

School of Business									
Bachelor of Business Administration (Business Analytics)									
First Semester-Bachelor of Business Administration (Business Analytics)									
			Credit Structure						
Sl. No.	Course Code	Course Title	Course Type	L	T	P	C	Contact Hours	Course Category
1	D1UA105T	Financial Accounting	Theory	3	0	0	3	3	Major
2	D1UA103T	Principles of Management	Theory	3	0	0	3	3	Major
3	D1UA106T	Business Environment	Theory	3	0	0	3	3	Major
4	D1UA107T	Marketing Theory and Practices	Theory	3	0	0	3	3	Major
5	D1UA108T	Business Statistics	Theory	3	0	0	3	3	Multidisciplinary
6	D1UA109T	Communicative English	Theory	3	0	0	3	3	AEC
7	L1UB420T	Physical Education & Yoga	Theory	2	0	0	2	2	VAD
Total credits							20		
Second Semester-Bachelor of Business Administration (Business Analytics)									
Sl. No.	Course Code	Course Title	Course Type	L	T	P	C	Contact Hours	Course Category
1	D1UA201T	Organisational Behaviour	Theory	3	0	0	3	3	Major
2	D1UA205T	Management and Cost Accounting	Theory	3	0	0	3	3	Major
3	D1UA204T	Production and Operations Management	Theory	3	0	0	3	3	Major
4	D1UA208B	IT Tools for Decision Making / Minor 1	Blended	2	0	1	3	4	SEC
5	D1UA206T	Indian Constitution	Theory	2	0	0	2	2	VAD
6	D1UA207T	Business Economics	Theory	3	0	0	3	3	Multidisciplinary
7	K1UC330T	Basic French	Theory	3	0	0	3	3	AEC Elective
	K1UC332T	Basic German		3	0	0			
Total credits							20		

Third Semester-Bachelor of Business Administration (Business Analytics)									
			Credit Structure						
Sl. No.	Course Code	Course Title	Course Type	L	T	P	C	Contact Hours	Course Category
1	D1UA301T	Financial Management	Theory	3	0	0	3	3	Major
2	D1UA302T	Business Communication	Blended	2	0	1	3	4	AEC
3	D1UA302T	Human Resource Management	Theory	3	0	0	3	3	Major
4	D1UA305T	Introduction to Business Analytics	Theory	3	0	0	3	3	Major
5	D1UA303T	Supply Chain Management/Minor 2	Theory	3	0	0	3	3	Major
6		E-Business	Theory	3	0	0	3	3	Major
7	C1UB320T	Environment Studies	Theory	2	0	0	2	2	VAD
Total credits							20		
Fourth Semester-Bachelor of Business Administration (Business Analytics)									
Sl. No.	Course Code	Course Title	Course Type	L	T	P	C	Contact Hours	Course Category
1	D1UA416T	Research Methodology	Theory	3	0	0	3	3	Major
2	D1UA402B	Campus to Corporate	Theory	3	0	0	3	3	SEC
3		Business Law/ Minor 3	Theory	3	0	0	3	3	Multidisciplinary
4		Data Mining	Theory	3	0	0	3	3	Major
5		Data Visualization	Theory	3	0	0	3	3	Major
6		Data Warehousing and Multidimensional Modelling	Theory	3	0	0	3	3	Major
7	D1UA424L	Community Service Project	Project	0	0	0	2	2	Project
Total credits							20		
Fifth Semester-Bachelor of Business Administration (Business Analytics)									
Sl. No.	Course Code	Course Title	Course Type	L	T	P	C	Contact Hours	Course Category
1		Machine Learning	Theory	3	0	0	3	3	Major

2	D1UA104T	Business Ethics and Governance	Theory	3	0	0	3	3	Major
3	New Code	Summer Internship Project	Project	0	0	0	5	9	SIP
4		R Programming	Theory	3	0	0	3	3	Major
5		Text Analytics	Theory	3	0	0	3	3	Major
6	New Code	Stock Market Analysis/ Minor 4	Blended	2	0	1	3	4	Major
Total credits								20	
Sixth Semester-Bachelor of Business Administration (Business Analytics)									
Sl. No.	Course Code	Course Title	Course Type	L	T	P	C	Contact Hours	Course Category
1	D1UA501T	Entrepreneurship	Theory	3	0	0	3	3	SEC
2	D1UA402T	Strategic Management	Theory	3	0	0	3	3	Major
3		Marketing Analytics	Theory	3	0	0	3	3	Major
4		Big Data Analytics	Theory	3	0	0	3	3	Major
5		Python Programming	Theory	3	0	0	3	3	Major
6		Business Etiquettes and Personality Development	Theory	1	0	1	2	3	SEC
7		Industrial Research Project	Project	0	0	0	3	3	Elective
		Minor 5	Theory	3	0	0	3	3	
Total credits							20		
Seventh Semester-Bachelor of Business Administration (Business Analytics)									
	Course Code	Course Title	Course Type	L	T	P	C	Contact Hours	Course Category
1		Introduction to Research Tools and Platforms	Comprehensive	2	0	1	4	7	Major
2		Global Geopolitics	Theory	3	0	0	3	3	Multidisciplinary
3		Systematic Literature Review	Comprehensive	2	0	1	4	7	RSC
4		Minor 6	Theory	3	0	0	3	3	Minor

5		Minor 7	Theory	3	0	0	3	3	Minor
6		Web Analytics	Theory	3	0	0	3	3	Major
							20		
Eight Semester-Bachelor of Business Administration (Business Analytics)									
	Course Code	Course Title	Course Type	L	T	P	C	Contact Hours	Course Category
1		Research Dissertation	Project	0	0	0	11	21	RSC
2		R for Research	Blended	2	0	1	3	4	Major
3		Minor 8	Theory	3	0	0	3	3	Minor
4		Cloud Computing & Analytics / Platform and Application Analysis	Theory	3	0	0	3	3	Major
							20		

Semester	Credits
Semester 1	20
Semester 2	20
Semester 3	20
Semester 4	20
Semester 5	20
Semester 6	20
Semester 7	20
Semester 8	20
Total	160