School of Business

Bachelor of Business Administration in Business Analytics
Program Structure 2022-23

ASSESSMENT PATTERNS (Common for All Semesters)

COURSES

	CONTINUOUS INTERNAL EXAMINATION (CIE)								Semester End Examination (SEE)

Rubric and Assessment Tools

Course Type	QUIZ 1/AAT	CAT1	QUIZ2/AAT	CAT2	LAB	LAB Test	Course-based 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	Course-based Project Work	5	5	5	5	20	

PASS REQUIREMENTS

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 together should be more than or equal to 40% to declare pass in a Course.

Condition1-Continuous Internal Examination (CIE) -Should secure

Condition3- The overall marks both CIE and SEE

*-: 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 Quiz-1 the course faculty shuold 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. lt 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 constlaints related to the time frame (Gantt Chart).budget, and, etc.
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
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
VIVA	After CAT-2	After CAT2 the course faculty member should take trhe 2nd review of the status byh all the student groups

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 2022-23

First Semester-Bachelor of Business Administration in Business Analytics

Sl. No.	Course Code	Course Title	Credit Structure					
			L	T	P	S	Credits	Hours
1	K1UB122T	Business Economics	3	0	0	0	3	3
2	D1UA101T	Basic Accounting	3	1	0	0	4	4
3	D1UA102T	Business Statistics	3	1	0	0	4	4
4	D1UA103T	Principles of Management	3	0	0	0	3	3
5	D1UA104T	Business Ethics and Governance	3	0	0	0	3	3
6	D1UA101B	Data Analysis	2	0	1	0	3	4
7	C2UF103T	Food, Nutrition and Hygiene**	2	0	0	0	0	2
8	E1UA125T	Computer Applications*	3	0	0	0	0	3
Total credits							20	

* Audit Course

No SEE will be conducted for these course (Evaluation will be on the basis of IA's and CAT examinations)

* *Audit Course   Non Grade Mandatory Course

No SEE will be conducted for these course (Evaluation will be on the basis of IA's and CAT examinations)

Second Semester-Bachelor of Business Administration in Business Analytics

Sl. No.	Course Code	Course Title	Credit Structure					
			L	T	P	S	Credits	Hours
1	D1UA201T	Organisational Behaviour	3	0	0	0	3	3
2	D1UA202T	Management and Cost Accounting	3	1	0	0	4	4
3	D1UA203T	Marketing Theory and Practice	3	0	0	0	3	3
4	D1UA204T	Production and Operations Management	3	0	0	0	3	3
5	E2UC220C	IT Tools for Decision Making	2	0	1	1	4	7
6	D1UA201B	Business Communication	2	0	1	0	3	4
Total credits							20	

Third Semester-Bachelor of Business Administration in Business Analytics

Sl. No.	Course Code	Course Title	Credit Structure					
			L	T	P	S	Credits	Hours
1		Financial Management	3	0	0	0	3	3
2		Human Resource Management	3	0	0	0	3	3
3		Supply Chain Management	3	0	0	0	3	3
4		Business Law	3	0	0	0	3	3
5		Business Environment	3	0	0	0	3	3
6		Stock Market Analysis	1	0	2	1	4	8
7		BUSINESS NEWS ANALYSIS	2	0	0	0	0	2
8		Introduction to Business Analytics	3	0	0	0	3	3
Total credits							22	

Fourth Semester-Bachelor of Business Administration in Business Analytics

Sl. No.	Course Code	Course Title	L	T	P	S	Credits	Hours
		Credit Structure						
1	D1UA401B	Research Methodology	2	0	1	0	3	4
2		Data Warehousing and Multidimensional Modelling	3	0	0	0	3	3
3	D1UA402T	Strategic Management	3	0	0	0	3	3
4	D1UA402B	Campus to Corporate	2	0	1	0	3	4
5		Elective-I	3	0	0	0	3	3
6		Elective-II	3	0	0	0	3	3
7	D1UA415T	Community Service	0	0	0	0	0	0
Total credits							18	

* Audit Course — No SEE will be conducted for these course (Evaluation will be

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

Sl. No.	Course Code	Course Title	L	T	P	S	Credits	Hours
		Credit Structure						
1		Data Mining	3	0	0	0	3	3
2		Data Visualization	3	0	0	0	3	3
3		Querying data using SQL	3	0	0	0	3	3

Fifth Semester-Bachelor of Business Administration in Business Analytics

Sl. No.	Course Code	Course Title	L	T	P	S	Credits	Hours
		Credit Structure						
1		Entrepreneurship	3	0	0	0	3	3
2		Operations Research	3	0	0	0	3	3
3		Machine Learning	3	0	0	0	3	3
4		Summer Internship Project	0	0	0	0	3	3
5		Elective-III	3	0	0	0	3	3
6		Elective-IV	3	0	0	0	3	3
7		Personality Development	2	0	1	0	3	3
Total credits							21	

* Audit Course — No SEE will be conducted for these course (Evaluation will be

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

Sl. No.	Course Code	Course Title	L	T	P	S	Credits	Hours
		Credit Structure						
1		Predictive Analytics & Econometrics	3	0	0	0	3	3
2		R Programming	3	0	0	0	3	3
3		Text Analytics	3	0	0	0	3	3

Sixth Semester-Bachelor of Business Administration in Business Analytics

	Credit Structure

Sl. No.	Course Code	Course Title	L	T	P	S	Credits	Hours
1		International Business	3	0	0	0	3	3
2		Marketing Analytics	3	0	0	0	3	3
3		Elective-V	3	0	0	0	3	3
4		Elective-VI	3	0	0	0	3	3
5		Industrial Research Project	0	0	0	0	3	3
Total credits							15	

* **Audit Course**   No SEE will be conducted for these course (Evaluation will be

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		Big Data Analytics	3	0	0	0	3	3
2		Python Programming	3	0	0	0	3	3
3		Robotic Process Automation	3	0	0	0	3	3

Semester 1   20
Semester 2   20
Semester 3   22
Semester 4   18
Semester 5   21
Semester 6   15
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