Program Structure
BBA (Business Analytics)
2024-2027

Year	FIRST SEMESTER						SECOND SEMESTER					
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
I	BBN1101	Fundamentals of Business Analytics and Problem Solving	2	0	2	3	BBN1201	Principles of Macro-Economics	3	0	0	3
	BBN1102	Data Analysis in Excel	2	0	2	3	BBN1202	Cost Accounting	3	0	0	3
	BBN1103	Principles of Management	3	0	0	3	BBN1203	Organizational Behavior	3	0	0	3
	BBN1104	Business Economics	3	0	0	3	BBN1204	Financial Management	3	1	0	4
	BBN1105	Fundamentals of Financial Accounting	3	1	0	4	LLC1210	Business Communication	2	1	0	3
	BBA1021	Universal Human Values	2	0	0	2	MAS1207	Introduction to Statistics	3	1	0	4
	MAS1106	Introduction to Mathematics	3	1	0	4	INT0060	Python for Data Analytics	3	0	2	4
			18	2	4	22			20	3	2	24
Total Contact Hours (L + T + P)			24				Total Contact Hours (L + T + P)		25			

Year	THIRD SEMESTER						FOURTH SEMESTER					
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
II	BBN2101	Marketing Management	3	0	0	3	BBN2201	Exploratory Data Analysis	2	0	2	3
	BBN2102	Business Research Methods	3	0	0	3	BBN2202	Big Data Analytics	2	0	2	3
	BBN2103	Analyzing Patterns and Data Storytelling	2	0	2	3	BBN2203	Operations Research	3	0	0	3
	BBN2104	Human Resource Management	3	0	0	3	BBN2204	Data Visualization and Business Intelligence	2	0	2	3
	BBN2105	Operations Management	3	0	0	3	BBN2205	Business and Cyber Laws	3	0	0	3
	BBN2106	Inferential Statistics	2	0	2	3	CHY1003	Environmental Science	3	0	0	3
	DSEXXXX	Introduction to R-Language	3	0	2	4						
			19	0	6	22			15	0	6	18
Total Contact Hours (L + T + P)			25				Total Contact Hours (L + T + P)		21			

Year	FIFTH SEMESTER						SIXTH SEMESTER					
	Course Code	Course Name	L	T	P	C	Course Code	Course Name	L	T	P	C
III	BBN3101	DBMS with SQL	2	0	2	3	BBN3201	Project Management	3	0	0	3
	BBN3102	Strategic Management	3	0	0	3	BBN3202	Multivariate Analysis Techniques	2	0	2	3
	BBN3103	Digital Transformation of Business	2	0	0	2	BBN3270	Project Work	0	0	6	3
	BBN3104	E-Commerce	3	0	0	3	BBN32***	Program Elective (One from Group-II)	2	0	2	3
	BBN31***	Program Elective- (One from Group-1)	2	0	2	3	XXXXXX	Open Elective	3	0	0	3
	BBN3170	Summer Project	0	0	6	3	CAP3209	Machine Learning-II	3	0	2	4
	CAP3111	Machine Learning-I	3	0	2	4						
			15	0	12	21			13	0	12	19
	Total Contact Hours (L + T + P)		27				Total Contact Hours (L + T + P) + OE		25			

PROGRAM ELECTIVES & COURSES

Program Elective

Course No.	Subject Code	Subject Title	L	T	P	C	Course No.	Subject Code	Subject Title	L	T	P	C
	SEMESTER V (GROUP 1)							SEMESTER VI (GROUP 2)					
1	BBN3140	Financial Analytics	2	0	2	3	4	BBN3243	Supply Chain Analytics	2	0	2	3
2	BBN3141	Marketing & Retail Analytics	2	0	2	3	5	BBN3244	Network Analytics	2	0	2	3
3	BBN3142	HR Analytics	2	0	2	3	6	BBN3245	Web & Social Media Analytics	2	0	2	3
		TOTAL (for one elective)	2	0	2	3			TOTAL (for one elective)	2	0	2	3