

**Program Name:** Master of Science in Business Analytics (MSBA)

**PERFORMA FOR REVISION OF EXISTING PROGRAM**

**Program Scheme of Studies**

<b>Eligibility Criteria:</b> (Minimum Criteria for Admission)	<ul style="list-style-type: none"> <li>• 16 years of qualification with a minimum of 2.0 out of 4.0 CGPA or 50% marks in case of the annual system</li> <li>• Minimum 50% marks in GAT/UMT Entry Test (UGAT) and interview</li> <li>• No third division in the entire academic career</li> <li>• In the case of 16-year non-business education, the admitted candidate will be required to take deficiency courses as determined by the selection committee</li> </ul>
<b>Duration:</b> (Years of study)	2 Years
<b>Semester Duration:</b> (Weeks)	16 Weeks
<b>Semesters:</b>	4
<b>Course Load per Semester:</b> (Credit Hours)	9
<b>Number of Courses per semester:</b>	3
<b>Structure of the Scheme</b>	
<b>Courses Credit Hours</b>	24
<b>Core Courses:</b> (Credit Hours)	15
<b>Foundation Courses :</b> (Credit Hours)	
<b>Major Courses:</b> (Credit Hours)	<ul style="list-style-type: none"> <li>• Foundation of Data Science using Programming Language</li> <li>• Statistical Analysis for Management Research</li> <li>• Business Analytics and Strategy</li> <li>• Research Methodology</li> <li>• Machine Learning</li> </ul>
<b>Technical Electives:</b> (Credit Hours)	<ul style="list-style-type: none"> <li>• Web Marketing and Analytics</li> <li>• Big Data Analytics</li> <li>• Deep Learning</li> </ul>

	<ul style="list-style-type: none"><li>• Data Exploration and Visualization</li><li>• Future, Options and Swap Strategies</li></ul>
<b>General Electives:</b> (Credit Hours)	
<b>Supporting Science:</b> (Credit Hours)	
<b>University Electives:</b> (Credit Hours)	
<b>Total Credit Hours:</b>	30

## Program Road Map

Applicable to Batch No. \_\_\_\_\_ Session \_\_\_\_\_

<b>Semester I</b>  IS-621 Foundation of Data Science using Programming Language (3 Credit Hours)  QM-612 Statistical Analysis for Management Research (3 Credit Hours)  QM-669 Business Analytics and Strategy (3 Credit Hours)	<b>Semester 2</b>  QM-620 Research Methodology (3 Credit Hours)  IS-658 Machine Learning (3 Credit Hours)  Specialization Course I* (3 Credit Hours)
<b>Semester3</b>  Specialization Course II* (3 Credit Hours)  Specialization Course III* (3 Credit Hours)	<b>Semester4</b>  Thesis (6 Credit Hours)

### List of Specialization Courses (3 Credit Hour Each)

- Web Marketing and Analytics IS-608
- Big Data Analytics IS-628
- Deep Learning
- Data Exploration and Visualization IS-652
- Future, Options and Swap Strategies

**Total Credit Hours: 30**

## Course Coding

Each course shall be numbered and coded as shown below:

### **Coding Scheme for BS (4-year) Program**

<b>Sr. #</b>	<b>Description</b>	<b>BS</b>
1	Courses offered in the first year (Semester I&II)	100
2	Courses offered in the second year (Semester III & IV)	200
3	Courses offered in the third year (Semester V & VI)	300
4	Courses offered in the fourth year (Semester VII & VIII)	400

### **Coding Scheme for BS (5-year) Program**

<b>Sr.</b>	<b>Description</b>	<b>BS</b>
1	Courses offered in the first year (Semester I&II)	100
2	Courses offered in the second year (Semester III & IV)	200
3	Courses offered in the third year (Semester V & VI)	300
4	Courses offered in the fourth year (Semester VII & VIII)	400
5	Courses offered in the fifth year (Semester IX & X)	500

### **Coding Scheme for MA/MSc/MBA/ after 2 years Bachelors Program**

<b>Sr. #</b>	<b>Description</b>	<b>MA/MSc</b>
1	Courses offered in the first year (Semester I&II)	300
2	Courses offered in the second year (Semester III & IV)	400

### **Coding Scheme for MS/MPhil Program**

<b>Sr. #</b>	<b>Description</b>	<b>MS/MPhil</b>
1	Courses offered in the first year (Semester I&II)	500
2	Courses offered in the second year (Semester III & IV)	600

All course codes shall be preceded by two to three alphabets. The courses which have same course contents shall be given one course code despite being offered to many different batches.