

## BBA SPECIALIZATION IN BUSINESS ANALYTICS SCHEME OF STUDY 2022-2023

Scheme Semester	Semester Course Code, Course Name (L-T-P) Credits							Community Service	GP	Hrs. Per week			Contact Hours per Sem	Credits	
1	<b>CLL 101</b> Effective Comm-I (2-0-1)2.5	<b>BSL102</b> Principles of Management (2-0-2)3	<b>ENL102</b> Principles of Economics (2-0-2)3	<b>CLL120</b> Human Values & Professional Ethics (2-0-0)2	<b>CML 101</b> Professional Accounting (2-0-2)3	<b>CML109</b> Business Laws (2-0-2)3	<b>CML110</b> Communication & Documentation in Business (2-0-2)3	<b>BSS101 CS-I</b>	<b>BSR101 GP-I</b> 1 Credit	14	0	11	25*15=375	20.5	
2	<b>CLL 102</b> Effective Comm-II (2-0-1)2.5	<b>CHL100</b> Environmental Studies (3-0-0)3	<b>BSL101</b> Entrepreneurship (2-0-2)3	<b>ENL101</b> Statistics & Research Methodology -I (2-0-2)3	<b>CML 107</b> Introduction to Banking (2-0-2)3	<b>CML 108</b> Financial Management - I (2-0-2)3	<b>CSV 119</b> Digital Literacy (Lab Training + Python) (0-0-4)2	<b>BSS102 CS-II</b> (140 Hrs)* 2 Credit	<b>BSR102 GP-II</b> 1 Credit	13	0	13	26*15=390	19.5+3=22.5	
<b>Summers</b>	<b>BSD201 Minor Project (Including CS Remaining Hours) (0-0-6)3</b>												6	3	
3	<b>BSL201</b> Fundamentals of Operations Management (2-0-2)3	<b>BSL203</b> Human Resource Management (2-0-2)3	<b>CML 208</b> Financial Management- II (2-0-2)3	<b>BSL207</b> Introduction to Marketing Management (2-0-2)3	<b>BSL209</b> Ecommerce (2-0-2)3	Foreign Language Elective -I (1-2-0)3		<b>BSS201 CS-III</b>	<b>BSR201 GP-III</b> 1 credit	11	20	10	23*15=345	18+1=19	
4	<b>BSL202</b> Introduction to Organizational Behavior (2-0-2)3	<b>BSL204</b> Fundamentals of Consumer Behavior (2-0-2)3	<b>ENL204</b> Statistics and Research Methodology-II (2-0-2)3	<b>BSL302</b> Leadership (2-0-2)3	Open Elective 1 (2-0-2)3	<b>ENL 340</b> Fundamentals of Spreadsheet Modelling (2-0-2)3		<b>BSS202 CS-IV</b> (140 Hrs)* 2 Credit	<b>BSR202 GP-IV</b> 1 credit	11	20	10	23*15=345	18+3=21	
<b>Summers</b>	<b>BST301 Summer Internship (Including CS Remaining Hours) (0-0-10)5</b>												10	5	
5	Programme Elective -I (2-0-2)3	<b>BSL303</b> International Business (2-0-2)3	<b>BSV301</b> Creative thinking and Negotiation Skills (2-0-2)3	<b>BSL301</b> Business Policy & Strategy (2-0-2)3	Open Elective 2 (2-0-2)3	Programme Elective-II (2-0-2)3		<b>BSS301 CS-V</b>	<b>BSR301 GP-V</b> 1 credit	12	0	12	24*15=360	18+1=19	
6	Programme Elective -III (2-0-2)3	<b>BSL304</b> Investment Management (2-0-2)3	Programme Elective -IV (2-0-2)3	Open Elective 3 (2-0-2)3	<b>BSD302</b> Major Project (0-0-8)4			<b>BSS302 CS-VI</b> (140 Hrs) 2 Credit	<b>BSR302 GP-VI</b> 1 credit	8	0	8	16*15=240	16+3=19	
	<b>TOTAL</b>													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
ENL340	Fundamentals of Spreadsheet Modelling	2-0-2	3
Foreign Language Elective		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