

SCHOOL OF BUSINESS AND COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION

BBA (Business Analytics)

Year	FIRST SEMESTER						SECOND SEMESTER					
	Course Code	Course Name	L	T	P	C	Course Code	Subject Name	L	T	P	C
I	BA1101	Business Communication	3	0	0	3	BA1201	Principles of Macro-Economics	3	0	0	3
	BA1102	Fundamentals of Business Analytics and Problem Solving	2	0	2	3	BA1202	Cost Accounting	3	0	0	3
	BA1103	Data Analysis in Excel	2	0	2	3	BA1203	Marketing Management-I	3	0	0	3
	BA1104	Principles of Management	3	0	0	3	BA1204	Human Resource Management-I	3	0	0	3
	BA1105	Business Economics	3	0	0	3	BA1205	Financial Management-I	3	1	0	4
	BA1106	Fundamentals of Financial Accounting	3	1	0	4	MA1207	Introduction to Statistics	3	1	0	4
	MA1106	Introduction to Mathematics	3	1	0	4	IT0025	Python for Data Analytics	3	0	2	4
	AT1011	Yoga & Wellness	0	1	2	2	AT1049	Vedic Management	1	1	0	2
			19	3	6	25			22	3	2	26
Total Contact Hours (L + T + P)			28				Total Contact Hours (L + T + P)			27		

II	THIRD SEMESTER						FOURTH SEMESTER					
	BA2101	Marketing Management-II	3	0	0	3	BA2201	Exploratory Data Analysis	2	0	2	3
	BA2102	Business Research Methods	3	0	0	3	BA2202	Business Ethics and Corporate Governance	2	0	0	2
	BA2103	Analyzing Patterns and Data Storytelling	2	0	2	3	BA2203	Big Data Analytics	3	0	2	4
	BA2104	Business and Cyber Laws	3	0	0	3	BA2204	Operations Research	3	0	0	3
	BA2105	Operations Management	3	0	0	3	BA2205	Data Visualization and Business Intelligence	3	0	2	4
	BA2106	Financial Management -II	3	0	0	3	BA2206	Human Resource Management-II	3	0	0	3
	BA2107	Inferential Statistics	2	0	2	3	BA0025	Universal Human Values	2	0	0	2
	DS2005	Introduction to R-Language	3	0	2	4	CY1003	Environmental Science	3	0	0	3
			22	0	6	25			21	0	6	24
	Total Contact Hours (L + T + P)		28				Total Contact Hours (L + T + P)		27			

III	FIFTH SEMESTER						SIXTH SEMESTER						
	BA3101	DBMS with SQL	3	0	2	4	BA3201	Project Management	3	0	0	3	
	BA3102	Multivariate Techniques	2	0	2	3	BA3202	Strategic Management	3	0	0	3	
	BA3103	Digital Transformation of Business	3	0	0	3	BA3270	Project Work	0	0	12	6	
	BA3104	E-Commerce	3	0	0	3	BA32***	Elective (One from Group-II)	2	0	2	3	
	BA31***	Elective- (One from Group-1)	2	0	2	3	*****	Open Elective	3	0	0	3	
	BA3170	Summer Project	0	0	12	6	CA****	Machine Learning-II	3	0	2	4	
	CA****	Machine Learning-I	3	0	2	4							
			16	0	20	26			14	0	16	22	
	Total Contact Hours (L + T + P)		36			Total Contact Hours (L + T + P) + OE			30				

PROGRAM ELECTIVES & COURSES

Program Elective

SEMESTER V (GROUP 1)							SEMESTER VI (GROUP 2)						
Course No.	Subject Code	Subject Title	L	T	P	C	Course No.	Subject Code	Subject Title	L	T	P	C
1	BA3140	Financial Analytics	2	0	2	3	4	BA3243	Supply Chain Analytics	2	0	2	3
2	BA3141	Marketing & Retail Analytics	2	0	2	3	5	BA3244	Network Analytics	2	0	2	3
3	BA3142	HR Analytics	2	0	2	3	6	BA3245	Web & Social Media Analytics	2	0	2	3
		TOTAL (for one elective)	2	0	2	3			TOTAL (for one elective)	2	0	2	3