

Master of Business Administration - Business Analytics and Artificial Intelligence (MBA-BAAI)
Curriculum (AY2026-27)

Credit Distribution Among Baskets (Minimum Credits To Be Earned = 80)		
Sl. No.	Baskets	Credit Contribution
1	School Core	20
2	Program Core	33
3	Discipline Elective*	24
	Common Electives	6
	Business Analytics and Artificial Intelligence	18
4	Open Elective	3
	Total Credits	80

School Core Credit Distribution		
Sl. No.	School Core Baskets	Credits
1	Business Communication Basket	2
2	Internships, Projects & Capstone Basket	9
3	Behavioral Science Basket	1
4	Soft Skills Basket	3
5	Technology and Management	5
	Total	20

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Sl. No.	Course Code	Course Name	T	P	Credits
School Core - Minimum Credits to be earned from this basket =					20
Business Communication Basket - Min. credits to be earned from this basket =					2
1	ENG5003	Business Communication	0	2	1
2	ENG5004	Technical Proficiency and Career Building	0	2	1
3	ENG5005	Written Analysis and Communication	0	2	1
Internships, Projects & Capstone Basket - Min. credits to be earned from this basket =					9
1	MGT5992	Summer Internship	0	0	3
2	MGT5993	MBA - Startup Ideation	0	0	3
3	MGT6991	Business Simulation	0	0	1
4	MGT6995	MBA - Project	0	0	6
5	MGT6996	MBA - Industry Internship	0	0	6
6	MGT6997	MBA - New Venture Creation	0	0	6
Behavioral Science Basket - Min. credits to be earned from this basket =					1
1	MGT5012	Personal and Professional Effectiveness	0	2	1
2	MGT5013	Managing Relationships	0	2	1
3	MGT5014	Leading Through Teams	0	2	1
Soft Skills Basket - Min. credits to be earned from this basket =					3
1	SSK5001	Readiness for Placements	0	2	1
2	SSK5002	Group Discussion and Interviews	0	2	1
3	SSK5003	Digital Identity	0	2	1
Technology and Management - Min. credits to be earned from this basket =					5
1	MGT5401	Digital Business	2	2	3
2	MGT5402	Spreadsheet Modeling	0	2	1
3	MGT5403	Data Visualisation	0	2	1
4	CSE5201	R Programming for Managers	0	2	1
Program Core (All Courses in this basket are mandatory) -					33
1	MGT5001	Management Process & Organizational Behavior	3	0	3
2	MGT5002	Accounting for Managers	3	0	3
3	MGT5003	Quantitative Techniques and Operations Research	3	0	3
4	MGT5004	Managerial Economics	3	0	3
5	MGT5005	Marketing Management	3	0	3
6	MGT5006	Human Resource Management	3	0	3
7	MGT5007	Business Analytics	2	2	3
8	MGT5008	Ethical and Legal Aspects of Business	3	0	3
9	MGT5009	Financial Management	3	0	3
10	MGT5011	Operations and Supply Chain Management	3	0	3
11	MGT6001	Strategic Management	3	0	3

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Discipline Electives[#] - Minimum Credits to be earned from					24
Common Electives - Minimum Credits to be earned from this basket =					6
1	MGT6202	Algorithmic Trading	2	2	3
2	MGT6203	Behavioural Finance	3	0	3
3	MGT6215	Fintech-Technology Innovation in Financial Services	3	0	3
4	MGT6312	Sales Management	3	0	3
5	MGT6313	Services Marketing	3	0	3
6	MGT6304	Customer Relationship Management	3	0	3
7	MGT6305	Digital & Social Media Marketing	3	0	3
8	MGT6504	Creativity & Innovation	3	0	3
9	MGT6505	Dynamics of Leadership	3	0	3
10	MGT6510	Organization Development and Change Management	3	0	3
Business Analytics Basket - Minimum Credits to be earned from this basket for Major =					18
1	MGT6401	Advance Statistics for Business Analytics	2	2	3
2	MGT6402	Python for Data Analysis	2	2	3
3	MGT6403	Managing Data for Analysis	2	2	3
4	MGT6404	Data Visualisation and Story Telling	2	2	3
5	MGT6405	Artificial Intelligence Machine Learning Applications in Business	2	2	3
6	MGT6406	Supply Chain Analytics	2	2	3
7	MGT6407	Accounting & Financial Analytics	2	2	3
8	MGT6408	Banking & Financial Markets Analytics	2	2	3
9	MGT6409	HR Analytics	2	2	3
10	MGT6410	Marketing Analytics	2	2	3
11	MGT6411	Retail Analytics	2	2	3
12	MGT6412	Social Media Analytics	2	2	3
13	MGT6413	Digital Business Models	3	0	3
14	MGT6415	AI Agents and Automation	2	2	3
15	MGT6416	AI Applications in Finance	2	2	3
16	MGT6417	AI Applications in HR	2	2	3
17	MGT6418	AI Applications in Marketing & Sales	2	2	3
18	MGT6419	Big Data Analytics	2	2	3
19	MGT6420	Digital Transformation	3	0	3
20	MGT6414	Blockchain Applications in Business	2	2	3
21	MGT6903	Course of Independent Study-Business Analytics	0	0	3

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Sl. No.	Course Code	Course Name	T	P	Credits
Entrepreneurship and Family Business - Min. credits to be earned from this basket =					0
1	MGT6601	Managing Family Businesses	0	0	3
2	MGT6602	Challenges in Starting & Scaling	0	0	3
3	MGT6603	Social Entrepreneurship	0	0	3
* Deficit credits in Internships, Projects & Capstone Basket can be substituted with credits from specialisation baskets, with prior permission.					
Open Elective basket[#] - Minimum Credits to be earned from this basket =					3
Any course from another 'eligible' curriculum.					
Any unused Discipline Elective from his/ her 'own' curriculum.					
Any stand-alone course declared as "Open Elective" by School/ Dept. for a specific 'eligible' degree					
Students can complete SWAYAM/NSE/BSE/NSIM certifications and claim credits against open electives; Prior approval required; Evaluation may be conducted by the school for grades.					