

**Scheme of Teaching and Examinations**  
**MASTER OF BUSINESS ADMINISTRATION (MBA) IN ARTIFICIAL INTELLIGENCE & DATA SCIENCE**  
**Choice Based Credit System (CBCS) and Outcome Based Education(OBE)**

I SEMESTER										
SL. NO.	COURSE	COURSE CODE	COURSE TITLE	Teaching Hours Per Week		EXAMINATION				CREDITS
				THEORY	PRACTICAL COMPONENT	Durations in hours	CIE MARKS	SEE MARKS	TOTAL MARKS	
1	PCC	MAD101	Organizational Behavior and Design	04	00	03	50	50	100	4
2	PCC	MAD102	Managerial Economics and Indian Economic Policy	04	00	03	50	50	100	4
3	PCC	MAD103	Marketing Management	04	00	03	50	50	100	4
4	PCC	MAD104	Financial Reporting, Statements and Analysis	04	00	03	50	50	100	4
5	PCC	MAD105	Artificial Intelligence and Its Applications (Lab)	03	02	03	50	50	100	3
6	PCC	MAD106	Business Intelligence and Data Mining (Lab)	03	02	03	50	50	100	3
<b>TOTAL</b>				<b>20</b>	<b>4</b>	<b>18</b>	<b>350</b>	<b>350</b>	<b>700</b>	<b>22</b>

**Note:**

PCC\*: Professional Core Course, PEC: Professional Elective Course.

Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload. Four credit courses are designed for 50 hours Teaching – Learning process.

The teaching pedagogy may involve Case study method, Experiential learning, Presentations, Interactive lectures, Role-plays, Business games, Blended Learning, Simulations games/Hands-on experience, ICT tools, Flipped Class, Field experiments, Business Quiz/Exercises, Group discussion, Lecturers, team activities, etc.,

Note:

1. Each Course has a theory component of 04 hrs (04credits). Practical and real-life corporate results/events, cases and occurrences must be used to demonstrate the concepts in the classroom. The Time-Table allotment for each course should be 04 hrs. Practical component must be embedded in the theory classes and it is mandatory to maintain a record of all tools and cases used in teaching-learning process.
2. 20% of marks should be allocated for application-oriented questions in the SEE Question Paper, based on practical component.
3. Each course content has indicative case studies which can be dealt in the class by the course instructor. In addition to this the course instructor may use an extra case from Harvard, Sage business cases/Case Centre.
4. One Industrial Visit per Semester is Mandatory. The Department shall insist on report submission by each student and shall maintain this as a documentary proof preferably with Geo-tagged photos. The format of the report shall be prescribed by the department.
5. The students and course instructor/s should involve either individually or in groups to interact together to enhance the learning and application skills.
6. Practical component Students should interact with industry after regular contact hours (small, medium and large) to understand their problems and study in the form of research/testing/projects and for creative and innovative methods for guidance and to solve the identified problem.

**Scheme of Teaching and Examinations**  
**MASTER OF BUSINESS ADMINISTRATION (MBA) IN TECHNOLOGY MANAGEMENT**  
**Choice Based Credit System (CBCS) and Outcome Based Education(OBE)**

II SEMESTER										
SL.NO	COURSE	COURSE CODE	COURSE TITLE	Teaching Hours Per Week		EXAMINATION				CREDITS
				THEORY	PRACTICAL COMPONENT	Durations in hours	CIE MARKS	SEE MARKS	TOTAL MARKS	
1	PCC	MAD201	Human Resources Management	04	00	03	50	50	100	4
2	PCC	MAD202	Research Methods in Business	04	00	03	50	50	100	4
3	PCC	MAD203	Corporate Finance	04	00	03	50	50	100	4
4	PCC	MAD204	Entrepreneurship Development & Legal Aspects	04	00	03	50	50	100	4
5	PCC	MAD205	Big Data Management and Security (Lab)	03	02	03	50	50	100	3
6	PCC	MAD206	Introduction to Machine Learning (Lab)	03	02	03	50	50	100	3
<b>TOTAL</b>				<b>20</b>	<b>4</b>	<b>18</b>	<b>350</b>	<b>350</b>	<b>700</b>	<b>22</b>

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**Note:**

- Each Course has a theory component of 04 hrs (04credits). Practical and real life corporate results/events, cases and occurrences must be used to demonstrate the concepts in the classroom. The Time-Table allotment for each course should be 04 hrs. Practical component must be embedded in the theory classes and it is mandatory to maintain a record of all tools and cases used in teaching-learning process
- 20% of marks should be allocated for application oriented questions in the SEE Question Paper, based on practical component.
- Each course content has indicative case studies which can be dealt in the class by the course instructor. In addition to this the course instructor may use an extra case from Harvard, Sage business cases /Case Centre.
- One Industrial Visit per Semester is Mandatory. The Department shall insist on report submission by each student and shall maintain this as a documentary proof preferably with Geo-tagged photos. The format of the report shall be prescribed by the department.
- Practical component: Students should interact with industry after regular contact hours or during holidays and vacations (small, medium and large) to understand their problems and study in the form of research/ testing / projects and for creative and innovative methods for guidance and to solve the identified problem.
- Internship (four weeks) to be carried out by the students after second semester during vacation and the report should be submitted by the students and is to be assessed internally during the third semester.

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**III SEMESTER**

SL.N O.	COURS E	COURSE CODE	COURSE TITLE	Teaching Hours Per Week		EXAMINATION				CRE DITS
				THEORY	PRACTICAL COMPONENT	Durations in hours	CIE MARKS	SEE MARKS	TOTAL MARKS	
1	PCC	MAD301	Analytics toolkit for Decision Sciences	03	02	03	50	50	100	3
2	PCC	MAD302	Deep Learning – I (Lab)	03	02	03	50	50	100	3
3	PCC	MAD303	Natural Language Processing (Lab)	03	02	03	50	50	100	3
4	PCC	MAD304	Data Visualization (Lab)	03	02	03	50	50	100	3
5	PCC	MAD305	Evolutionary Algorithms	04	00	03	50	50	100	4
6	PCC	MAD306	Professional Business Communication	04	00	03	50	50	100	4
7	PCC	MAD387	Internship (Practical)	-	08	-	50	50	100	8
<b>TOTAL</b>				<b>16</b>	<b>16</b>	<b>18</b>	<b>350</b>	<b>350</b>	<b>700</b>	<b>28</b>

**Note:**

PCC\*: Professional Core Course, PEC: Professional Elective Course.

Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload. Four credit courses are designed for 50 hours Teaching – Learning process.

The teaching pedagogy may involve Case study method, Experiential learning, Presentations, Interactive lectures,

Role-plays, Business games, Blended Learning, Simulations games/Hands-on experience, ICT tools, Flipped Class, Field experiments, Business Quiz/Exercises, Group discussion, Lecturers, team activities, etc.,

**Note:**

1. Each Course has a theory component of 04 hrs (04credits). Practical and real life corporate results/events, cases and occurrences must be used to demonstrate the concepts in the classroom. The Time-Table allotment for each course should be 04 hrs. Practical component must be embedded in the theory classes and it is mandatory to maintain a record of all tools and cases used in teaching –learning process

2. 20% of marks should be allocated for application oriented questions in the SEE Question Paper, based on practical component.

3. One Industrial Visit per Semester is Mandatory. The Department shall insist on report submission by each student and shall maintain this as a documentary proof preferably with Geo-tagged photos. The format of the report shall be prescribed by the department.

4. Each course content has indicative case studies which can be dealt in the class by the course instructor. In addition to this the course instructor may use an extra case from Harvard, Sage Business Cases/Case Centre.

5. Project work-22MBAPR407 (six weeks) to be carried out by students after third semester and the report should be submitted by the students during the fourth semester.

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**IV SEMESTER**

SL. NO.	COURSE	COURSE CODE	COURSE TITLE	Teaching Hours Per Week		EXAMINATION				CREDITS
				THEORY	PRACTICAL COMPONENT	Durations in hours	CIE MARKS	SEE MARKS	TOTAL MARKS	
1	PCC	MAD401	Advanced Machine Learning (Lab)	03	02	03	50	50	100	3
2	PCC	MAD402	Deep Learning – II (Lab)	03	02	03	50	50	100	3
3	PCC	MAD403	Entrepreneurship and Venture Capital	04	00	03	50	50	100	4
4	PCC	MAD404	Predictive Analytics (Lab)	03	02	03	50	50	100	3
5	PCC	MAD405	Data Analytics using R (Lab)	03	02	03	50	50	100	3
6	PCC	MAD406	Production & Operations Management	04	00	03	50	50	100	4
7	PCC	MAD487	Main Project (Practical)	-	08	-	50	50	100	8
<b>TOTAL</b>				<b>16</b>	<b>16</b>	<b>18</b>	<b>350</b>	<b>350</b>	<b>700</b>	<b>28</b>

**Note:**

PCC\*: Professional Core Course, PEC: Professional Elective Course.

Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload. Four credit courses are designed for 50 hours Teaching – Learning process.

The teaching pedagogy may involve Case study method, Experiential learning, Presentations, Interactive lectures,

Role-plays, Business games, Blended Learning, Simulations games/Hands-on experience, ICT tools, Flipped Class, Field experiments, Business Quiz/Exercises, Group discussion, Lecturers, team activities, etc.,

**Note:**

1. Each Course has a theory component of 2 hrs and Practical Component of 2 hrs (3credits). The Time-Table allotment for each course should be 4 hrs.

2. 20% of marks should be allocated for application-oriented questions in the SEE Question Paper, based on practical component.

3. One Industrial Visit per Semester is Mandatory. The Department shall insist on report submission by each student and shall maintain this as a documentary proof. The format of the report shall be prescribed by the department.

4. Each course content has indicative case studies which can be dealt in the class by the course instructor. In addition to this the course instructor may use an extra case from Harvard, Sage Business Cases/Case Centre.