

**CURRICULUM**  
**BACHELOR OF BUSINESS ADMINISTRATION (DATA ANALYTICS) (IN ASSOCIATION WITH IBM)**  
**CHOICE BASED CREDIT SYSTEM**

**STUDENTS LEARNING OUTCOMES**

The curriculum and syllabi of Bachelor of Business Administration (BBA) program (2017-18) conform to Outcome Based Education (OBE) for a flexible and structured Choice Based Credit System(CBCS). In general, **ELEVEN STUDENT OUTCOMES** (a-k) have been identified and the curriculum and syllabi have been chosen in such a way that each of the modules meets one or more of these outcomes. Student outcomes describe what students are expected to know and be able to do by the time of graduation. These relate to the skills, knowledge, and behaviors that students acquire as they progress through the program. Further each course in the program spells out clear instructional objectives which are mapped to the student outcomes.

**The Learning outcomes are:**

- (a) Ability to apply knowledge of Mathematics, Statistics and management to develop understanding of Business Administration.
- (b) Ability to understand finance, marketing and human resource and information technology concepts and their applications based on broad education acquired.
- (c) An ability to identify and analyze simple & complex problems related to Business and Management.
- (d) Ability to develop analytical skills to address Business dynamism.
- (e) An Ability to work in a system, component, or process to meet desired needs within realistic constraints such as health & safety, economic, aesthetic, environmental, social, legal, ethical and sustainability.
- (f) Ability to develop operational skills on big data, predictive analytics, business analytics and social media analytics necessary for efficient business administration.
- (g) Ability to understand behavior and impact of various parameters on business operations.
- (h) Ability to work effectively in diverse groups, teams and exhibit leadership qualities.
- (i) An understanding of professional and ethical responsibility.
- (j) To develop an understanding on global environment and its protection.
- (k) Ability to communicate effectively in diverse groups and exhibit leadership skills.

**BACHELOR OF BUSINESS ADMINISTRATION(Business Analytics)**  
**In association with IBM**  
**PROGRAM STRUCTURE**

Category	Sub-Category	Total Number of Credits (BBA)	Min Required Credits(BBA)	Percent age(%) of total Credits(BBA)
General(G)		4	4	2%
MANAGEMENT(M)	Program Core (PC)	109	109	
	Program Elective (PE)	32	28	
	Generic Elective (GE)	8	4	
	Project (PD)	9	9	
	<b>Total</b>	<b>158</b>	<b>150</b>	<b>90%</b>
Professional Enrichment(P)	Ability Enhancement (AE)	8	7	
	Skill Enhancement(SE)	4	4	
	Creativity & Innovation (CI)	1	0	
	Co-Curricular Activity (CA)	1	0	
<b>Total Professional Enrichment</b>		<b>14</b>	<b>11</b>	<b>8%</b>
<b>Overall Total</b>		<b>176</b>	<b>161</b>	<b>100%</b>

Note: Students are to earn at least 161 credits out of 176 credits to become eligible for the award of BBA degree

## PROGRAM SCHEME

SEMESTER I								Marks		
Module Code	Category	Sub	Course Name	L	T	P	C	Internal	External	Total
MGMT1101	M	PC	BUSINESS ACCOUNTING	4	0	0	4	30	70	100
MGMT1102	M	PC	BUSINESS ORGANISATION AND SYSTEM	4	0	0	4	30	70	100
MGMT1103	M	PC	BUSINESS ECONOMICS	4	0	0	4	30	70	100
MGMT1104	M	PC	BUSINESS COMMUNICATION SKILLS	3	0	0	3	30	70	100
MGMT1105	M	PC	FOUNDATION IN BUSINESS ANALYTICS USING IBM COGNOS	1	0	0	1	30	70	100
MGMT1106	M	PC	FOUNDATION IN BUSINESS ANALYTICS USING IBM COGNOS	0	0	2	1	25	25	50
MATH0110	M	PC	BUSINESS MATHEMATICS	4	0	0	4	30	70	100
CSEN0114	M	PC	COMPUTER FUNDAMENTALS	3	0	0	3	30	70	100
CSEN0115	M	PC	COMPUTER FUNDAMENTALS LAB	0	0	2	1	25	25	50
	TOTAL CREDITS			23	0	4	25	260	540	
				<b>Total</b>				<b>800</b>	<b>800</b>	

- L = Lecture**  
**T = Tutorial**  
**P = Practical**  
**C = Credit Point**

SEMESTER IV								Marks		
Module Code	Category	Sub Category	Course Name	L	T	P	C	Internal	External	Total
MGMT2109	M	PC	BUSINESS RESEARCH METHODS	4	0	0	4	30	70	100
MGMT2110	M	PC	PRODUCTION AND OPERATION MANAGEMENT	3	0	0	3	30	70	100
MGMT2111	M	PC	CORPORATE TAX	4	0	0	4	30	70	100
MGMT2112	M	PC	BIG DATA ANALYTICS	1	0	0	1	20	30	50
MGMT2113	M	PC	BIG DATA ANALYTICS LAB	0	0	2	1	25	25	50
MGMT2114	M	PC	SPECIALIZED MINOR PROJECT (GROUP))	0	0	4	2	50	0	50
	M	PE	ELECTIVE-III	4	0	0	4	30	70	100
	M	PE	ELECTIVE-IV	4	0	0	4	30	70	100
	M	GE	ELECTIVE-1	4	0	0	4	30	70	100
VALU0132	P	SE	PROFESSIONAL COMMUNICATION-2	2	0	0	2	25	50	75
	G		FOREIGN LANGUAGE PART-II	2	0	0	2	25	50	75
<b>TOTAL CREDIT</b>				<b>28</b>	<b>0</b>	<b>6</b>	<b>31</b>	<b>325</b>	<b>575</b>	<b>900</b>

**L = Lecture**

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PROGRAMME ELECTIVE-III	
MGMT2215	ENTREPRENEURSHIP DEVELOPMENT
MGMT2216	AUDITING AND CORPORATE GOVERNANCE
PROGRAMME ELECTIVE-IV	
MGMT2217	INDIAN BANKING SYSTEM
MGMT2218	MARKETING OF FINANCIAL PRODUCTS AND SERVICES

<b>GENERIC ELECTIVE-1</b>	
SAPM0321	MM
SAPS0322	SD
SAPH0323	HR
SAPF0324	FI

**GENERIC ELECTIVE-1**

- 1. SAP(MM/SD/HR/FI) course completion certification.**
- 2. One/ Two MOOCS(Massive Open Online Courses) module(s) comprising a total of 4 credits**  
**Additional Fee if any, shall be borne by the students.**

<b>#FOREIGN LANGUAGE PART-II</b>	
LANF0104	1. French
LANF0105	2. German
LANF0106	3. Spanish

**PROGRAM SCHEME**

SEMESTER V								Marks		
Module Code	Category	Sub Category	Course Name	L	T	P	C	Internal	External	Total
MGMT3101	M	PC	BUSINESS POLICY & STRATEGY	4	0	0	4	30	70	100
MGMT3102	M	PC	INTERNATIONAL BUSINESS ENVIRONMENT	3	0	0	3	30	70	100
MGMT3103	M	PC	BEHAVIOURAL SCIENCE	3	0	0	3	30	70	100
MGMT3104	M	PC	INDUSTRY SESSION IN BUSINESS ANALYTICS	1	0	0	1	30	70	100
MGMT3105	M	PC	INDUSTRY SESSION IN BUSINESS ANALYTICS LAB	0	0	2	1	25	25	50
MGMT3106	M	PD	SUMMER TRAINING (TRAINING TO BE UNDERGONE AFTER IV SEMESTER)	0	0	2	1	50	50	100
MGMT3107	M	PD	SPECIALIZED MAJOR PROJECT (GROUP)	0	0	8	4	50	0	50
	M	PE	ELECTIVE-V	4	0	0	4	30	70	100
	M	PE	ELECTIVE-VI	4	0	0	4	30	70	100
	M	GE	ELECTIVE-II	4	0	0	4	30	70	100
CLUB0101	P	CA	CO-CURRICULAR ACTIVITY	0	0	0	1	25	25	50
VALU0136	P	AE	APTITUDE-II	2	0	0	2	25	50	75
<b>TOTAL CREDITS</b>				<b>25</b>	<b>0</b>	<b>12</b>	<b>32</b>	<b>385</b>	<b>640</b>	<b>1025</b>

To be chosen from Generic Electives offered by departments other than the parent department

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PROGRAMME ELECTIVE-V	
MGMT3209	BANKING AND INSURANCE
MGMT3210	CAPITAL MARKET

PROGRAMME ELECTIVE-VI	
MGMT3211	PUBLIC RELATION & CORPORATE IMAGE
MGMT3212	INDIAN ECONOMY

SEMESTER VI								Marks		
Module Code	Category	Sub Category	Course Name	L	T	P	C	Internal	External	Total
MGMT3113	M	PC	LEADERSHIP & CHANGE MANAGEMENT	3	0	0	3	30	70	100
MGMT3114	M	PC	COMPANY LAW	4	0	0	4	30	70	100
CSEN0122	M	PC	E-COMMERCE	3	0	2	4	30	70	100
CSEN0123	M	PC	E-COMMERCE LAB	0	0	2	1	25	25	50
MGMT3115	M	PC	FOUNDATION COURSE IN COGNITIVE AND SOCIAL MEDIA ANALYTICS	1	0	0	1	30	70	100
MGMT3116	M	PC	FOUNDATION COURSE IN COGNITIVE AND SOCIAL MEDIA ANALYTICS LAB	0	0	2	1	25	25	50
MGMT3117	M	PD	MAJOR PROJECT (INDIVIDUAL)	0	0	8	4	50	50	100
	M	PE	ELECTIVE-VII	4	0	0	4	30	70	100
	M	PE	ELECTIVE-VIII	4	0	0	4	30	70	100
ENVS0101	P	AE	ENVIRONMENTAL SCIENCE	2	0	0	2	25	50	75
MGMT3108	P	CI	CREATIVITY AND INNOVATION	0	0	0	1	25	25	50
<b>TOTAL CREDITS</b>				<b>21</b>	<b>0</b>	<b>14</b>	<b>29</b>	330	595	925

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PROGRAMME ELECTIVE-VII	
MGMT3218	EVENT MANAGEMENT
MGMT3219	CONSUMER PROTECTION

PROGRAMME ELECTIVE-VIII	
MGMT3220	SERVICE MARKETING
MGMT3221	PERSONAL SELLING AND SALESMANSHIP