बरकतउल्ला विश्वविद्यालय, भोपाल
नर्मदापुरम (होशंगाबाद) रोड, भोपाल म.प्र. 462026

क्र. ..../अधिसूचना/पाठ्य.प्र./2024   भोपाल, दिनांक 2./65/2024

:: अधिसूचना ::

विद्या परिषद की स्थाई समिति की बैठक 15/03/2024 के चद पद क्रमांक 14/03/2024 की अनुशंसा कार्यपरिषद के अनुमोदन की प्रत्याशा में बी.बी.ए. एवं एम.बी.ए. के पाठ्यक्रमों में संशोधन सत्र 2024-25 से प्रभावशील किया जाता है।
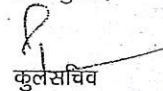
1. सत्र 2024-25 हेतु विश्वविद्यालय के शैक्षणिक विभाग में संचालित बी.बी.ए. (आनर्स) के प्रथम एवं द्वितीय सेमेस्टर के पाठ्यक्रम को निरंतर किया जाता है।

2. विश्वविद्यालय के शैक्षणिक विभाग में संचालित बी.बी.ए. (आनर्स) के तृतीय एवं चतुर्थ सेमेस्टर के पाठ्यक्रम सत्र 2024-25 से प्रभावशील होंगे।

3. विश्वविद्यालय के शैक्षणिक विभाग में संचालित एम.बी.ए. च्वाईस बेस्ड क्रेडिट सिस्टम के अंतर्गत परीक्षा योजना एवं पाठ्यक्रम में संशोधन किया गया है। एम.बी.ए. के समस्त सेमेस्टर के प्रत्येक प्रश्नपत्र 04 क्रेडिट का होगा एवं सेमिनार, एसाइनमेन्ट सभी सेमेस्टर तथा प्रथम से तृतीय सेमेस्टर के कम्प्रेसिव वायवा को विलोपित किया जाता है। अब केवल चतुर्थ सेमेस्टर में कम्प्रेसिव वायवा होगा, सेमिनार एवं एसाइनमेन्ट के लिए पृथक-पृथक अंक नहीं होंगे। आंतरिक मुल्यांकन सभी प्रश्न पत्रों का यथावत रहेगा।

4. एम.बी.ए. प्रथम सेमेस्टर के लिए 101,102,103,104,105,106 द्वितीय सेमेस्टर के लिए 201,202,203,204,205 तृतीय सेमेस्टर के लिए 301,302,303 एम.बी.ए. पाठ्यक्रम के अंतर्गत प्रश्नपत्र कोड क्रमांक एम.के. 101 कंज्यूमर बिहेवियर, 303 एफ.एम. 01 सेक्योरिटी एनालिसिस एण्ड इन्वेस्टमेंट मैनेजमेंट, 303 एम.बी.ए. एच.आर. 01 मैनेजमेंट ऑफ इंडस्ट्रीयल रिलेशन, MBA-304 MK-02 ADVERTISING MANAGEMENT, MBA 304 MBA FM-02 MANAGEMENT OF FINANCIAL SECURITIES, MBA 304 MBA HR-02 MANAGEMENT TOURISM AND DEVELOPMENT MK-03 SALES AND DISTRIBUTION MANAGEMENT, MBA 404 MBA FM-04 FINANCIAL RISK MANAGEMENT, MBA 402 ENTREPRENEURSHIP & DEVELOPMENT & MANAGEMENT उपरोक्त सभी पाठ्यक्रमों को संशोधन कर सत्र 2024-25 प्रथम सेमेस्टर से चतुर्थ सेमेस्टर के लिए प्रभावशील किया जाता है।

5. एम.बी.ए. ऑपरेशन मैनेजमेंट तथा एम.बी.ए. बिजनेस एनालिटिक्स पाठ्यक्रमों हेतु प्रथम एवं द्वितीय सेमेस्टर में यथावत किया जाता है तथा तृतीय एवं चतुर्थ सेमेस्टर के पाठ्यक्रम को निर्माण करते हुए सत्र 2024-25 प्रभावशील किया जाता है।

एम.बी.ए. प्लेन (कोर) ड्यूअल स्पेशलाजेशन जो विश्वविद्यालय के सम्बद्धता प्राप्त महाविद्यालयों में संचालित है इसके अंतर्गत तृतीय सेमेस्टर में संचालित होने वाले चार विषय एवं चतुर्थ सेमेस्टर में संचालित होने वाले चार विषय को अंतिम रूप देकर सत्र 2024-25 प्रभावशील किया जाता है।

संलग्नः- उपरोक्तानुसार
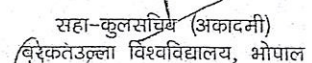(माननीय कुलपति जी द्वारा अनुमोदित)

आदेशानुसार,

कुलसचिव
बरकतउल्ला विश्वविद्यालय, भोपाल
भोपाल, दिनांकः 02/65/2024

पृ. क्रमांकः 776/अकादमी/पाठ्य.प्र./2024

प्रतिलिपिः-

1. प्रबंध अध्ययन मण्डल के अधिष्ठाता/अध्यक्ष एवं समस्त सदस्यों की ओर सूचनार्थ।
2. विभागाध्यक्ष चक्रवर्ती राजगोपालाचारी इंस्टीट्यूट ऑफ मैनेजमेंट यू.टी.डी. की ओर सूचनार्थ।
3. परीक्षा नियंत्रक, बरकतउल्ला विश्वविद्यालय की ओर सूचनार्थ।
4. सहा-कुलसचिव गोपनीय/परीक्षा/भण्डार शाखा, बरकतउल्ला विश्वविद्यालय की ओर सूचनार्थ।
5. जनसंपर्क अधिकारी, बरकतउल्ला विश्वविद्यालय की ओर सूचनार्थ।
6. वेबसाईट, प्रभारी की ओर सूचनार्थ कि, उक्त अधिसूचना के साथ संलग्न समस्त दस्तावेजों को भी विश्वविद्यालय की वेबसाईट पर अपलोड करने की कार्यवाही हेतु प्रेषित।
7. संबंधित सहायक, परीक्षा/गोपनीय/पात्रता/भण्डार शाखा बरकतउल्ला विश्वविद्यालय की ओर सूचनार्थ की अधिसूचना के अनुसार ही कार्यवाही हेतु प्रेषित।
8. स्ट्रांग रूम प्रभारी, गोपनीय कक्ष, बरकतउल्ला विश्वविद्यालय की ओर सूचनार्थ की अधिसूचना के अनुसार ही अग्रिम कार्यवाही हेतु प्रेषित।
9. निज सचिव के माध्यम से माननीय कुलपति जी को सादर सूचनार्थ।
10. निज सहायक के माध्यम से कुलसचिव जी को सादर सूचनार्थ।
11. निजी नस्ती।

सहा-कुलसचिव (अकादमी)
बरकतउल्ला विश्वविद्यालय, भोपाल

बरकतउल्ला विश्वविद्यालय,भोपाल

BARKATULLAH UNIVERSITY, BHOPAL

COURSE OF STUDIES & PRESCRIBED BOOKS
APPROVED BY MANAGEMENT COMMITTEE

FACULTY OF MANAGEMENT
MBA FULL TIME

SEMESTER I to IV

(SYLLABUS)
With Effect From 2024-25

प्रकाशक
कुलसचिव
बरकतउल्ला विश्वविद्यालय,भोपाल

बरकतउल्ला विश्वविद्यालय,भोपाल
BARKATULLAH UNIVERSITY, BHOPAL

FIRST YEAR
SEMESTER - I

1	CP –101	Management Concepts & Practices	100
2	CP –102	Quantitative Methods	100
3	CP –103	Managerial Economics	100
4	CP –104	Communication Skills	100
5	CP –105	Accounting For Managers	100
6	CP –106	International Business	100
		Total Marks	600

SECOND YEAR
SEMESTER - III

13	CP – 301	Business Policy & Strategic Analysis	100
14	CP – 302	Decision Support System & Management Information System	100
15	CP – 303	Specialisation –1, Paper – I	100
16	CP – 304	Specialisation –1, Paper – II	100
17	CP – 305	Specialisation-2, Paper – I	100
18	CP – 306	Specialisation-2, Paper – II	100
		Total Marks	600

SEMESTER - II

7	CP –201	Organisation Behaviours	100
8	CP –202	Human Resource Management	100
9	CP –203	Financial Management	100
10	CP –204	Marketing Management	100
11	CP –205	Research Methodology	100
12	CP –206	Project Management	100
		Total Marks	600

SEMESTER - IV

19	CP – 401	Comprehensive Viva	100
20	CP –402	Business Legislation	100
21	CP –403	Entrepreneurship Development & Management	100
22	CP –404	Specialisation –1, Paper – III	100
23	CP –405	Specialisation –1, Paper – IV	100
24	CP –406	Specialisation-2, Paper – III	100
25	CP –407	Specialisation-2, Paper – IV	100
		Total Marks	700

(2)

बरकतउल्ला विश्वविद्यालय,भोपाल

BARKATULLAH UNIVERSITY, BHOPAL

SECOND YEAR

Specialization Subjects

SEMESTER III   *SEMESTER IV*

FINANCIAL MANAGEMENT

FSF- 1	Security Analysis and Investment Management	FSF- 3	Management of Financial Services
FSF- 2	Working Capital Management	FSF- 4	Strategic Corporate Finance

MARKETING MANAGEMENT

FSM-1	Consumer Behaviour	FSM-3	Sales And Distribution Management
FSM-2	Advertising Management	FSM-4	Service Marketing

HUMAN RESOURCE MANAGEMENT

FSO-1	Management of Industrial Relations	FSO-3	Human Resource Planning and Development
FSO-2	Management Training and Development	FSO-4	Compensation Management

BANKING & FINANCIAL SERVICE MANAGEMENT

FSB-1	Management of Banking and Insurance Institutions	FSB-3	Financial Institutions and Markets
FSB-2	Financial Planning and Wealth Management	FSB-4	Financial Risk Management

RETAIL MANAGEMENT

FSR-1	Retail Concepts & Practices	FSR-3	Management of Retail Operations
FSR-2	Marketing Concepts in Retail Management	FSR-4	Retail Merchandising and Supply Chain Management

TRAVEL AND TOURISM MANAGEMENT

FST-1	Fundamental of Travel & Tourism	FST-3	Tourism Marketing
FST-2	Hospitality and Hotel Management	FST-4	Travel Agency Management

BUSINESS ANALYTICS

FAY-1	Data Visualisation	FAY-3	Business Intelligence
FAY-2	Data Mining	FAY-4	Computational Analytics

DISTRIBUTION OF MARKS

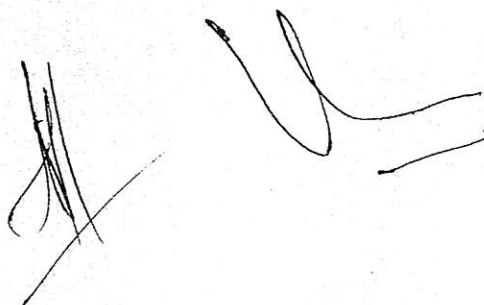SEM-I 600, SEM-II 600, SEM-III 600, SEM -IV 700 = TOTAL MARKS -2500

EXTERNAL EVALUATION IN EACH PAPER OF 80 MARKS

SEC A (4*8) =32, SEC B (3*16) =48   =TOTAL MARKS -80

INTERNAL EVALUATION IN EACH PAPER OF 20 MARKS

MID TERM TEST SEMINAR -30 %   CLASS PERFORMANCE – 20%

BARKATULLAH UNIVERSITY, BHOPAL

Syllabus for MBA (BUSINESS ANALYTICS) FULL TIME Semester-III
With Effect from Session 2024-25

"DATA VISUALISATION"

Course No. FAY-1

Max Marks : 80
Min. Pass Marks : 32

COURSE OBJECTIVE:

To enable the students to understand, analyze, and develop insights from the data represented through graphs, charts and maps etc. The course is designed to introduce students to the theory and practical methods to create visual representations of data sets. The data visualizations are beneficial for multiple purposes such as dashboards, annual reports, sales and marketing materials and investor slide decks etc. This course aims to familiarize the students with the top data visualization tools and its utility in business and research.

COURSE CONTENTS:

UNIT 1:   Getting Started with Tableau, Dimensions vs. Measures, Discrete vs Continuous, Application of Discrete and Continuous Fields, Aggregation in Tableau.

UNIT 2:   Working with Metadata, Filters in Tableau, Applying Analytics to the worksheet, Dashboard in Tableau, Modifications to Data Connections, Edit Data Source, Unions, Joins Data blending.

UNIT 3:   Introduction to PowerBI – Working with data – Importing from flat files, excel files, other Sources.

UNIT 4:   Data Sources in Power BI Desktop, Loading Data in Power BI Desktop, Views in Power BI Desktop, Query Editor in Power BI, Transform, Clean, Shape, and Model Data Manage Data Relationship, editing a Relationship, Cross Filter Direction, Saving Workfile Measures.

UNIT 5:   Data Analysis Expressions – Introduction to Power Query – Introduction to Power View – Power View visualizations – Power View filtering options – Introduction to Power Map – Preparing geospatial data – Publish from Power BI desktop – Publish Dashboard to Web.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4x8	= 32 Marks
Sec B: (Essay Type and Cases)	3 out of 5	3x16	= 48 Marks

SUGGESTED READINGS:

1. Joshi, P. M., & Mahalle, P. N. (2022). Data Storytelling and Visualization with Tableau: A Hands-on Approach. CRC Press.
2. Gupta, S., Pinto, S., Savale, S., Gillet, J., & Cherven, K. (2022). The Tableau Workshop: A practical guide to the art of data visualization with Tableau. Packt Publishing Pvt. Ltd
3. O'Connor, E. (2018). Microsoft Power BI Dashboards Step by Step. Microsoft Press.
4. Grey, J. (2020). Power BI: Give Life to Your Data With the Complete and Fastest Crash Course on Data Visualization.
5. Knight, D., Knight, B., Pearson, M., & Quintana, M. (2018). Microsoft Power BI Quick Start Guide: Build dashboards and visualizations to make your data come to life. Packt Publishing Ltd.
6. Knight, D., Ostrowsky, E., Pearson, M. & Schacht, B. (2022). Microsoft Power BI Quick Start

BARKATULLAH UNIVERSITY, BHOPAL

Syllabus for MBA (BUSINESS ANALYTICS) FULL TIME Semester-III

With Effect from Session 2024-25

DATA MINING

Course No FAY-2

Max Marks   : 80
Min. Pass Marks: 32

COURSE OBJECTIVE:

The course helps to explore increasingly large databases and to improve segmentation. By analyzing the relationships between parameters, it helps to guess the behavior in order to direct personalized campaigns.

COURSE CONTENTS:

UNIT 1:   DATA WAREHOUSING Data warehousing Components -Building a Data warehouse - Mapping the Data Warehouse to a Multiprocessor Architecture - DBMS Schemas for Decision Support - Data Extraction, Cleanup, and Transformation Tools -Metadata.

UNIT 2:   BUSINESS ANALYSIS Reporting and Query tools and Applications - Tool Categories - The Need for Applications - Cognos Impromptu - Online Analytical Processing (OLAP) - Need - Multidimensional Data Model - OLAP Guidelines - Multidimensional versus Mult relational OLAP - Categories of Tools - OLAP Tools and the Internet.

UNIT 3:   DATA MINING, CLUSTERING AND APPLICATIONS AND TRENDS IN DATA MINING Introduction - Data - Types of Data - Data Mining Functionalities - Interestingness of Patterns - Classification of Data Mining Systems - Data Mining Task Primitives - Integration of a Data Mining System with a Data Warehouse - Issues -Data Preprocessing, Cluster Analysis - Types of Data.

UNIT 4:   ASSOCIATION RULE MINING AND CLASSIFICATION Mining Frequent Patterns, Associations and Correlations - Mining Methods - Mining Various Kinds of Association Rules - Correlation Analysis - Constraint Based Association Mining - Classification and Prediction - Basic Concepts - Decision Tree Induction - Bayesian Classification - Rule Based Classification - Classification by Backpropagation - Support Vector Machines - Associative Classification - Lazy Learners - Other Classification Methods – Prediction

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)   4 out of 8   4x8   = 32 Marks
Sec B: (Essay Type and Cases)   3 out of 5   3x16   = 48 Marks
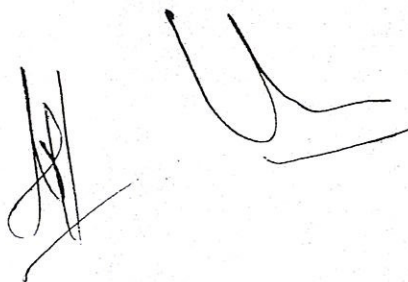
TEXT BOOKS:

- Alex Berson and Stephen J. Smith, " Data Warehousing, Data Mining & OLAP", Tata McGraw - Hill Edition, Tenth Reprint 2007.
- Jiawei Han and Micheline Kamber, "Data Mining Concepts and Techniques", Second Edition, Elsevier, 2007.

REFERENCES:

- Pang-Ning Tan, Michael Steinbach and Vipin Kumar, " Introduction to Data Mining", Person Education, 2007.
- K.P. Soman, Shyam Diwakar and V. Ajay", Insight into Data mining Theory and Practice", Easter Economy Edition, Prentice Hall of India, 2006.
- G. K. Gupta, " Introduction to Data Mining with Case Studies", Easter Economy Edition, Prentice of India, 2006.
- Daniel T.Larose, "Data Mining Methods and Models", Wile-Interscience, 2006.

SUGGESTED READINGS:

- Total Quality Management Text & Cases by Nagalingappa G., Manunath V.S., Excel Books
- Toatal Quality Management an integrated approach by Shailendra Nigam, Excel Books
- The Management & Control of Quality by James R. Evans ,williiam Lindsay, Cengage
- Quality Management Demmystified Sid Kemp, TATA Mc Graw
- Total Quality Management Organization & Strategy James R. Evans , Cengage
- Quality Management by H.Gitlow, A.J. Oppenheim, R. Oppenhim, D.M. Levine

BARKATULLAH UNIVERSITY, BHOPAL
Syllabus for MBA (BUSINESS ANALYTICS) FULL TIME Semester-IV
With Effect from Session 2024-25

"BUSINESS INTELLIGENCE"

Course No.   FAY-3

Max Marks   : 80
Min. Pass Marks   : 3

COURSE OBJECTIVE:
The course is designed to aim, to inform changes to a business through utilization of predictive models that provide insight into the outcome of proposed changes. Business analytics utilizes big data, statistical analysis, and data visualization to implement organization changes.

COURSE CONTENTS:

UNIT 1:   Introduction: Business Intelligence from business side- Components of BI Architecture-BI Frontend- BI and Business Value- BI Market Business Query & Reporting Production Reporting- Dash Boards-Performance Management- Success of Business Impact Measuring Success of Business Impact-ROI-LOFT Effect

UNIT 2:   Data Management and BI Organizing for Success Data Quality-Data Architectures Master Data Management- Right Time Data- Business IT partnership- Hybrid IT-Business person. BI organizing for Success: Requirements driven BI-Relevance to Continental Gate Agents- Waterfall Development process- Agile Development Techniques-Enterprises Vs Department BI-Business Intelligence Competency Centre-BICC Guiding Principles

UNIT 3:   Market Intelligence: Knowledge most important asset of a company- Market Research Function with organization- Nature & Scope of Qualitative Data - Designing Research - Managing Results - Knowing Future.

UNIT 4:   BI Through Data Warehousing: Online Analytical Processing (OLAP)- OLAP& OLTP systems- Data Modeling-OLAP tools- Managed Query Environment-OLAP tools in open-Source domain. Data Warehousing (DW) to Data Mining (DM)-- Data base Segmentation-Tools for Data mining - Application of DW and DM

UNIT 5:   Future of BI: Emerging Technologies-Predicting future-BI search and Text Analysis Advanced Visualization- Rich Report lets - The future beyond technology.

SCHEME OF EXAMINATION:
Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4x8	= 32 Marks
Sec B: (Essay Type and Cases)	3 out of 5	3x16	= 48 Marks

SUGGESTED READINGS:

1. Cindi Howson: Successful Business Intelligence, Tata McGraw Hill, 2008
2. Turban:Business Intelligence, Pearson, 2009. 2 Martin Callingham: Market Research, Kogan Page, 2004 41 C.S.R.Prabhu: Data Warehousing, 3/e,PHI Learning, 2008
3. George M.Markas: Decision Support Systems,2/e, Pearson Education,2008
4. Efrem G.Mallach: Decision Support and Data Warehousing Systems, Tata McGraw Hill, 2008 & Berson Smith: Data Warehousing, Data Mining 7 OLAP, Tata McGraw-Hill, 2007
5. Michael J.A. Berry, Gordon S.Linoff: Data Mining Techniques, 2/e, Wiley -India, 2005

BARKATULLAH UNIVERSITY, BHOPAL

Syllabus for (BUSINESS ANALYTICS) FULL TIME-Semester-IV
With Effect from Session 2024-25

"COMPUTATIONAL ANALYTICS"

Course No. FAY-4

Max Marks : 80
Min. Pass Marks : 32

COURSE OBJECTIVE:

The course is designed to assist the students in Identifying trends and patterns, making data-driven decisions, finding correlations and relationships, detecting anomalies, improving performance, and Predictive modeling affecting the operations of business enterprises.

COURSE CONTENTS:

UNIT 1: Introduction to Data Analytics: Introduction to Data, Importance of Analytics, Data for Business Analytics, Big Data, Business Analytics in Practice, Data Visualization, Data Visualization Tools, Data Queries, Statistical Methods for Summarizing Data, Exploring Data using Pivot Tables.

UNIT 2: Descriptive Statistical Measures: Population and Samples, Measures of Location, Measures of Dispersion, Measures of Variability, Measures of Association, Probability Distribution and Data Modeling, Discrete Probability distribution, Continuous Probability Distribution, Random Sampling from Probability Distribution, Data Modeling and Distribution fitting.

UNIT 3: Predictive Analytics: Karl Pearson Correlation Techniques, Multiple Correlation, Spearman's Rank Correlation, Simple and multiple Regression, Regression by the methods of least squares, Building Good Regression Models, Regression with categorical independent Variables, Linear Discriminant Analysis, One way and Two-way ANOVA.

UNIT 4: Data Mining, Data Exploration and reduction, Unsupervised Learning, Cluster Analysis, Association Rules, Supervised Learning, Partition Data, Classification Accuracy, Prediction Accuracy, K-Nearest Neighbors, Classification and Regression Trees, Logistics Regression.

UNIT 5: Simulation: Random Number Generation, Monte Carlo Simulation, What if Analysis, Verification and Validation, Advantage and Disadvantages of Simulation, Risk Analysis, decision Tree Analysis.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)   4 out of 8   4x8   = 32 Marks
Sec B: (Essay Type and Cases)   3 out of 5   3x16   = 48 Marks

SUGGESTED READINGS:

1. James E Sallis, Geir Gripscrub, Ulf Henning Olsson, Ragnhild Silkoset, Research Methods an Data Analysis for Business decisions.
2. Anil Maheswari, Big Data, Tata McGraw Hill, New Delhi 2e, 2019.
3. James Evans, Business Analytics, Pearson Education 2e, 2017