits.

On the Job Training

The inclusion of On-the-Job Training (OJT) in the MBA syllabus provides students with valuable hands-on industry experience, enabling them to apply classroom learning to real-world business situations. It enhances professional skills, industry readiness, problem-solving abilities, and managerial competencies, bridging the gap between academic knowledge and practical application.

Business Analytics Specialization Focus

Stage	**Analytics-focused courses / components**
Semester I	Programming Fundamentals using Python; Database Management System; Business Statistics
Semester II	Data Warehousing and Data Mining; Data Exploration and Visualization; Field Project in Data Exploration and Visualization
Semester III	Machine Learning; Business Analytics Using R (Lab-Based); Cloud Computing
Semester IV	Social Media Analytics; Big Data Analytics; Project Report; SWAYAM MOOC