



गोंडवाना विद्यापीठ, गडचिरोली.

महाराष्ट्र शासन अधिसूचना क्रमांक २००७/(३२२/०७)विशी-४ महाराष्ट्र अधिनियम १९९४ (१९९४ चा महा. ३५) चा कलम ३ च्या पोटकलम(२) अन्वये दिनांक २७ सप्टेंबर २०११ रोजी स्थापित व महाराष्ट्र सार्वजनिक विद्यापीठ अधिनियम, २०१६ (सत्र २०१७ चा महाराष्ट्र विद्यापीठ अधिनियम क्रमांक ६) द्वारा संचालित राज्य विद्यापीठ)

(विद्या विभाग)

एम. आय. डी. सी. रोड कॉम्प्लेक्स गडचिरोली - ४४२६०५

गोविग/विद्या/क्र/१२५०/२०२५

दि. ११/०९/२०२५

// परिपत्रक //

विषय:- M.B.A. अभ्यासक्रमात दोन Specialization (नविन) वाढझाल्याबाबत.

संदर्भ:- १) विद्याशाखेची नियमीत सभेतील बाब क्र. ५ दि.२९/०७/२०२५.

२) विद्यापरीषदेची नियमित सभा दिनांक ११/ऑगस्ट, २०२५ नुसार.

गोंडवाना विद्यापीठाशी सलगनीत सर्व संबंधितांना सुचित करण्यात येते की, संदर्भ क्र १ नुसार दिनांक २९/०७/२०२५ झालेल्या सभेमध्ये त्यास विद्याशाखेने मान्यता प्रदान करून विद्यापरीषदेकडे शिफारशी केलेले होती. संदर्भ क्र.२ नुसार विद्यापरीषदेने दिनांक ११ ऑगस्ट, २०२५ रोजी झालेल्या सभेमध्ये मान्यता प्रदान केलेली आहे.

दिनांक ११ ऑगस्ट २०२५ रोजी झालेल्या सभेतील बाब क्र. १२४ नुसार M.B.A. अभ्यासक्रमांत दोन Specialization (नविन) वाढविण्यात आले आहेत. M.B.A. अभ्यासक्रमात दोन Specialisation (नविन) हे पुढील प्रमाणे राहिल.

१) Business Analytic

२) Artificial Intelligence

सदर Syllabus विद्यापीठाच्या संकेतस्थळावर प्रकाशित करण्यात आलेल्या आहेत. याची सर्व संबंधितांनी कृपया नोंद घ्यावी.

मा. प्र-कुलगुरू महोदयांचे आदेशान्वये,

(डॉ. अनिल हिरेखण)

कुलसचिव

गोंडवाना विद्यापीठ, गडचिरोली.

प्रत माहितीस्तव सविनय सादर:-

- १) मा.कुलगुरू, यांचे स्वयं सहाय्यक, गोंडवाना विद्यापीठ, गडचिरोली.
- २) मा.प्र-कुलगुरू, गोंडवाना विद्यापीठ गडचिरोली.
- ३) संलग्नित सर्व महाविद्यालयाचे प्राचार्य / विद्यापीठातील पदव्युत्तर शैक्षणिक विभागप्रमुख.
- ४) संचालक परिक्षा व मुल्यमापन मंडळ, गोंडवाना विद्यापीठ गडचिरोली.
- ५) संगणक विभाग, गोंडवाना विद्यापीठ गडचिरोली. उपरोक्त नुसार परिक्षायोजना व बास्केट संकेतस्थळावर प्रकाशित करावे.

GroupK :
Business Analytics

SP01 : PCB3EK1 :Introduction to Analytics

Unit I: Introduction to Analytics

Foundations of Business Analytics, Decision making, Introduction to Business Analytics, Models in Business Analytics, Problem solving with analytics, Big data, Stages of analytics (descriptive, predictive, prescriptive).

Unit II: Descriptive Analytics

Descriptive Statistical Measures: measures of location, dispersion, shape and association. Visualizing and Exploring Data: Overview, Tables, Charts, Advanced data visualization, data dashboards.

Unit III: Predictive Analytics

Trendlines and Regression Analysis, Forecasting Techniques, Introduction to Data Mining, Spreadsheet Modeling and Analysis, Monte Carlo Simulation and Risk Analysis.

Unit IV: Predictive Analytics

Linear Optimization, Applications of Linear Optimization, Integer Optimization, Decision Analysis.

Unit V: Business Analytics Applications

Application of Analytics in Finance, Marketing, Human Resource Management, Supply Chain, Healthcare, Social Media and Cyber Space.

Text Books:

- James, E.R. (2017). Business Analytics. UK: Pearson Education Limited.
- Camm, J.D., Cochran, J.J., Fry, M.J., Ohlmann, J.W., Anderson, D.R. (2015),
- Essentials of Business Analytics, Cengage Learning, Second Edition. Prasad, R. N., Acharya, S. (2011), Fundamentals of Business Analytics, Wiley.
- Schniederjans, M.J., Schniederjans, D.G., Starkey, C.M. (2014), Business Analytics: Principles, Concepts and Applications, Pearson.

Reference Books:

- Liebowitz, J. (2013), Business Analytics: An Introduction, Auerbach Publications.
- Hardoon, D.R., and Shmueli, G. (2016), Getting Started with Business Analytics, CRC Press, Taylor & Francis.
- Rao, P.H. (2014), Business Analytics: An Application Focus, Prentice Hall India.
- Sharma, J.K., Khatua, P.K. (2012), Business Statistics, Pearson.

Suggested Reading:

- Pinsky, M.A., Karlin, S. (2010), An Introduction to Stochastic Modeling, Academic Press, Fourth Edition.
- Provost, F. & Fawcett, T. (2013), Data Science for Business: What you need to know about data mining and data-analytic thinking, O'Reilly Media.

GroupL :

Artificial Intelligence

SP01 : PCB3EL1 :Information Management

Unit-I :

Emerging Digital Firm, Dimensions of Information Systems , Academic Disciplines and Technical Approach, Behavioural Approach, Global E-Business, Collaboration,Business Processes, Business Processes,Relation between Business Processes,Information Systems,Systems for different Management groups

Unit-II :

Impact of Information Systems on Organizations,Economic Impact,Organizational and Behavioural Impact,Porter's Competitive forces Model,Business Value chain Model,Challenges of Strategic Information Systems,Aligning IT with Business Objectives ,Ethical, Social Issues raised by Information Systems,Political Issues raised by Information Systems,Model for Ethical, Social and Political Issues,Key Technology Trends,Principles for Guiding Ethical Decisions – Ethical

Unit-III :

Introduction of IT Infrastructure,Hardware & Software Platforms,Operating System Platforms,Networking Platforms,Current Trends in Hardware Platform,Current Trends in Software Platform,Database Management Systems,Non-Relational Database,Cloud Databases,Block chain,Big Data & Business Intelligence Infrastructure,Computer Network & Types

Unit-IV :

Malicious software, Viruses, Worms, Trojan,Horses, Spyware & Hackers,Computer crime, Software Vulnerability,Business value of Security,Control-Information system controls,Risk Assessment & Security Policy,Disaster Recovery Planning, Auditing, Firewall,Intrusion Detection System,Anti-Malware software,Encryption-Securing Transition with block chain,Ensuring software quality,New e-commerce, Social, Mobile and Local market,Digital Markets & Digital goods

Unit-V :

Knowledge Management Systems in Business & Value Chain,Types & Machine Learning,Expert Systems, Neural networks, Genetic Algorithms,Neural Language processing,Robotics-Intelligent Agents,Decision Making, Types of Decisions, Decision Making Processes,High velocity Automated Decision making,Business Intelligence,Analytics Capability Balanced Scorecard,Group Decision, Support System,Building Information System & System Analysis and Design,Structured Methodology, Object Oriented

Reference Books:

1. Kenneth C. Laudon, Jane P. Laudon, Jane P. Laudon , "Management Information Systems: Managing the Digital Firm" , 17th Edition Pearson ,2021.
2. James O'Brien and George Marakas, "Management Information Systems" – 11th Edition – MH Education , 2019.
3. Efraim Turban, Carol Pollard, Gregory Wood , - "Information Technology for Management: On-Demand Strategies for Performance, Growth and Sustainability" - 11th Edition – Wiley , 2018.
4. Waman S Jawadekar , - "Management Information Systems : A Global Digital Enterprise Perspective" – 5th Edition – Tata Mcgraw Hill Publishing Co. Ltd. 2017.
5. EwaZiemba , - "Information Technology for Management: New Ideas and Real Solutions" – 1st Edition –Springer , 2017.
6. A. R. PrathapReddy , - "Information Technology for Managers" – 1st Edition – Notion Express , 2017.