



**GALGOTIAS
UNIVERSITY**



School of Artificial Intelligence

**MBA in Business Analytics
(In Association with IBM)**

2026-2028

Curriculum

Program: MBA – Business Analytics

First Semester MBA (Business Analytics)								
S. No.	Course Code	Course Title	Credit Structure				Total Credits	C
			L	T	P	S		
1	101	Sectoral Analytics	3	0	0	0	3	
2	102	Data Analytics with Python	3	0	1	0	4	
3	103	Managerial Economics	3	0	0	0	3	
4	104	Financial Reporting and Analysis	3	0	0	0	3	
5	105	Marketing Management	3	0	0	0	3	
6	106	Organizational Behaviour	2	0	0	0	2	
7	107	Business Communication Skills	2	0	0	0	2	
Second Semester MBA (Business Analytics)								
1	201	Descriptive Analytics (IBM)	2	0	1	0	3	
2	202	Predictive Analytics (IBM)	3	0	1	0	4	
3	203	AI for Business Decisions	3	0	1	0	4	
4	204	Corporate Finance	3	1	0	0	4	
5	205	Business Research Methods	2	1	0	0	3	
6	206	Design Thinking and Innovation	2	0	0	0	2	
Third Semester MBA (Business Analytics)								
1	301	Business Applications of Artificial Intelligence	3	0	1	0	4	
2	302	Big Data Technologies	3	0	1	0	4	
3	303	Strategic Management	3	0	0	0	3	
4	304	Elective 1	2	0	1	0	3	
5	305	Elective 2	2	0	1	0	3	
6	306	Summer Internship Evaluation	0	0	3	0	3	
Fourth Semester MBA (Business Analytics)								
1	401	Capstone / Industry Consulting Project	0	0	10	0	10	
2	402	Planning Analytics	2	0	1	0	3	
3	403	Data Visualization for Managers	2	0	1	0	3	
4	404	MOOC / Industry Certification	0	0	4	0	4	

List of Electives

S.No.	Course Code	Elective 1 (Sem III)	L	T	P	S	Credits
1	304	Marketing and Customer Analytics	2	0	1	0	3
2	304	Financial Analytics and FinTech	2	0	1	0	3
3	304	HR and People Analytics	2	0	1	0	3
4	304	Supply Chain and Logistics Analytics	2	0	1	0	3
S.No.	Course Code	Elective 2 (Sem III)	L	T	P	S	Credits
1	305	Healthcare Analytics	2	0	1	0	3
2	305	Retail and E-Commerce Analytics	2	0	1	0	3
3	305	Risk Analytics and Fraud Detection	2	0	1	0	3
4	305	Pricing and Revenue Management Analytics	2	0	1	0	3
S.No.	Course Code	Elective 3	L	T	P	S	Credits
1	—	Text Analytics and NLP for Business	2	0	1	0	3
2	—	Web, Social Media and Digital Analytics	2	0	1	0	3
3	—	Causal Inference and Experimentation (A/B Testing)	2	0	1	0	3
4	—	ESG and Sustainability Analytics	2	0	1	0	3