



**GALGOTIAS
UNIVERSITY**



School of Artificial Intelligence

**BBA in Business Analytics
(In Association with IBM)**

2026-2030

Curriculum

First Semester BBA (Business Analytics)							
S. No.	Course Code	Course Title	Credit Structure				Total Credits
			L	T	P	S	C
1	101	Programming Using Python	3	0	1	0	4
2	102	Sectoral Analytics	2	0	1	1	4
3	103	Business Economics	3	0	0	0	3
4	104	Principles of Management and Organisational Behaviour	2	0	1	0	3
5	105	Financial Accounting for Managers	2	0	1	0	3
6	106	Innovation Lab (Business Problem-Solving Lab)	0	0	1	0	1
7	107	Business Communication Skills	0	0	2	0	2
Second Semester BBA (Business Analytics)							
1	201	Machine Learning and Data Analytics Fundamentals	3	0	1	0	4
2	202	Statistics and Probability	3	1	0	0	4
3	203	Descriptive Analytics for Business Decisions	3	0	1	0	4
4	204	Marketing Management	2	0	1	0	3
5	205	Financial Management	2	0	0	0	2
6	206	Next Generation Innovation Lab	0	0	1	0	1
7	207	Indian Knowledge System	2	0	0	0	2
Third Semester BBA (Business Analytics)							
1	301	Data Engineering for Analytics	3	0	1	0	4
2	302	Big Data Technologies	3	0	1	0	4
3	303	Database Management and SQL for Business	3	0	1	0	4
4	304	Operations and Supply Chain Management	2	0	1	0	3
5	305	Human Resource Management and People Analytics Fundamentals	2	0	0	0	2
6	306	Business Research Methods	0	0	1	0	1
7	307	Design thinking and Innovation 1	2	0	0	0	2
Fourth Semester BBA (Business Analytics)							
1	401	Dashboard Analytics and Reporting with BI	1	0	2	1	4
2	402	Data Visualization for Managers	1	0	2	1	4
3	403	Management Information Systems and ERP Analytics	3	0	1	0	4
4	404	Consumer Behaviour and Marketing Analytics	2	0	1	0	3

5	405	Cost and Management Accounting	2	0	0	0	2
6	406	Entrepreneurship and Startup Management	0	0	1	0	1
7	407	Innovation 2	0	0	2	0	2
Fifth Semester BBA (Business Analytics)							
1	501	Statistics Fundamentals for Analytics	3	0	1	0	4
2	502	Predictive Analytics	3	0	1	0	4
3	503	Data Mining and Data Warehousing for Business	3	0	1	0	4
4	504	Elective 1	2	0	1	0	3
5	505	Research Methodology and IPR	2	0	0	0	2
6	506	Analytics Model Development Lab	0	0	1	0	1
7	507	Business Ethics and Corporate Governance	2	0	0	0	2
Sixth Semester BBA (Business Analytics)							
1	601	Analytics with R	3	0	1	0	4
2	602	Business Applications of Artificial Intelligence	3	0	1	0	4
3	603	Digital Marketing	2	0	1	0	3
4	604	Elective 2	2	0	1	0	3
5	605	Data Governance, Privacy and Cyber Law	2	0	0	0	2
6	606	Business Analytics Product Development Lab	0	0	2	0	2
7	607	Field Analytics Project (UG Research)	2	0	0	0	2
Seventh Semester BBA (Business Analytics)							
1	701	Capstone Project Phase 1	0	0	6	0	6
2	702	Summer Internship	0	0	2	0	2
3	703	Elective 3	3	0	1	0	4
4	704	Elective 4	3	0	1	0	4
5	705	Strategic Business Analytics and AI Governance	2	0	0	0	2
6	706	Research Seminar and Technical Documentation	2	0	0	0	2
Eighth Semester BBA (Business Analytics)							
1	801	Capstone Project Phase 2	0	0	14	0	14
2	802	MOOC Certification	0	0	2	0	2
3	803	Industrial Training	0	0	4	0	4
List of Electives							

S.N.	Course Code	Elective 1 (Sem V)	L	T	P	S	Credits
1	504	Retail, Marketing and Customer Analytics	2	0	1	0	3
2	504	Financial Analytics and FinTech Intelligence	2	0	1	0	3
3	504	HR Analytics and People Intelligence	2	0	1	0	3
4	504	Healthcare and Public Sector Analytics	2	0	1	0	3

S.N.	Course Code	Elective 2 (Sem VI)	L	T	P	S	Credits
1	604	Supply Chain and Logistics Analytics	2	0	1	0	3
2	604	Recommender Systems for Business	2	0	1	0	3
3	604	Risk Analytics and Fraud Detection	2	0	1	0	3
4	604	Generative AI for Business Analytics	2	0	1	0	3

S.N.	Course Code	Elective 3 (Sem VII)	L	T	P	S	Credits
1	703	Advanced Predictive Analytics for Business Decisions	3	0	1	0	4
2	703	Customer Intelligence and CRM Analytics	3	0	1	0	4
3	703	Cognitive Analytics for Business Transformation	3	0	1	0	4
4	703	People Analytics and Workforce Intelligence	3	0	1	0	4

S.N.	Course Code	Elective 4 (Sem VII)	L	T	P	S	Credits
1	704	Decision Intelligence and Prescriptive Analytics	3	0	1	0	4
2	704	Digital Transformation and Industry 4.0 Analytics	3	0	1	0	4
3	704	Operation Research	3	0	1	0	4
4	704	AI Applications in Business Management	3	0	1	0	4