Curriculum Structure

Master of Business Administration
(Business Analytics)

2025-27

GLA UNIVERSITY
MATHURA
Recognised by UGC Under Section 2(f)

Accredited with A Grade by NAAC

About the MBA (Business Analytics) Programme

The MBA in Business Analytics offered by the Institute of Business Management (IBM), GLA University, is a two-year full-time postgraduate programme meticulously designed to provide a robust conceptual and practical foundation in data-driven decision-making. This industry-aligned programme focuses on the application of modern analytics tools and techniques to solve real-world business problems, preparing students for roles at the intersection of management and data science.

The curriculum integrates subjects such as business problem modeling, pattern recognition, and strategic development, delivered through a combination of lectures, case studies, and hands-on exercises. Students gain practical exposure to advanced analytics tools including SQL, Tableau, Power BI, R Programming, Python, Machine Learning/Deep Learning, and Advanced Excel, making them industry-ready from day one.

One of the key highlights of the programme is its strategic collaboration with prestigious international bodies such as the Institute of Analytics (IoA), UK, and the International Skill Development Corporation (ISDC). Through this collaboration, students receive the ISDC Diploma in Business Analytics, endorsed by IoA, UK. The opportunity to apply for affiliate membership with IoA, providing access to a global network of analytics professionals.

Additionally, students engage in simulation-based learning through platforms like CESIM Strategic Management Simulation, enhancing their decision-making and strategic thinking capabilities in a virtual business environment. The programme also features:

- Industry-specific sessions conducted by domain experts.
- Opportunities for national and international exposure through immersion programs, conferences, and industry visits.
- Emphasis on communication, negotiation, teamwork, and leadership development.

Designed to meet the growing industry demand for skilled analytics professionals, this programme empowers students to harness the power of data and technology in driving business innovation and transformation. The MBA (Business Analytics) at GLA University is the ideal launchpad for future leaders aspiring to make a meaningful impact in today’s data-driven world.

Program Curriculum (Batch 2025-27)

MBA-Business Analytics

First Trimester						
S. No.	**Course Code**	**Course Name**	**Teaching Scheme**			**Credits**
			L	**T**	**P**	
1	MANC0001	Introduction to Business Analytics	3	0	0	3
2	MBAC0105	Marketing Management I	3	0	0	3
3	MBAC0101	Management Accounting	3	0	0	3
4	MBHC1102	Management Essentials for Managers	3	0	0	3
5	MBHC1101	Business Environment	0	0	2	1
6	MBHC0104	Managerial Economics	3	0	0	3
7	MBHC0103	Managerial Communication	3	0	0	3
8	MANC0021	Advance Excel	0	0	3	3
		Total				**22**
Second Trimester						
S. No.	**Course Code**	**Course Name**	**Teaching Scheme**			**Credits**
			L	**T**	**P**	
1	MANC0004	Business Statistics for Managers	3	0	0	3
2	MBAC0113	Marketing Management II	3	0	0	3
3	MBAC0112	Corporate Finance	3	0	0	3
4	MBHC0111	Individual and Group Behaviours at Work Place	3	0	0	3
5	MANC0018	Legal Aspect of Business	0	0	2	1
6	MBAC0109	Macro Economics	3	0	0	3
7	MANC0014	Data Visualisation through Tableau and Power BI	0	0	3	3
8	MANC0022	R with Statistics	0	0	3	3
		Total				**22**

Third Trimester						
S. No.	**Course Code**	**Course Name**	**Teaching Scheme**			**Credits**
			L	**T**	**P**	
1	MBAC0116	Operation Research	3	0	0	3
2	MANC0005	Digital Marketing	3	0	0	3
3	MANC0009	Human Resource Management	3	0	0	3
4	MFMC0111	Advance Corporate Finance	3	0	0	3
5	MBAC0118	Research Methodology	3	0	0	3
6	MANC0010	Capstone Project	0	0	3	3
7	MANC1012	Python Programming for Analytics	0	0	3	3
8	MANC1013	Structural Query Language	0	0	3	3
		Total				**24**

Fourth Trimester						
S. No.	Course Code	Course Name	Teaching Scheme			Credits
			L	T	P	
1	MANC0023	Machine Learning	0	0	3	3
2	MANC0024	Advanced Analytics	0	0	3	3
3		Other Academic Domain Elective- 1	3	0	0	3
4		Other Academic Domain Elective- 2	3	0	0	3
5	MBAJ0001	Summer Internship	0	0	6	6
		Total				**18**

Fifth Trimester						
S. No.	Course Code	Course Name	Teaching Scheme			Credits
			L	T	P	
1	MANC0025	Strategic Management	3	0	0	3
2	MBAC0033	Project Management	3	0	0	3
3		Other Academic Domain Elective- 1	3	0	0	3
4		Other Academic Domain Elective- 2	3	0	0	3
		Total				**12**

Sixth Trimester						
S. No.	Course Code	Course Name	Teaching Scheme			Credits
			L	T	P	
1		Other Academic Domain Elective- 1	3	0	0	3
2		One Course from the Liberal Arts Bucket	3	0	0	3
		Total				**6**

Curriculum Credit Summary	Credits
Trimester 1	22
Trimester 2	22
Trimester 3	24
Trimester 4	18
Trimester 5	12
Trimester 6	6
Total	**104**

Human Resource- Electives						
Trimester	Course Code	Course Name	Teaching Scheme			CREDITS
			L	T	P	
3	MBAE0104	Human Resource Management	3	0	0	3
4	MBAE1114	Human Resource Analytics	3	0	0	3
4	MBAE1095	Talent Management	3	0	0	3
4	MBAE1094	Performance Management System	3	0	0	3
4	MBAE0098	Industrial Relations and Trade Union	3	0	0	3
4	MBAE0117	Strategic Human Resource Development	3	0	0	3
5	MBAE0058	Training and Development	3	0	0	3
5	MBAE0099	Labour Law	3	0	0	3
5	MBAE1103	Counselling Skills and Stress Management	3	0	0	3
5	MBAE0118	HR Issues in Mergers & Acquisition	3	0	0	3
6	MBAE0100	Competency Mapping	3	0	0	3
6	MBAE0101	Compensation Management	3	0	0	3
6	MBAE0110	Organizational Development	3	0	0	3
6	MBAE0109	Managing Diversity and Inclusion at Workplace	3	0	0	3
6	MBAE0119	Sustainable Human Resource Management	3	0	0	3
Marketing- Electives						
Trimester	Course Code	Course Name	Teaching Scheme			CREDITS
			L	T	P	
3	MBAE0105	Consumer Behaviour	3	0	0	3
4	MBAE1097	Sales And Distribution Management	3	0	0	3
4	MBAE0048	Marketing Analytics	3	0	0	3
4	MBAE0120	Digital Marketing	3	0	0	3
5	MBAE0096	Marketing Of Services	3	0	0	3
5	MBAE0102	Marketing Research	3	0	0	3
5	MBAE0156	Customer Relationship Management	3	0	0	3
5	MBAE0210	B2B Marketing	3	0	0	3
6	MBAE0121	Strategic Brand Management	3	0	0	3
6	MBAE0122	Integrated Marketing Communications	3	0	0	3
6	MBAE0019	International Marketing	3	0	0	3

Digital Marketing - Electives						
Trimester	Course Code	Course Name	Teaching Scheme			CREDITS
			L	T	P	
3	MBAE0123	Basics of Digital Marketing	3	0	0	3
4	MBAE0124	Digital Marketing Strategy, Funnels & Growth Channels	3	0	0	3
4	MBAE0125	Paid Media & Performance Marketing	3	0	0	3

5	MBAE0126	CRM, Automation & Customer Lifecycle Marketing	3	0	0	3
5	MBAE0127	Content Marketing, Social Media & Personal Branding with GenAI	3	0	0	3
6	MBAE0128	New Course on Digital Marketing	3	0	0	3
6	MBAE0129	New Course on Digital Marketing	3	0	0	3

Finance- Electives						
Trimester	**Course Code**	**Course Name**	**Teaching Scheme**			**CREDITS**
			L	**T**	**P**	
3	MBAE 0106	Advanced Corporate Finance	3	0	0	3
4	MBAE 1010	Business Analysis and Valuation	3	0	0	3
4	MBAE 0011	Working Capital Management	3	0	0	3
4	MBAE 0013	Tax Planning	3	0	0	3
4	MBAE 0061	Investment and Portfolio Management	3	0	0	3
4	MBAE130	Mergers, Acquisition & Corporate Restructuring	3	0	0	3
4	MBAE 0062	Management of Financial Services and Institutions	3	0	0	3
5	MBAE 0015	Risk and Insurance Management	3	0	0	3
5	MBAE 0012	Financial Derivatives	3	0	0	3
5	MBAE 0063	Wealth Management and Personal Financial Planning	3	0	0	3
5	MBAE 1093	Financial Modelling using Excel, R & Python	0	0	3	3
5	MBAE 1014	International Financial Management	3	0	0	3
6	MBAE 0113	Behavioural Finance	3	0	0	3
6	MBAE 1049	Financial Analytics	0	0	3	3
6	MBAO 0005	Micro Finance	3	0	0	3

Operation Management- Electives						
Trimester	**Course Code**	**Course Name**	**Teaching Scheme**			**CREDITS**
			L	**T**	**P**	
3	MBAE 0108	Operations Management	3	0	0	3
4	MBAE0131	Operations Strategy	3	0	0	3
4	MBAE 0078	Demand and Business Forecasting	3	0	0	3
4	MBAE0137	Purchase and Inventory Management	3	0	0	3
5	MBAE0133	Total Quality Management	3	0	0	3
5	MBAE0039	Service Operations Management	3	0	0	3
5	MBAE0038	Manufacturing System	3	0	0	3
6	MBAE0037	Advanced Inventory Control	3	0	0	3
6	MBAE0036	Advance Project Management	3	0	0	3

Business Analytics- Electives						
Trimester	Course Code	Course Name	Teaching Scheme			CREDITS
			L	T	P	
3	MBAE0107	Business Analytics	3	0	0	3
4	MBAE0047	Predictive Modeling	3	0	0	3
4	MBAE0045	Data Environment Management	3	0	0	3
4	MBAE0044	Business Modeling with Spreadsheets	0	0	3	3
5	MBAE0084	Data Visualization	0	0	3	3
5	MBAE0083	Business Intelligence	3	0	0	3
5	MBAE0134	Python Basics for Business Insights	0	0	3	3
6	MBAE0135	Machine Learning Essentials for Business	0	0	3	3
6	MBAO0018	Data Mining	3	0	0	3
6	MBAE0046	Big Data Analysis	3	0	0	3
Supply Chain Management- Electives						
Trimester	Course Code	Course Name	Teaching Scheme			CREDITS
			L	T	P	
3	MBAE0116	Supply Chain Management	3	0	0	3
4	MBAE0087	Logistics Management	3	0	0	3
4	MBAE0136	Strategic and Implementation Issues in SCM	3	0	0	3
4	MBAE0137	Purchase and Inventory Management	3	0	0	3
5	MBAE0138	Supply Chain Perfromance Metrics and Modelling	3	0	0	3
5	MBAE0054	Supply Chain Analytics	3	0	0	3
5	MBAO0019	Recent Trends in E-commerce	3	0	0	3
6	MBAE0051	Store Keeping and Warehousing	3	0	0	3
6	MBAE0052	Green Supply Chain Management	3	0	0	3

International Business Management - Electives						
Trimester	Course Code	Course Name	Teaching Scheme			CREDITS
			L	T	P	
3	MBAE0117	International Business Management	3	0	0	3
4	MBAE0064	International Trade	3	0	0	3
4	MBAE0016	Global Business Environment	3	0	0	3
4	MBAE0019	International Marketing				
4	MBAE0065	Export-Import Procedures and Documentation	3	0	0	3
5	MBAE0139	Global Strategic Management	3	0	0	3
5	MBAE0066	Cross Cultural Issues in International Management	3	0	0	3
5	MBAE0140	Foreign Exchange Management	3	0	0	3

6	MBAE0141	Global Mergers, Acquisitions and Corporate Governance	3	0	0	3
6	MBAE0142	International Economics	3	0	0	3

Liberal Arts- Electives						
Trimester	**Course Code**	**Course Name**	**Teaching Scheme**			**CREDITS**
			L	**T**	**P**	
6	MBAO0029	Science of Well Being	3	0	0	3
6	MBAE0112	Economy History of India	3	0	0	3
6	MBAO0026	Ethical Leadership	3	0	0	3
6	MBAE0111	Global Wellbeing and Human Flourshing	3	0	0	3