GAYATRI VIDYA PARISHAD
COLLEGE FOR DEGREE AND PG COURSES
(AUTONOMOUS)
Affiliated to Andhra University || Accredited by NAAC and NBA
VISAKHAPATNAM

DEPARTMENT OF MANAGEMENT STUDIES
MBA – BUSINESS ANALYTICS PROGRAM

Board of Studies MBA - Business Analytics

DATE: 15-11-2024

Agenda

1. Introduction of members
2. Syllabus review for the meeting academic year 2024-25
3. Approval of syllabus for the meeting academic year 2024-25
4. Syllabus review for the meeting academic year 2023-25 batch.
5. Approval of Model paper for Mid exams and Semester end Exams.
6. Examiners and paper evaluators institutions approval
7. Suggestions (if any)

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DEPARTMENT OF MANAGEMENT STUDIES
MBA – BUSINESS ANALYTICS PROGRAM
BOARD OF STUDIES FOR M.B.A BUSINESS ANALYTICS

Attendance **Date: 15-11-2024**

Sl. No.	Name	Signature
1. Chairman	: Prof. K.V.V. Murali Someswara Rao Head of the Department, MBA-BA	
2. Nominee of the Vice Chancellor	: Prof. V. Krishna Mohan Professor, DCMS College of Arts & Commerce, Andhra University, VSP	
3. Nominees of the Academic Council	: 1. Prof. K. Rama Mohan Rao Vice Chairman In charge, APSCHE	
	: 2. Prof. A. Narasimha Rao Professor, DCMS College of Arts & Commerce, Andhra University, VSP	
4. Representative from Industry	: 1. Mr. O. Sesha Sai Head, L & D Sails Software Solutions, Visakhapatnam.	
	: 2. Mr. V. Eswar ~~Rao~~ Prasad. TREI – HR, Visakhapatnam.	
	: 3. Ms. K. Sarika, Sr. Manager, Analytics & People Management Inspiredge IT Solutions, Visakhapatnam.	
5. Meritorious Alumnus (Post Graduate)	: Mr. M. Sandeep HR CFL, Visakhapatnam.	
	Mr. Srinivas Mantha, Data Analyst, TCS, Hyderabad.	

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6. Members of the Staff : Dr. G. Surya Prakasa Rao
Dr. Suneetha Rapaka
Dr. P. Jaya Sarada Devi
Dr. Neeraja
Mrs. Neha Singh

7. Special Invitees : Prof. P.V.Sarma
Direcftor, R & D, Member,
Gayatri Vidya Parishad
Retired Professor Economics
Andhra University

Prof. S. Rajani, Sr. Prof. MBA dept.
Prof. K.S. Bose, Director, MBA dept.
Prof. M.S.R.Seshagiri,Hod, MBA dept.

8. Student Representative (2023-25) : Ms. M. Deepika
Mr. K.Venugopal
Mrs.S.Santoshi

SYLLABUS APPROVED & RATIFIED
CHAIRMAN
B.O.S.

Prof. K.V.V. Murali Someswara Rao
Dean, Academic Affairs, HOD MBA -BA

Prof. K.S. Bose
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Dean, Academic Affairs
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MBA – BUSINESS ANALYTICS PROGRAM

PROCEEDINGS OF MEETING OF THE PG BOARD OF STUDIES IN MANAGEMENT HELD ON
15th NOVEMBER, 2024 IN THE DEPARTMENT OF MBA BUSINESS ANALYTICS

Members Present

Sl. No.		Name	Signature
1.	Chairman	: Prof. K.V.V. Murali Someswara Rao Head of the Department, MBA-BA	
2.	Nominee of the Vice Chancellor	: Prof. V. Krishna Mohan Professor, DCMS College of Arts & Commerce, Andhra University, VSP	
3.	Nominees of the Academic Council	: 1. Prof. K. Rama Mohan Rao Vice Chairman In charge, APSCHE	
		: 2. Prof. A. Narasimha Rao Professor, DCMS College of Arts & Commerce, Andhra University, VSP	
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		: 2. Mr. V. Eswar ~~Rao~~ Prasad. TREI – HR, Visakhapatnam.	
		: 3. Ms. K. Sarika, Sr. Manager, Analytics & People Management Inspiredge IT Solutions, Visakhapatnam.	

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MBA – BUSINESS ANALYTICS PROGRAM

5. Meritorious Alumnus (Post Graduate) : Mr. M. Sandeep
HR CFL, Visakhapatnam.

Mr. Srinivas Mantha,
Data Analyst, TCS, Hyderabad.

6. Members of the Staff : Dr. G. Surya Prakasa Rao
Dr. Suneetha Rapaka
Dr. P. Jaya Sarada Devi
Dr. Neeraja
Mrs. Neha Singh

7. Special Invitees : Prof. P.V.Sarma
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DEPARTMENT OF MANAGEMENT STUDIES
MBA – BUSINESS ANALYTICS PROGRAM

PROCEEDINGS OF MEETING OF THE PG BOARD OF STUDIES IN MANAGEMENT PROGRAM HELD ON 15th NOVEMBER, 2024 IN THE DEPARTMENT OF MBA BUSINESS ANALYTICS GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND PG COURSES (A).

The Board of Studies Meeting has been convened at 3.00PM on 15-11-2024. The meeting was chaired by Prof K. V. V. Murali Someswara Rao, Chairman BOS/HOD MBA- BA Program, Gayatri Vidya Parishad College for Degree and PG courses (A), Rushikonda, Visakhapatnam. The meeting was also attended by its members in full.

The session was concluded by Prof. K. V. V. Murali Someswara Rao and in his concluding remarks he thanked the committee members for accepting the invitation to provide their inputs in the board meeting.

Minutes of the Meeting:

- Board members recommended to approve the syllabus for MBA Business Analytics for the Academic Year 2024-25
- It was recommended to include Value Added Course – Soft Skills.
- Fundamentals of Python can be moved from 2nd Semester to 1st Semester and Advanced Python Programming can be moved from 3rd Semester to 2nd Semester so that Students can do project work at the End of Second Semester.
- Business Environment and Law – Subject can be moved from Semester 1st to 2nd.
- It is better to include Managerial Communication Skills in 1st Semester as communication skills are essential for Analytics Students.
- A new course – "Econometric Research Methods Using SPSS" can be introduced by combining the contents of the subjects – "Econometrics for Managers" and "Business Research Methodology using SPSS" with an orientation of Analytics.
- A new course – "DBMS – SQL" has been proposed to be introduced in Semester-II based on feedback from students and BOS Experts.
- Students can do Project Work in Python / SQL/R at the end of Second Semester so that they gain practical exposure.

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MBA – BUSINESS ANALYTICS PROGRAM

- Artificial Intelligence and Machine Learning Subject can be moved from 4th Semester to 3rd Semester so that students have knowledge on AI ML when do they internship in 4th Semester. This change is for both the batches 2023-25 and 2024-26 Admitted Batches.
- Business Policy and Strategic Management, Data Visualization can be moved to 4th Semester from 3rd Semester.
- Data Visualization (Tableau/ Power BI) is proposed to be offered as MOOCs Course with 2 Credits in 4th Semester for the Admitted Batch of 2023-25 so that students get exposure.
- For the Admitted Batch of 2024-26, Data Visualization and Project Management are proposed to be offered as MOOCS Courses with 2 Credits in 4th Semester.

  In case the student is not able to complete the MOOCs Courses on various MOOCs platforms, Department shall conduct an examination for these courses and allot credits.
- Corporate Internship or Project Work is proposed to be included in 4th Semester. This is for both the batches 2023-25 and 2024-26 Admitted Batches.
- Power BI can be included in Semesters 1 or 2 so that students can implement Data Visualization before doing their project in Semester 2.
- Analytics Orientation should be given to all subjects through Guest Lectures and students should be able to upgrade themselves to meet Industry Requirements.
- Corporate Internship and Project Viva is proposed to be offered in Semester 4 with 6 Credits for Project Report and 2 Credits for Viva Voce respectively for the Admitted Batch of 2023-25.
- Corporate Internship and Project Viva is proposed to be offered in Semester 4 with 6 Credits for Project Report and 4 Credits for Viva Voce respectively for the Admitted Batch of 2024-26 so that the total credits for Semester 4 are 22 and total credits for MBA Business Analytics Program are 112.

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MBA – BUSINESS ANALYTICS PROGRAM

Resolutions:

It is resolved that…

- Fundamentals of Python course is to be moved from 2nd Semester to 1st Semester and Advanced Python Programming course can be moved from 3rd Semester to 2nd Semester so that Students can do a live project at the end of Second Semester.
- Business Environment and Law – Subject to be moved from 1st Semester to 2nd Semester.
- A new course - "Econometric Research Methods using SPSS" to be introduced by combining the contents of the subjects – "Econometrics for Managers" and "Business Research Methodology using SPSS" with an orientation of Analytics.
- A new course – "DBMS – SQL" to be introduced in Semester-II based on feedback from students and BOS Experts.
- Students to do Project Work in Python / SQL/R at the end of Second Semester so that they gain practical exposure.
- Artificial Intelligence and Machine Learning Subject to be moved from 4th Semester to 3rd Semester so that students have knowledge on AI ML when do they internship in 4th Semester. This change is for both the batches 2023-25 and 2024-26 Admitted Batches.
- Business Policy and Strategic Management, Data Visualization to be moved from 3rd Semester to 4th Semester.
- Data Visualization and Project Management to be offered as MOOCs Courses in 4th Semester for the Admitted Batch of 2024-26 and Data Visualization(Tableau/ Power BI) to be offered as MOOCs Courses in 4th Semester for the Admitted Batch of 2023-25 so that students get exposure.

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MBA – BUSINESS ANALYTICS PROGRAM

In case the student is not able to complete the MOOCs Courses on various MOOCs platforms, Department shall conduct an examination for these courses and allot credits.

- Corporate Internship or Project Work to be included in 4th Semester. This is for both the batches 2023-25 and 2024-26 Admitted Batches.
- Corporate Internship and Project Viva are allocated 6 and 4 Credits respectively for the Admitted Batch of 2024-26 so that the total credits for Semester 4 are 22 and total credits for MBA Business Analytics Program are 112.

  • Corporate Internship and Project Viva are allocated 6 and 2 Credits respectively for the Admitted Batch of 2023-25.
- Board of member has approved the list of examiners from the proposed colleges.

• Andhra University, Visakhapatnam. • Osmania University, Hyderabad. • Acharya Nagarjuna University, Guntur. • Adikavi Nannayya University, Rajahmundry. • Sri Venkateswara University, Tirupati. • M.R. College, Vizianagaram. • MVGR VIjayanagaram. • Ideal college for PG Courses, Kakinada. • D.N.R. College, Bhimavaram. • Y.N. College, Narasapuram • Dr. L. B.College, Visakhapatnam • RIMS, Kakinada	• GITAM University • Sir. C.R. Reddy College, Eluru. • Aditya degree & PG courses, surampalem, Kakinada • AITAM , Tekkali • Gayatri Degree College, Munasabpeta, Srikakulam. • Baba Institute of Technology and Sciences, Visakhapatnam. • Godavari Institute of Engineering and Technology, Rajahmundry. • K.G.R.L. College, Bhimavaram

(Cont...)

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MBA – BUSINESS ANALYTICS PROGRAM

Resolutions:

- Board has approved the syllabus for MBA Business Analytics for the Academic Year 2024-25.
- Board has approved the syllabus for MBA Business Analytics Semesters 3 and 4 for the Academic Year 2023-25 batch.
- Board has approved to include Value Added Course – Soft Skills.
- Board approved the Model question paper for unit test and semester end examinations for the Academic Year 2024-25.
- Board approved the list of examiners and Paper setters.

Signatures:

Vice Chancellors Nominee:

Prof. V. Krishna Mohan

Academic Council Nominees:

Prof. K. Rama Mohan Rao

Prof. A. Narasimha Rao

Industry Experts

Mr. O. Sesha Sai

Mr. V. Eswar ~~Rao~~ Prasad.

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DEPARTMENT OF MANAGEMENT STUDIES
MBA – BUSINESS ANALYTICS PROGRAM

Ms. K. Sarika,

Meritorious Alumnus

Mr. M. Sandeep

Mr. Srinivas Mantha,

Faculty

Dr. G. Surya Prakasa Rao

Dr. Suneetha Rapaka

Dr. P. Jaya Sarada Devi

Dr. Neeraja

Mrs. Neha Singh

Special Invitees :

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Prof. S. Rajani,

Prof. K.S. Bose

Prof. M.S.R.Seshagiri

Student Representative (2023-25)

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DEPARTMENT OF MANAGEMENT STUDIES
MBA – BUSINESS ANALYTICS PROGRAM

Program Structure

For the students admitted into
Master of Business Administration – Business Analytics
(With Effect from Admitted Batch 2024-26)

MBA -BA- I SEMESTER

COURSE CODE	I SEMESTER COURSES	L	T	P	C
MBABA1001	Management Process and Organizational Behaviour	4	0	0	4
MBABA1002	Managerial Economics	4	0	0	4
MBABA1003	Fundamentals of Python	3	0	0	3
MBABA1003A	Fundamentals of Python Lab	0	0	2	1
MBABA1004	Accounting for Managers	4	0	0	4
MBABA1005	Quantitative Techniques for Managers	4	0	0	4
MBABA1006	Managerial Communication Skills	4	0	0	4
MBABA1007	Fundamentals of Business Analytics and R-Programming	3	0	0	3
MBABA1007A	Fundamentals of Business Analytics and R-Programming-LAB	0	0	2	1
MBABA1008	Open Electives MS-Excel/French/Soft Skills /Indian ethos/business ethics (For Discussion)	2	0	0	2
MBABA1009	Contemporary Relevant issues Project	0	0	0	2
Sub Total					**32**

MBA -BA- II SEMESTER

COURSE CODE	II SEMESTER COURSES	L	T	P	C
MBABA2001	Financial Management	4	1	0	4
MBABA2002	Marketing Management	4	0	0	4
MBABA2003	Human Resource Management	4	0	0	4
MBABA2004	Business Environment and Law	4	0	0	4
MBABA2005	Econometrics Research Methods (using SPSS)	3	0	0	3
MBABA2005A	Econometrics Research Methods (using SPSS) -LAB	0	0	2	1
MBABA2006	Advanced Python Programming	3	0	0	3
MBABA2006A	Advanced Python Programming-LAB	0	0	2	1
MBABA2007	DBMS (SQL)	3	0	0	3
MBABA2007A	DBMS (SQL)-LAB	0	0	2	1
MBABA2008	Project (on Python / SQL)	0	0	0	2
Sub Total					**30**

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MBA – BUSINESS ANALYTICS PROGRAM

MBA -BA- III SEMESTER

COURSE CODE	III SEMESTER COURSES	L	T	P	C
MBABA3001	Operations Research	4	0	0	4
MBABA3002	Business Analytics Mining and Modeling using R	3	0	0	3
MBABA3002A	Business Analytics Mining and Modeling using R-LAB	0	0	2	1
MBABA3003	Artificial Intelligence and Machine Learning	3	0	0	3
MBABA3003A	Artificial Intelligence and Machine Learning-LAB	0	0	2	1
MBABA3004	HR Analytics	3	0	0	3
MBABA3004A	HR Analytics-LAB	0	0	2	1
MBABA3005	Finance Analytics	3	0	0	3
MBABA3005A	Finance Analytics-LAB	0	0	2	1
MBABA3006	Marketing Analytics	3	0	0	3
MBABA3006A	Marketing Analytics-LAB	0	0	2	1
Any one from					
MBABA3007	Supply Chain Analytics	3	0	0	3
MBABA3007A	Supply Chain Analytics-LAB	0	0	2	1
MBABA3008	Social and Web Analytics	3	0	0	3
MBABA3008A	Social and Web Analytics-LAB	0	0	2	1
MBABA3009	Big Data Analytics	3	0	0	3
MBABA3009A	Big Data Analytics-LAB	0	0	2	1
Sub Total					**28**

MBA -BA- IV SEMESTER

COURSE CODE	IV SEMESTER COURSES	L	T	P	C
MBABA4001	Data Visualization (Tableau and Power BI)-**MOOCs**	2	0	0	2
MBABA4002	Project Management-**MOOCs**	2	0	0	2
MBABA4003	Entrepreneurship Development	4	0	0	4
MBABA4004	Business Policy & Strategic Management	4	0	0	4
MBABA4005	Design Thinking	4	0	0	4
MBABA4006	Big Data Analytics	3	0	0	3
MBABA4006A	Big Data Analytics-LAB	0	0	2	1
MBABA4007	Corporate Internship Report / Project Work (3 months)				6
MBABA4007A	Viva-Voce on Corporate Internship / Project Work				4
Sub Total					**22**

Total = 112

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MBA – BUSINESS ANALYTICS PROGRAM

For the students admitted into
Master of Business Administration – Business Analytics
(With Effect from Admitted Batch 2024-26)

Total Credits:

	I year		II year	
	I semester	**II semester**	**III semester**	**IV semester**
Credits	32	30	28	22
Total	62		50	
Grand Total	112			

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DEPARTMENT OF MANAGEMENT STUDIES
MBA – BUSINESS ANALYTICS PROGRAM

Program Structure

For the students admitted into
Master of Business Administration – Business Analytics

(With Effect from Admitted Batch 2023-25)

MBA -BA- III SEMESTER

Student should choose any Eight Courses out of 10 courses (MBABA3002 – 3010)

COURSE CODE	III SEMESTER COURSES	L	T	P	C
MBABA3001	Operations Research	4	0	0	4
MBABA3002	Advanced Python	3	0	0	3
MBABA3002A	Advanced Python-LAB	0	0	2	1
MBABA4003	Artificial Intelligence and Machine Learning	3	0	0	3
MBABA4003A	Artificial Intelligence and Machine Learning-LAB	0	0	2	1
MBABA3004	Business Analytics Mining and Modeling using R	3	0	0	3
MBABA3004A	Business Analytics Mining and Modeling using R-LAB	0	0	2	1
MBABA3005	HR Analytics	3	0	0	3
MBABA3005A	HR Analytics-LAB	0	0	2	1
MBABA3006	Finance Analytics	3	0	0	3
MBABA3006A	Finance Analytics-LAB	0	0	2	1
MBABA3007	Marketing Analytics	3	0	0	3
MBABA3007A	Marketing Analytics-LAB	0	0	2	1
MBABA3008	Business Policy & Strategic Management	4	0	0	4
MBABA3009	Social and Web Analytics	3	0	0	3
MBABA3009A	Social and Web Analytics-LAB	0	0	2	1
MBABA3010	Supply Chain Analytics	3	0	0	3
MBABA3010A	Supply Chain Analytics-LAB	0	0	2	1
Sub Total					**32**

MBA -BA- IV SEMESTER

Student should choose any Three courses out of Five courses (MBABA4002 – 4005)

COURSE CODE	IV SEMESTER COURSES	L	T	P	C
MBABA4001	Tableau (Data Visualization) - MOOCs	2	0	0	2
MBABA4002	Project Management	4	0	0	4
MBABA4003	Entrepreneurship Development	4	0	0	4
MBABA4004	Design Thinking	4	0	0	4
MBABA4005	Big Data Analytics	3	0	0	3
MBABA4005A	Big Data Analytics-LAB	0	0	2	1
MBABA4006	Corporate Internship Report / Project Work (3 months)				6
MBABA4006A	Viva-Voce on Corporate Internship / Project Work				2
Sub Total					**18**

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(With Effect from Admitted Batch 2023-25)

Total Credits:

	I year		II year	
	I semester	**II semester**	**III semester**	**IV semester**
Credits	30	32	32	18
Total	62		50	
Grand Total	112			

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