



MANIPAL

ACADEMY of HIGHER EDUCATION

(Deemed to be University under Section 3 of the UGC Act, 1956)

DEPARTMENT OF COMMERCE

(BBA/B.Com/M.Com/MSc. and PGD Programs)

MSc. (Business Analytics) Program Structure

FIRST YEAR

Semester: 1	Semester: 2
Subject Title	Subject Title
Introduction to Business Analytics	Financial Management
Managerial Economics	Business Econometrics
Research Tools and Techniques	Applied Multivariate Data Analysis
Analytics Using R - Lab	Prescriptive Analytics
Data Visualization - Lab	Database Management using SQL - Lab
Open Elective* (Any One) Campus to Corporate – I Introduction to Excel (MOOC*) Finance for Non-Finance Professionals (MOOC*)	Open Elective* (Any One) Campus to Corporate - II** Certificate course Economics of Money & Banking (MOOC*)
	Minor Project - I
	Seminar - I

**Open electives/ MOOCs are subject to availability; Additional Electives / Courses would be added to the list of electives from time to time as recommended by Academic Review Committee of the Department.*

*** Campus to Corporate-II can be opted only if Campus to Corporate-I is opted in 1st semester*



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SECOND YEAR

Semester: 3

Semester: 4

Subject Title	Subject Title
Time Series Analysis	Dissertation/Internship (16 weeks)
Financial Analytics	
Analytics for Marketing	
Data Warehousing & Mining - Lab	
Analytics Using Python - Lab	
Minor Project - II	MOOC*
Open Elective* (Any One)	
Campus to Corporate-III**	
Certificate Course	
Seminar - II	

**Open electives/ MOOC are subject to availability; Additional Electives / Courses would be added to the list of electives from time to time as recommended by Academic Review Committee of the Department.*

*** Campus to Corporate-III can be opted only if Campus to Corporate-I & Campus to Corporate-II were opted in 1st and 2nd semesters respectively*

Total Credits of the Program = 41 (First year) + 39 (Second year) = 80 credit