

| BBA(BA) Course Structure_1st Sem_July-Dec2023_Batch 2023-26 |                 |           |                                              |   |   |   |   |                   |               |
|-------------------------------------------------------------|-----------------|-----------|----------------------------------------------|---|---|---|---|-------------------|---------------|
| THEORY                                                      |                 |           |                                              |   |   |   |   |                   |               |
| SL NO                                                       | TYPES OF COURSE | SUB CODE  | SUB NAME                                     | L | T | P | S | TOTAL CONTACT HRS | CREDIT POINTS |
| 1                                                           | CC              | BBABB101  | Principles of Management                     | 3 | 1 | 0 | 0 | 4                 | 4             |
| 2                                                           | CC              | BBABB102  | Microeconomics                               | 3 | 1 | 0 | 0 | 4                 | 4             |
| 3                                                           | CC              | BBABB103  | Business Mathematics                         | 3 | 1 | 0 | 0 | 4                 | 4             |
| 4                                                           | CC              | BBABB104  | Business Statistics                          | 3 | 1 | 0 | 0 | 4                 | 4             |
| 5                                                           | CC              | BBABB105  | Business Communication                       | 3 | 1 | 0 | 0 | 4                 | 4             |
| 6                                                           | CC              | BBABB106  | Fundamental of Computer Applications         | 3 | 1 | 0 | 0 | 4                 | 4             |
| 7                                                           | AEC             | BBAESP101 | General Studies & Current Affair - I         | 2 | 0 | 0 | 0 | 2                 | 2             |
| SESSIONAL                                                   |                 |           |                                              |   |   |   |   |                   |               |
| 4                                                           | SE              | BBASDP181 | Competitive Aptitude Training -I             | 2 | 0 | 0 | 0 | 2                 | 1             |
| MOOCS/MAR/IFC                                               |                 |           |                                              |   |   |   |   |                   |               |
| 1                                                           | IFC             | IFC       | Industry & Foreign Certification             | 0 | 0 | 0 | 0 | 0                 | 0             |
| 2                                                           | MAR             | MAR       | Mandatory Additional Requirements            | 0 | 0 | 0 | 0 | 0                 | 0             |
| 3                                                           | MOOCs           | MOOCs     | At least 1 MOOCs course from Swayam Platform | 0 | 0 | 0 | 0 | 0                 | 0             |
| <b>TOTAL</b>                                                |                 |           |                                              |   |   |   |   | 28                | 27            |

## BBA(BA) Course Structure 2nd Sem Jan-June2024 Batch 2023-26

## THEORY

| SL NO | TYPES OF COURSE | SUB CODE  | SUB NAME                               | L | T | P | S | TOTAL CONTACT HRS | CREDIT POINTS |
|-------|-----------------|-----------|----------------------------------------|---|---|---|---|-------------------|---------------|
| 1     | CC              | BBABA201  | Mathematical probability & Statistics  | 3 | 1 | 0 | 0 | 4                 | 4             |
| 2     | CC              | BBABB202  | Organizational Behaviour               | 3 | 1 | 0 | 0 | 4                 | 4             |
| 3     | CC              | BBABB203  | Macro-economics                        | 5 | 1 | 0 | 0 | 6                 | 6             |
| 4     | CC              | BBABB204  | Operations Research                    | 3 | 1 | 0 | 0 | 4                 | 4             |
| 5     | CC              | BBABB205  | Environment & Sustainable Development  | 3 | 1 | 0 | 0 | 4                 | 4             |
| 6     | CC              | BBABB206  | Business Ethics                        | 3 | 1 | 0 | 0 | 4                 | 4             |
| 7     | AEC             | BBAESP201 | General Studies & Current Affairs - II | 2 | 0 | 0 | 0 | 2                 | 2             |

## SESSIONAL

|   |    |           |                                   |   |   |   |   |   |   |
|---|----|-----------|-----------------------------------|---|---|---|---|---|---|
| 4 | SE | BBASDP281 | Competitive Aptitude Training -II | 2 | 0 | 0 | 0 | 2 | 1 |
|---|----|-----------|-----------------------------------|---|---|---|---|---|---|

## MOOCS/MAR/IFC

|   |       |       |                                              |   |   |   |   |   |   |
|---|-------|-------|----------------------------------------------|---|---|---|---|---|---|
| 1 | IFC   | IFC   | Industry & Foreign Certification             | 0 | 0 | 0 | 0 | 0 | 0 |
| 2 | MAR   | MAR   | Mandatory Additional Requirements            | 0 | 0 | 0 | 0 | 0 | 0 |
| 3 | MOOCs | MOOCs | At least 1 MOOCs course from Swayam Platform | 0 | 0 | 0 | 0 | 0 | 0 |

|       |    |    |
|-------|----|----|
| TOTAL | 30 | 29 |
|-------|----|----|

| BBA(BA) Course Structure_3rd Sem_July-Dec2024_Batch 2023-26 |  |
|-------------------------------------------------------------|--|
|-------------------------------------------------------------|--|

## THEORY

| SL NO                | TYPES OF COURSE | SUB CODE  | SUB NAME                                     | L | T | P | S | TOTAL CONTACT HRS | CREDIT POINTS |
|----------------------|-----------------|-----------|----------------------------------------------|---|---|---|---|-------------------|---------------|
|                      |                 |           |                                              |   |   |   |   |                   |               |
| 1                    | CC              | BBABB301  | Introduction to Financial Accounting         | 3 | 1 | 0 | 0 | 4                 | 4             |
| 2                    | CC              | BBABB302  | Marketing Management                         | 3 | 1 | 0 | 0 | 4                 | 4             |
| 3                    | CC              | BBABB303  | Human Resources Management                   | 3 | 1 | 0 | 0 | 4                 | 4             |
| 4                    | CC              | BBABA304  | Introduction to Data Sceince                 | 3 | 1 | 0 | 0 | 4                 | 4             |
| 5                    | CC              | BBABA305  | Business Research Methods                    | 3 | 1 | 0 | 0 | 4                 | 4             |
| 6                    | AEC             | BBAESP301 | General Studies & Current Affairs - III      | 2 | 0 | 0 | 0 | 2                 | 2             |
| <b>PRACTICAL</b>     |                 |           |                                              |   |   |   |   |                   |               |
| 1                    | VAC             | BBABB381  | Project on Entrepreneurship                  | 2 | 0 | 0 | 0 | 2                 | 2             |
| 2                    | VAC             | BBABB382  | Fundamentals of Python Programming           | 0 | 0 | 4 | 0 | 4                 | 4             |
| <b>SESSIONAL</b>     |                 |           |                                              |   |   |   |   |                   |               |
| 1                    | SEC             | BBASDP381 | Competitive Aptitude & Training -III         | 1 | 0 |   | 0 | 2                 | 1             |
| <b>MOOCS/MAR/IFC</b> |                 |           |                                              |   |   |   |   |                   |               |
| 1                    | IFC             | IFC       | Industry & Foreign Certification             | 0 | 0 | 0 | 0 | 0                 | 0             |
| 2                    | MAR             | MAR       | Mandatory Additional Requirements            | 0 | 0 | 0 | 0 | 0                 | 0             |
| 3                    | MOOCs           | MOOCs     | At least 1 MOOCs course from Swayam Platform | 0 | 0 | 0 | 0 | 0                 | 0             |
| <b>TOTAL</b>         |                 |           |                                              |   |   |   |   | 30                | 29            |

**BBA(BA) Course Structure\_4th Sem\_Jan-June2025\_Batch 2023-26**

**THEORY**

| SL NO | TYPES OF COURSE | SUB CODE  | SUB NAME                                | L | T | P | S | TOTAL CONTACT HRS | CREDIT POINTS |
|-------|-----------------|-----------|-----------------------------------------|---|---|---|---|-------------------|---------------|
| 1     | CC              | BBABB401  | Strategic Management                    | 3 | 1 | 0 | 0 | 4                 | 4             |
| 2     | CC              | BBABB402  | Sales and Distribution Management       | 3 | 1 | 0 | 0 | 4                 | 4             |
| 3     | CC              | BBABB403  | Cost Accounting                         | 3 | 1 | 0 | 0 | 4                 | 4             |
| 4     | CC              | BBABB404  | Data Analysis using Advanced Technology | 3 | 1 | 0 | 0 | 4                 | 4             |
| 5     | CC              | BBABA405  | Predictive Analytics                    | 3 | 1 | 0 | 0 | 4                 | 4             |
| 6     | AEC             | BBAESP401 | General Studies & Current Affair - IV   | 2 | 0 | 0 | 0 | 2                 | 2             |

**PRACTICAL**

|   |     |          |                                                      |   |   |   |   |   |   |
|---|-----|----------|------------------------------------------------------|---|---|---|---|---|---|
| 1 | VAC | BBABB491 | Strategic Management -Laboratory                     | 0 | 0 | 2 | 0 | 2 | 2 |
| 2 | VAC | BBABB492 | Sales and Distribution Management - Laboratory       | 0 | 0 | 2 | 0 | 2 | 2 |
| 3 | VAC | BBABB493 | Cost Accounting - Laboratory                         | 0 | 0 | 2 | 0 | 2 | 2 |
| 4 | VAC | BBABB494 | Data Analysis using Advanced Technology - Laboratory | 0 | 0 | 2 | 0 | 2 | 2 |
| 5 | VAC | BBABB495 | Predictive Analytics - Laboratory                    | 0 | 0 | 2 | 0 | 2 | 2 |
| 6 | VAC | BBABB481 | Project                                              | 1 | 0 | 0 | 0 | 1 | 1 |

**SESSIONAL**

|   |     |           |                                     |   |   |   |   |   |   |
|---|-----|-----------|-------------------------------------|---|---|---|---|---|---|
| 1 | SEC | BBASDP481 | Competitive Aptitude & Training -IV | 1 | 0 | 0 | 0 | 2 | 1 |
|---|-----|-----------|-------------------------------------|---|---|---|---|---|---|

**MOOCS/MAR/IFC**

|   |       |       |                                              |   |   |   |   |   |   |
|---|-------|-------|----------------------------------------------|---|---|---|---|---|---|
| 1 | IFC   | IFC   | Industry & Foreign Certification             | 0 | 0 | 0 | 0 | 0 | 0 |
| 2 | MAR   | MAR   | Mandatory Additional Requirements            | 0 | 0 | 0 | 0 | 0 | 0 |
| 3 | MOOCs | MOOCs | At least 1 MOOCs course from Swayam Platform | 0 | 0 | 0 | 0 | 0 | 0 |

35

34

| BBA(BA) Course Structure_5th Sem_July-Dec 2025_Batch 2023-26 |                 |          |                                              |   |   |   |   |                   |               |
|--------------------------------------------------------------|-----------------|----------|----------------------------------------------|---|---|---|---|-------------------|---------------|
| THEORY                                                       |                 |          |                                              |   |   |   |   |                   |               |
| SL NO                                                        | TYPES OF COURSE | SUB CODE | SUB NAME                                     | L | T | P | S | TOTAL CONTACT HRS | CREDIT POINTS |
| 1                                                            | CC              | BBABB501 | Logistics Management                         | 3 | 1 | 0 | 0 | 4                 | 4             |
| 2                                                            | CC              | BBABB502 | International Trade                          | 3 | 1 | 0 | 0 | 4                 | 4             |
| 3                                                            | CC              | BBABA503 | Introductory Econometrics                    | 3 | 1 | 0 | 0 | 4                 | 4             |
| 4                                                            | CC              | BBABA504 | Advanced Programming in Python               | 3 | 1 | 0 | 0 | 4                 | 4             |
| 5                                                            | CC              | BBABA505 | Data Visualization                           | 3 | 1 | 0 | 0 | 4                 | 4             |
| 6                                                            | AEC             | BBAGS501 | General Studies & Current Affairs - V        | 2 | 0 | 0 | 0 | 2                 | 2             |
| SESSIONAL                                                    |                 |          |                                              |   |   |   |   |                   |               |
| 1                                                            | VAC             | BBABA591 | Introductory Econometrics - Practical        | 0 | 0 | 2 | 0 | 2                 | 2             |
| 2                                                            | VAC             | BBABB592 | Advanced Programming in Python - Practical   | 0 | 0 | 2 | 0 | 2                 | 2             |
| 3                                                            | VAC             | BBABB582 | French - I                                   | 0 | 0 | 2 | 0 | 2                 | 2             |
| 4                                                            | VAC             | BBABB583 | Digital Marketing                            | 0 | 0 | 2 | 0 | 2                 | 2             |
| 5                                                            | VAC             | BBABB581 | Project - V                                  | 1 | 0 | 1 | 0 | 2                 | 2             |
| SESSIONAL                                                    |                 |          |                                              |   |   |   |   |                   |               |
| 1                                                            | SEC             | BBAGS581 | Competitive Aptitude & Training -V           | 1 | 0 |   | 0 | 2                 | 1             |
| MOOCs/MAR/IFC                                                |                 |          |                                              |   |   |   |   |                   |               |
| 1                                                            | IFC             | IFC      | Industry & Foreign Certification             | 0 | 0 | 0 | 0 | 0                 | 0             |
| 2                                                            | MAR             | MAR      | Mandatory Additional Requirements            | 0 | 0 | 0 | 0 | 0                 | 0             |
| 3                                                            | MOOCs           | MOOCs    | At least 1 MOOCs course from Swayam Platform | 0 | 0 | 0 | 0 | 0                 | 0             |
|                                                              |                 |          |                                              |   |   |   |   | 34                | 33            |

**BBA(BA) Course Structure \_6th Sem \_Jan-June2026 \_Batch 2023-26**

**THEORY**

| SL NO | TYPES OF COURSE | SUB CODE | SUB NAME                                         | L | T | P | S | TOTAL CONTACT HRS | CREDIT POINTS |
|-------|-----------------|----------|--------------------------------------------------|---|---|---|---|-------------------|---------------|
| 1     | CC              | BBABB601 | Corporate Social Responsibility & Sustainability | 3 | 1 | 0 | 0 | 4                 | 4             |
| 2     | AEC             | BBAGS601 | General Studies & Current Affair - VI            | 2 | 0 | 0 | 0 | 2                 | 2             |

**THEORY**

|   |    |          |                                 |   |   |   |   |   |   |
|---|----|----------|---------------------------------|---|---|---|---|---|---|
| 1 | CC | BBABA602 | Advanced Data Analytics         | 3 | 1 | 0 | 0 | 4 | 4 |
| 2 | CC | BBABA603 | Business Forecasting Techniques | 3 | 1 | 0 | 0 | 4 | 4 |
| 3 | CC | BBABA604 | Data mining                     | 3 | 1 | 0 | 0 | 4 | 4 |

**PRACTICAL**

|   |     |          |                                              |   |   |   |   |   |   |
|---|-----|----------|----------------------------------------------|---|---|---|---|---|---|
| 1 | VAC | BBABA691 | Advanced Data Analytics - Laboratory         | 0 | 0 | 2 | 0 | 2 | 2 |
| 2 | VAC | BBABA692 | Business Forecasting Techniques - Laboratory | 0 | 0 | 2 | 0 | 2 | 2 |
| 3 | VAC | BBABA693 | Data mining- Laboratory                      | 0 | 0 | 2 | 0 | 2 | 2 |
| 4 | VAC | BBABB681 | Project And Viva Voice                       | 0 | 0 | 6 | 0 | 6 | 6 |

**SESSIONAL**

|   |     |          |                                     |   |   |   |   |   |   |
|---|-----|----------|-------------------------------------|---|---|---|---|---|---|
| 1 | SEC | BBAGS681 | Competitive Aptitude & Training -VI | 1 | 0 | 0 | 0 | 2 | 1 |
|---|-----|----------|-------------------------------------|---|---|---|---|---|---|

**MOOCS/MAR/IFC**

|   |       |       |                                              |   |   |   |   |   |   |
|---|-------|-------|----------------------------------------------|---|---|---|---|---|---|
| 1 | IFC   | IFC   | Industry & Foreign Certification             | 0 | 0 | 0 | 0 | 0 | 0 |
| 2 | MAR   | MAR   | Mandatory Additional Requirements            | 0 | 0 | 0 | 0 | 0 | 0 |
| 3 | MOOCs | MOOCs | At least 1 MOOCs course from Swayam Platform | 0 | 0 | 0 | 0 | 0 | 0 |

**32**

**31**

**BBA(BA) Course Structure\_7th Sem\_July-Dec 2026\_Batch 2023-27****THEORY**

| SL NO | SUB CODE | SUB NAME | L | T | P | S | TOTAL<br>CONTACT<br>HRS | CREDIT<br>POINTS |
|-------|----------|----------|---|---|---|---|-------------------------|------------------|
|-------|----------|----------|---|---|---|---|-------------------------|------------------|

|   |          |                              |   |   |   |   |   |   |
|---|----------|------------------------------|---|---|---|---|---|---|
| 1 | BBABB701 | Advanced Data Analysis Tools | 3 | 1 | 0 | 0 | 2 | 4 |
|---|----------|------------------------------|---|---|---|---|---|---|

**SESSIONAL**

|   |          |                           |   |   |   |   |   |   |
|---|----------|---------------------------|---|---|---|---|---|---|
| 1 | BBABB781 | Internship and Viva –Voce | 0 | 4 | 4 | 0 | 1 | 8 |
|---|----------|---------------------------|---|---|---|---|---|---|

**BUSINESS ANALYTICS SPECIALIZATION**

|   |          |                              |   |   |   |   |   |   |
|---|----------|------------------------------|---|---|---|---|---|---|
| 1 | BBABA702 | Social Media & Web Analytics | 3 | 1 | 0 | 0 | 4 | 4 |
|---|----------|------------------------------|---|---|---|---|---|---|

|   |          |                        |   |   |   |   |   |   |
|---|----------|------------------------|---|---|---|---|---|---|
| 2 | BBABA703 | Data Analytics using R | 3 | 1 | 0 | 0 | 4 | 4 |
|---|----------|------------------------|---|---|---|---|---|---|

**MOOCS/MAR/IFC**

|   |     |                                  |   |   |   |   |   |   |
|---|-----|----------------------------------|---|---|---|---|---|---|
| 1 | IFC | Industry & Foreign Certification | 0 | 0 | 0 | 0 | 0 | 0 |
|---|-----|----------------------------------|---|---|---|---|---|---|

|   |     |                                   |   |   |   |   |   |   |
|---|-----|-----------------------------------|---|---|---|---|---|---|
| 2 | MAR | Mandatory Additional Requirements | 0 | 0 | 0 | 0 | 0 | 0 |
|---|-----|-----------------------------------|---|---|---|---|---|---|

|   |       |                                              |   |   |   |   |   |   |
|---|-------|----------------------------------------------|---|---|---|---|---|---|
| 3 | MOOCs | At least 1 MOOCs course from Swayam Platform | 0 | 0 | 0 | 0 | 0 | 0 |
|---|-------|----------------------------------------------|---|---|---|---|---|---|

|    |    |
|----|----|
| 11 | 20 |
|----|----|

