

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)

Semester - I												
Sl. No.	Course	Course code	Course Title	Teaching & Learning scheme					Examination			Credits
				Teaching Hours			TW & SL	TH / S	CIE Marks	SEE Marks	Total Marks	
				L	T	P						
1	PCC	3MAD101	Organizational Behavior and Design	56	0	0	64	120	50	50	100	04
2	PCC	3MAD102	Managerial Economics and Indian Economic Policy	56	0	0	64	120	50	50	100	04
3	PCC	3MAD103	Marketing Management	56	0	0	64	120	50	50	100	04
4	PCC	3MAD104	Financial Reporting, Statements and Analysis	56	0	0	64	120	50	50	100	04
5	PCC	3MAD105	Artificial Intelligence and Its Applications (Lab)	28	0	28	48	90	50	50	100	03
6	PCC	3MAD106	Business Intelligence and Data Mining (Lab)	28	0	28	48	90	50	50	100	03
Sub-Total							352	600	350	350	700	22

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., **TW & SL- Term Work & Self Learning, TH/S- Total Hours per Semester**

- 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.

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II SEMESTER

Sl. No.	Course	Course code	Course Title	Teaching & Learning scheme					Examination			Credits
				Teaching Hours			TW & SL	TH / S	CIE Marks	SEE Marks	Total Marks	
				L	T	P						
1	PCC	3MAD201	Human Resources Management	56	0	0	64	120	50	50	100	04
2	PCC	3MAD202	Research Methods in Business	56	0	0	64	120	50	50	100	04
3	PCC	3MAD203	Corporate Finance	56	0	0	64	120	50	50	100	04
4	PCC	3MAD204	Entrepreneurship Development & Legal Aspects	56	0	0	64	120	50	50	100	04
5	PCC	3MAD205	Big Data Management and Security (Lab)	28	0	28	48	90	50	50	100	03
6	PCC	3MAD206	Introduction to Machine Learning (Lab)	28	0	28	48	90	50	50	100	03
Sub-Total							352	600	350	350	700	22

Note:

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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. 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.
6. 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. No.	Course	Course code	Course Title	Teaching & Learning scheme					Examination			Credits
				Teaching Hours			TW & SL	TH / S	CIE Marks	SEE Marks	Total Marks	
				L	T	P						
1	PCC	3MAD301	Analytics toolkit for Decision Sciences	28		28	48	90	50	50	100	3
2	PCC	3MAD302	Deep Learning – I (Lab)	28		28	48	90	50	50	100	3
3	PCC	3MAD303	Natural Language Processing (Lab)	28		28	48	90	50	50	100	3
4	PCC	3MAD304	Data Visualization (Lab)	28		28	48	90	50	50	100	3
5	PCC	3MAD305	Evolutionary Algorithms	56		0	64	120	50	50	100	4
6	PCC	3MAD306	Professional Business Communication	56		0	64	120	50	50	100	4
7	PCC	3MAD387	Internship (Practical)	-				240				8
Sub-Total								840	350	350	700	28

Note:

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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.
- 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.
- 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.
- 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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III SEMESTER

Sl. No.	Course	Course code	Course Title	Teaching & Learning scheme					Examination			Credits
				Teaching Hours			TW & SL	TH / S	CIE Marks	SEE Marks	Total Marks	
				L	T	P						
1	PCC	3MAD401	Advanced Machine Learning (Lab)	28		28	48	90	50	50	100	3
2	PCC	3MAD402	Deep Learning – II (Lab)	28		28	48	90	50	50	100	3
3	PCC	3MAD403	Entrepreneurship and Venture Capital	28		28	0	90	50	50	100	4
4	PCC	3MAD404	Predictive Analytics (Lab)	28		28	48	90	50	50	100	3
5	PCC	3MAD405	Data Analytics using R (Lab)	28		28	48	120	50	50	100	3
6	PCC	3MAD406	Production & Operations Management	56		0	64	120	50	50	100	4
7	PCC	3MAD487	Main Project (Practical)	-				240				8
Sub-Total								840	350	350	700	28

Note:

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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.