

School of Business

Bachelor of Business Administration in Business Analytics

Program Structure 2023-27

ASSESSMENT PATTERNS (Common for All Semesters)

COURSES

CONTINUOUS INTERNAL EXAMINATION (CIE)

Semester End Examination (SEE)

Rubric and Assessment Tools

Total CIE Marks

Max. Marks

Course Type	QUIZ 1/AAT	CAT1	QUIZ2/AAT	CAT2	LAB	LAB Test	Coursebased Project	Total CIE Marks	Max. Marks
Theory	20	30	20	30	0	0	0	100	100
Blended	0	30	0	30	20	20	0	100	100
Comprehensive	0	30	0	30	20	0	20	100	100

Rubric for Course-based Project

S.No.	Type of Assessment Tools	CIE Marks (Rubric)				
		PPP	TS1	TS2	Viva	Total
1	Coursebased Project Work	5	5	5	5	20

PASS REQUIREMENTS Condition1-Continuous Internal Examination (CIE) -Should secure 30% of marks in every individual assessment in the CIE and 40% in total; otherwise not permitted to appear in SEE; Condition2-Semester End Examination (SEE) or End Term Examination (ETE)-should secure 40% in the SEE/ETE Condition3- The overall marks both CIE and SEE together should be more than or equal to 40% to declare pass in a Course.

*-: Students have to secure minimum 30% marks in each assessment to eligible for appearing in ETE/SEE.(minimum 3 marks in QUIZ 1/AAT and QUIZ2/AAT individually & minimum 12 marks each in both CAT1 & CAT2). Same rule applies to all assesment tools.

** -: Student need to secure minimum 40 marks separately in ETE/SEE along with above mentioned criterion to pass the respective Course.

PPP(Preliminary Project Plan)	To submit the PPP before the Quiz1 by a group of 4 students; After Quiz1 the course faculty should approve the PPP and permit the student group to commnece the project.	The preliminary project plan (PPP) provides an initial, overview of the project and all of its known parameters. It outlines the project's objectives, relevance to the program merit, and conformity to current industry/government policy, proposed methodology, and expected outcomes. It should also include any known constraints related to the time frame (Gantt Chart).budget, and, etc.
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TS1 (Technical Seminar 1)	After Quiz-1	After the second Quiz, the course faculty member should take 1st review of th status byh all the student groups
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TS2 (Technical Seminar 2)	After CAT-1	After CAT1 the course faculty member should take trhe 2nd review of the status byh all the student groups
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VIVA	After CAT-2	After CAT2 the course faculty member should take trhe 2nd review of the status byh all the student groups
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RUBRICS

	Lab	Rubrics 1 (..marks)	Rubrics 2 (..marks)	Rubrics 3 (..marks)	Rubrics 4 (..marks)	Rubrics 5 (..marks)	To be defined by the respective faculty handling the course						
	Project	Rubrics 1 (..marks)	Rubrics 2 (..marks)	Rubrics 3 (..marks)	Rubrics 4 (..marks)	Rubrics 5 (..marks)	To be defined by the respective faculty handling the course						
Program Structure 2023-27													
First Semester- Bachelor of Business Administration in Business Analytics													
				Credit Structure									
	Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category		
	1		Financial Accounting	Theory	3	0	0	0	3	3	Major		
	2		Principles of Management	Theory	3	0	0	0	3	3	Major		
	3		Business Economics	Theory	3	0	0	0	3	3	Major		
	4		Marketing Theory and Practices	Theory	3	0	0	0	3	3	Major		
	5		Business Mathematics	Theory	3	0	0	0	3	4	Multidisciplinary		

6		IT for Business Management	Integrated	2	0	1	0	3	4	SEC	
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7		Basic Reading and Writing Skills	Integrated	2	0	1	0	3	4	AEC
8		Indian Constitution	Theory	3	0	0	0	3	3	VAD
Total credits								24		
Second Semester-Bachelor of Business Administration in Business Analytics										
				Credit Structure						
Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
1		Organisational Behaviour	Theory	3	0	0	0	3	3	Major
2		Management and Cost Accounting	Theory	3	0	0	0	3	3	Major
3		Business Statistics	Theory	3	0	0	0	3	3	Multidisciplinary
4		Production and Operations Management	Theory	3	0	0	0	3	3	Major
5		IT Tools for Decision Making	Integrated	2	0	1	0	3	4	Multidisciplinary
6		Business Communication	Integrated	2	0	1	0	3	4	AEC
7		Minor 1	Theory	3	0	0	0	3	3	Minor
Total credits								21		
Third Semester-Bachelor of Business Administration in Business Analytics										
				Credit Structure						
Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category
1		Financial Management	Theory	3	0	0	0	3	3	Major
2		Human Resource Management	Theory	3	0	0	0	3	3	Major
3		Supply Chain Management	Theory	3	0	0	0	3	3	Major
4		Business Law	Theory	3	0	0	0	3	3	Major
5		Introduction to Business Analytics	Theory	3	0	0	0	3	3	Major
6		Social Media Analysis	Integrated	1	0	0	1	2	3	AEC
7		Minor 2	Theory	3	0	0	0	3	3	Minor
Total credits								20		
Fourth Semester-Bachelor of Business Administration in Business Analytics										

				Credit Structure									
Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category			
1		Research Methodology	Integrated	2	0	1	0	3	4	Major			
2		Data Warehousing and Multidimensional Modelling	Theory	3	0	0	0	3	3	Major			
3		Campus to Corporate	Integrated	2	0	1	0	3	4	SEC			
4		Elective-I	Theory	3	0	0	0	3	3	Major			
5		Elective-II	Theory	3	0	0	0	3	3	Major			
6		Stock Market Analysis	Integrated	2	0	1	0	3	4	Major			
7		Human Values and Environment Studies	Theory	1	0	0	0	2	2	VAD			
8		Minor 3	Theory	3	0	0	0	3	3	Minor			
Total credits								23					
Electives: Choose basket (any 2 out of 3) as per Specialization													
				Credit Structure									
Sl. No.	Course Code	Course Title	L	T	P	S	Credits	Hours					
1		Data Mining	Theory	3	0	0	0	3	3	Major			
2		Data Visualization	Theory	3	0	0	0	3	3	Major			
3		Querying data using SQL	Theory	3	0	0	0	3	3	Major			
Fifth Semester-Bachelor of Business Administration in Business Analytics													
				Credit Structure									
Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category			
1		Business Ethics and Governance /Entrepreneurship	Theory	3	0	0	0	3	3	Major			

	2		Machine Learning	Theory	3	0	0	0	3	3	Major	
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3		Summer Internship Project	Theory	0	0	0	0	3	9	SIP
4		Elective-III	Theory	3	0	0	0	3	3	Major
5		Elective-IV	Theory	3	0	0	0	3	3	Major
6		Web Mining & Data Extraction Management	Integrated	2	0	1	0	3	4	VAD
7		Minor 4	Theory	3	0	0	0	3	3	Minor
8		Personality Development	Integrated	2	0	1	0	3	3	SEC

Total credits

24

Electives: Choose basket (any 2 out of 3) as per Specialization

			Credit Structure								
Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category	
1		Predictive Analytics & Econometrics	Theory	3	0	0	0	3	3	Major	
2		R Programming	Theory	3	0	0	0	3	3	Major	
3		Text Analytics	Theory	3	0	0	0	3	3	Major	
4		Platform and Application Analysis	Theory	3	0	0	0	3	3	Major	

Sixth Semester-Bachelor of Business Administration in Business Analytics

			Credit Structure								
Sl. No.	Course Code	Course Title	Course Type	L	T	P	S	Credits	Hours	Course Category	
1		International Business	Theory	3	0	0	0	3	3	Major	
2		Marketing Analytics	Theory	3	0	0	0	3	3	Major	
3		Elective-V	Theory	3	0	0	0	3	3	Major	
4		Elective-VI	Theory	3	0	0	0	3	3	Major	
5		Minor 5	Theory	3	0	0	0	3	3	Minor	
6		Industrial Research Project		0	0	0	0	3	3	RSC	

Total credits

18

Electives: Choose basket (any 2 out of 3) as per Specialization

			Credit Structure								
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