

BBA SPECIALIZATION IN BUSINESS ANALYTICS SCHEME OF STUDY 2021-2022

Scheme Semester	Semester Course Code, Course Name (L-T-P)Credits							Community Service	GP	Hrs. Per week			Contact Hours per Sem	Credits	
1	CLL 101 Effective Comm-I (2-0-1)2.5	BSL102 Principles of Management (2-0-2)3	ENL102 Principles of Economics (2-0-2)3	CLL120 Human Values & Professional Ethics (2-0-0)2	CML 101 Professional Accounting (2-0-2)3	CML109 Business Laws (2-0-2)3	CML110 Communication & Documentation in Business (2-0-2)3	BSS101 CS-I	BSR101 GP-I 1 Credit	14	0	11	25*15 = 375	20.5	
2	CLL 102 Effective Comm-II (2-0-1)2.5	CHL100 Environmental Studies (3-0-0)3	BSL101 Entrepreneurship (2-0-2)3	ENL101 Statistics & Research Methodology-I (2-0-2)3	CML 107 Introduction to Banking (2-0-2)3	CML 108 Financial Management - I (2-0-2)3	CSV 119 Digital Literacy (Lab Training + Python) (0-0-4)2	BSS102 CS-II (140 Hrs)* 2 Credit	BSR102 GP-II 1 Credit	13	0	13	26*15 = 390	19.5+3= 22.5	
Summers	BSD201 Minor Project (0-0-6)3												6	3	
3	BSL201 Fundamentals of Operations Management (2-0-2)3	BSL203 Human Resource Management (2-0-2)3	CML 208 Financial Management-II (2-0-2)3	BSL207 Introduction to Marketing Management (2-0-2)3	BSL209 Ecommerce (2-0-2)3	Foreign Language Elective-I (1-2-0)3		BSS201 CS-III	BSR201 GP-III 1 credit	11	2	10	23*15 = 345	18+1=19	
4	BSL202 Introduction to Organizational Behavior (2-0-2)3	BSL204 Fundamentals of Consumer Behavior (2-0-2)3	ENL204 Statistics and Research Methodology-II (2-0-2)3	BSL302 Leadership (2-0-2)3	Open Elective 1 (2-0-2)3	Foreign Language Elective-II (1-2-0)3		BSS202 CS-IV (140 Hrs)* 2 Credit	BSR202 GP-IV 1 credit	11	2	10	23*15 = 345	18+3= 21	
Summers	BST301 Summer Internship (0-0-10)5												10	5	
5	Programme Elective –I (2-0-2)3	BSL303 International Business (2-0-2)3	BSV301 Creative thinking and Negotiation Skills (2-0-2)3	BSL301 Business Policy & Strategy (2-0-2)3	Open Elective 2 (2-0-2)3	Programme Elective-II (2-0-2)3		BSS301 CS-V	BSR301 GP-V 1 credit	12	0	12	24*15 = 360	18+1=19	
6	Programme Elective –III (2-0-2)3	BSL304 Investment Management (2-0-2)3	Programme Elective –IV (2-0-2)3	Open Elective 3 (2-0-2)3	BSD302 Major Project (0-0-8)4			BSS302 CS-VI (140 Hrs) 2 Credit	BSR302 GP-VI 1 credit	8	0	8	16*15 = 240	16+3=19	
	TOTAL													137*15 = 2055	129

*Students shall utilize the internship period (6-8 weeks) to complete 140 hours of serving the community

BBA SPECIALIZATION IN BUSINESS ANALYTICS

Programme Core

L-T-P C

BSL101	Entrepreneurship	2-0-2	3
CML108	Financial management I	2-0-2	3
ENL101	Statistics & Research Methodology-I	2-0-2	3
ENL102	Principles of Economics	2-0-2	3
CML101	Professional Accounting	2-0-2	3
CML107	Introduction to Banking	3-0-0	3
CML109	Business Laws	3-0-0	3
BSL102	Principles of Management	2-0-2	3
BSL201	Fundamentals of Operations Management	2-0-2	3
BSL203	Human Resource Management	2-0-2	3
CML208	Financial management II	2-0-2	3
BSL207	Introduction to Marketing Management	2-0-2	3
BSL209	E-Commerce	2-0-2	3
BSL202	Introduction to Organizational Behavior	2-0-2	3
BSL204	Fundamentals of consumer Behavior	2-0-2	3
BSL303	International Business	2-0-2	3
BSL301	Business Policy & Strategy	2-0-2	3
BSL302	Leadership	2-0-2	3
BSL304	Investment Management	2-0-2	3
ENL204	Statistics and Research Methodology II	2-0-2	3

General Proficiency

C

BSR101	GP-I	01 Credit
BSR102	GP-II	01 Credit
BSR201	GP-III	01 Credit
BSR202	GP-IV	01 Credit
BSR301	GP-V	01 Credit
BSR302	GP-VI	01 Credit

Community Service

C

BSS101	Community Service (CS-I)	02 Credit
BSS102	Community Service (CS-II)	
BSS201	Community Service (CS-III)	02 Credit
BSS202	Community Service (CS-IV)	
BSS301	Community Service (CS-V)	02 Credit
BSS302	Community Service (CS-VI)	

Skill Enhancement Courses

L-T-P C

CSV119	Digital Literacy	0-0-4	2
CML110	Communication and Documentation in Business	2-0-2	3
BSV301	Creative thinking and Negotiation Skills	2-0-2	3

Ability Enhancement

L-T-P C

CHL100	Environmental Studies	3-0-0	3
CLL101	Effective Communication I	2-0-1	2.5
CLL102	Effective Communication II	2-0-1	2.5
CLL120	Human Values & Professional Ethics	2-0-0	2
Foreign Language Elective – I		1-2-0	3
Foreign Language Elective – II		1-2-0	3

Programme Electives

L-T-P C

Business Analytics

BSL355	Consumer Behaviour and Analysis	2-0-2	3
BSL356	Applications in Digital Marketing	2-0-2	3
BSL357	Fundamentals of Econometrics	2-0-2	3
BSL358	Multi-criteria decision making	2-0-2	3
BSL359	Fundamentals of Predictive Modelling	2-0-2	3
BSL360	Supply Chain Analytics	2-0-2	3
BSL361	Fundamentals of Time Series Analysis	2-0-2	3
BSL362	Social Media and Web Analytics	2-0-2	3
BSL216	Digital Businesses	2-0-2	3
BSL306	Fundamentals of Big data analytics	2-0-2	3
BSL307	Fundamentals of data mining	2-0-2	3
BSL308	Data visualization	2-0-2	3

Other Courses

L-T-P C

Open Elective – I		2-0-2	3
Open Elective – II		2-0-2	3
Open Elective – III		2-0-2	3

Project Presentation & Training

L-T-P C

BSD203	Minor Project (for BBA in Business Analytics)	0-0-6	3
BST303	Summer Internship (for BBA in Business Analytics)	0-0-10	5
BSD304	Major Project (for BBA in Business Analytics)	0-0-8	4