CHANDIGARH UNIVERSITY
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Program Schemes for MBA-Data Science and AI

Cluster: Management. **Institute: Apex Institute of Management**

Department: MBA **Type of Program: PG**

SEMESTER-1		
Course Name	**Course Category**	**Credits**
Statistical Analysis for Business Decisions	Ability Enhancement	3
Marketing Management	Program Core	3
Financial Accounting and Reporting	Program Core	3
Essentials Of Data Science and Ai	Program Core	3
SOL For Data Science	Ability Enhancement	1
Calculus & Algorithms for Data Science & Ai	Program Core	4
Programming With Python	Program Core	2
SAS Business Forecasting for AI Managers	Program Core	3
Professional Business Communication	Skill Enhancement	1

SEMESTER-2		
Course Name	**Course Category**	**Credits**
General Proficiency (Co-Curricular)	Ability Enhancement	1
Research Methodology & Modern Digital Tools	Ability Enhancement	3
Managerial Economics	Program Core	3
Financial Management	Program Core	3
Introduction To Generative AI	Ability Enhancement	1
Applied Python for Data Science And AI	Program Core	2
Analytical Modeling with MI	Program Core	2
SAS Optimization Techniques for AI Managers	Program Core	3
SAS Machine Learning	Program Core	3
Professional Communication Skills - 1	Skill Enhancement	1
Quantitative Aptitude and Data Interpretation -1	Ability Enhancement	1
Specialization Elective – 1	Program Elective	3

SEMESTER-3		
Course Name	**Course Category**	**Credits**
Summer Internship	Internship	3
Management Practices and Organisational Behaviour	Program Core	3

AI For Strategic Decision Making	Program Core	1
Neural Network & Deep Learning	Program Core	2
SAS Programming Basics	Program Core	3
SAS Programming Data Manipulation Techniques	Program Core	3
Professional Communication Skills-2	Skill Enhancement	1
Quantitative Aptitude and Data Interpretation -2	Ability Enhancement	1
Specialization Elective – 2	Program Elective	3

SEMESTER-4		
Course Name	**Course Category**	**Credits**
Capstone Project	Project	3
Strategic Management	Program Core	3
Startup Ecosystem	Ability Enhancement	3
Big Data Management and Analytics	Program Core	2
Data Mining & Visualization	Program Core	2
No SQL For Data Science	Ability Enhancement	1
Specialization Elective – 4	Program Elective	3
Specialization Elective – 5	Program Elective	3
Capstone Project	Project	3

Program Electives			
Semester	**Course Name**	**Course Category**	**Credits**
II	Brand Management	Program Electives (Marketing)	3
II	Industrial Marketing	Program Electives (Marketing)	3
II	International Marketing	Program Electives (Marketing)	3
III	Consumer Behaviour	Program Electives (Marketing)	3
III	Marketing Research and Analytics	Program Electives (Marketing)	3
III	Services Marketing	Program Electives (Marketing)	3
III	Advertising and Sales Promotion	Program Electives (Marketing)	3
III	Modern Marketing Practices	Program Electives (Marketing)	3
IV	Rural Marketing	Program Electives (Marketing)	3
IV	Retail Management	Program Electives (Marketing)	3
IV	Marketing for Social Services	Program Electives (Marketing)	3

IV	Sales and Distribution Management	Program Electives (Marketing)	3
IV	B2B Marketing	Program Electives (Marketing)	3
II	Security Analysis and Portfolio Management	Program Electives (Finance)	3
II	Financial Statement Analytics	Program Electives (Finance)	3
II	Digital Currencies & Global Monetary Systems	Program Electives (Finance)	3
III	Venture Capital and Private Equity	Program Electives (Finance)	3
III	Management of Financial Institutions	Program Electives (Finance)	3
III	Corporate Finance	Program Electives (Finance)	3
III	Behavioural Finance	Program Electives (Finance)	3
III	Blockchain in Finance	Program Electives (Finance)	3
IV	Financial Services and Markets	Program Electives (Finance)	3
IV	International Finance	Program Electives (Finance)	3
IV	Sustainable Financing	Program Electives (Finance)	3
IV	Investment Banking	Program Electives (Finance)	3
IV	Mergers and Acquisitions	Program Electives (Finance)	3
II	Global HR Strategies & Cross-Cultural Management	Program Electives (HR)	3
II	Leadership Development and Succession Planning in the Future of Work	Program Electives (HR)	3
II	Blockchain Technology and Smart Contracts in HR Operations	Program Electives (HR)	3
III	Talent Acquisition and Development	Program Electives (HR)	3
III	HR Analytics and Technology	Program Electives (HR)	3
III	Career Planning and Development	Program Electives (HR)	3
III	Performance and Competency Management	Program Electives (HR)	3
III	Managing Diversity	Program Electives (HR)	3
IV	Industrial Relations and Labour Laws	Program Electives (HR)	3
IV	Compensation and Rewards Management	Program Electives (HR)	3
IV	Negotiations and Conflict Management	Program Electives (HR)	3
IV	Ethical Issues in HR	Program Electives (HR)	3
IV	Organization Development	Program Electives (HR)	3

NON TPP Courses			
Semester	**Course Name**	**Course Category**	**Credits**
II	Professional Skills Development	Skill Enhancement	1
II	Quantitative Aptitude and Reasoning	Ability Enhancement	1

NON TPP Courses Basket			
Semester	**Course Name**	**Course Category**	**Credits**
III	Critical Enquiry and Research Methodology	Ability Enhancement	1
III	Academic Writing	Ability Enhancement	1
III	Statistical Data Analysis	Ability Enhancement	1
III	AI & Data-Driven Research	Ability Enhancement	1
III	Research Ethics & Intellectual Property Rights	Skill Enhancement	1
III	Emerging Research Tools and Technologies	Skill Enhancement	1
III	Domain specific Term paper	Skill Enhancement	1
III	Entrepreneurship Mindset	Ability Enhancement	1
III	Marketing & Management Essentials	Ability Enhancement	1
III	Business Strategies & Operations	Ability Enhancement	1
III	AI Automation & Sustainability	Skill Enhancement	1
III	Customer Engagement & Organic Growth	Ability Enhancement	1
III	Finance & Economics Fundamentals	Skill Enhancement	1
III	Business Planning & Legal Basics	Skill Enhancement	1