

SCHOOL OF ENTREPRENEURSHIP & MANAGEMENT

Outcome Based Curriculum Framework with CBCS

for

**BACHELOR OF BUSINESS ADMINISTRATION
BUSINESS ANALYTICS**

(BBA BA)

Students admitted from 2025 -26 onwards



VISION

♣ To create and nurture a multidisciplinary global university with highest academics, research and ethical standards in a creative and innovative environment.

MISSION

♣ To be a premier University of choice for all stakeholders and contribute for academic demographic dividend. To inculcate quality, integrity, team work, compassion, ethics in new generation students for catering to various needs of society.

QUALITY OBJECTIVES

- To disseminate knowledge with skills through teaching, training, seminars, workshops, conferences and symposia in Engineering and Technology, Art and Design, Management and Commerce, Allied Health Sciences, Physical and Life Sciences, Arts, Humanities and Social Sciences, Law and Agricultural Sciences to enable students to meet the current needs and trends of industries, business and society.
- To provide technical and scientific solutions to real time problems posed by industries, business and society in all Schools of Joy University.
- To inculcate quality, integrity, team work, compassion, ethics in new generation students for catering to various needs of society.
- To promote the spirit of entrepreneurship in the young generation to help and create more career opportunities in the society by incubating a nurturing technology product idea backed by Technology Business Incubation.
- To identify and nurture leadership and innovate skills in students to become future leaders to enrich society.
- To develop collaborations and partnerships with International global and reputed Universities, research establishments, Government and NGO's, industries and businesses. To support both faculties and students for international exposure.

SCHOOL OF ENTREPRENEURSHIP & MANAGEMENT

VISION

To be the best educational resource in the region to prepare students to turn into entrepreneurs and professionals in the fast-growing regime of business who will have the expertise to function in multi-cultural global scale businesses.

MISSION

To inculcate independent learning and to provide knowledge to develop skills to excel in the areas of growing and ever-changing business environment and to transform students into pillars of society through innovative learning ecosystems.

PROGRAMME EDUCATIONAL OBJECTIVES

PEO 1: Graduates will demonstrate professional competence by applying business knowledge and skills to analyze, solve, and make decisions related to real-world business challenges.

PEO 2: Graduates will exhibit leadership and management skills, capable of leading teams, managing resources, and contributing effectively to organizational success.

PEO 3: Graduates will possess effective communication skills, enabling them to articulate business concepts clearly in both written and oral forms, and to communicate effectively within diverse professional environments.

PEO 4: Graduates will excel in critical thinking and problem-solving, applying analytical and creative approaches to address business issues and make informed decisions.

PEO 5: Graduates will adhere to ethical standards in business practices, understanding social responsibility and considering the impact of business decisions on society and the environment.

GRADUATE ATTRIBUTES

The Graduate Attributes of BBA BA are:

GA 1 Managerial Competence

GA 2 Communication Skills

GA 3 Critical Thinking

GA 4 Problem Solving

GA 5 Analytical Reasoning

GA 6 Entrepreneurship & Intrapreneurship

GA 7 Individual and Team work

GA 8 Technology Competency

GA 9 Morals and Ethics

GA 10 Creativity & Innovation

GA 11 Research Aptitude

GA 12 Life Long Learning

PROGRAMME OUTCOMES

On completion of the **BBA (Business Analytics) Programme**, students should be able to:

PO 1: Apply knowledge of various concepts in the field of management.

PO 2: Communicate the business-related concepts and design effectively using oral, written and visual forms.

PO 3: Employ critical thinking skills in all the areas of management domain.

PO 4: Identify, formulate, solve and analyze the problems in various fields of accounting, taxation, law and management.

PO 5: Formulate, model, design solutions to solve real world problems in the business scenario.

PO 6: Work in the contemporary industrial/research settings and thereby innovate novel solutions to existing problems that are challenging in the business.

PO 7: Demonstrate the ability to work independently or as part of a team.

PO 8: Use modern technological tools for sustainable development of the business.

PO 9: Adopt ethical code of conduct in design and development of all the business-related activities.

PO 10: Lead teams in their chosen occupation or career.

PO 11: Explain the societal relevance of business-related knowledge and apply it to real world environmental issues.

PO 12: Engage in self-paced learning, aimed at personal development and improving knowledge and re-skilling in all the areas of trade, management and accounting.

PROGRAM SPECIFIC OUTCOMES

PSO 1: Demonstrate the ability to apply the technical knowledge and administrative expertise in areas such as artificial intelligence, data science, and data structuring.

PSO 2: Interpret data accurately and make informed decisions based on their analyses, enhancing their effectiveness in business strategy formulation.

PSO 3: Instills a sense of moral decision-making and a commitment to the long-term interests of both communities and organizations.



JOY UNIVERSITY
semper paratus

School of Entrepreneurship & Management

B.B.A. (Business Analytics)

SUMMARY OF CREDITS

| Semester | I | II | III | IV | V | VI | Total |
|-------------------|----|----|-----|----|----|----|-------|
| Credits | 22 | 20 | 25 | 23 | 23 | 13 | 126 |
| Contact Hrs./Week | 22 | 20 | 27 | 25 | 22 | 8 | 124 |

SEMESTER-WISE CREDIT STRUCTURE

| Sl. No. | Category of Courses | Sem I | Sem II | Sem III | Sem IV | Sem V | Sem VI | Total |
|---------|-------------------------------------|-------|--------|---------|--------|-------|--------|-------|
| 1. | Departmental Core | 12 | 16 | 20 | 16 | 12 | 8 | 84 |
| 2. | Discipline Specific Electives (DSE) | - | - | - | - | - | - | - |
| 3. | Open Elective | - | - | 3 | 3 | 3 | - | 9 |
| 4. | Applied Sciences | 4 | 4 | - | - | - | - | 8 |
| 5. | Internships/ Field Visits | - | - | - | - | 3 | - | 3 |
| 6. | Project | - | - | - | - | - | 5 | 5 |
| 7. | Skill Enhancement Course | - | - | 2 | 4 | 2 | - | 8 |
| 8. | Ability Enhancement Courses (AECC) | 4 | 4 | - | - | - | - | 8 |
| 9. | Value-Added Course | 2 | - | - | - | 3 | - | 5 |

Semester – I

| SI. No | Course Code | Course Title | L | T | P | Contact Hrs / Wk | Credits |
|--------------|-----------------------|---|-----------|----------|----------|------------------|-----------|
| 1. | 25TAML111 / 25HIND111 | Ability Enhancement Compulsory Course (AECC) Language Paper - I | 2 | 0 | 0 | 2 | 2 |
| 2. | 25ENGL111 | Ability Enhancement Compulsory Course (AECC) English - I | 2 | 0 | 0 | 2 | 2 |
| 3. | 25BMBA111 | Core Course/ Major Business Economics | 3 | 1 | 0 | 4 | 4 |
| 4. | 25BMBA112 | Core Course Business Organization & Management | 3 | 1 | 0 | 4 | 4 |
| 5. | 25BMBA113 | Core Course Principles of Business Communication | 3 | 1 | 0 | 4 | 4 |
| 6. | 25BMBA114 | Core Course Business Mathematics & Statistics I | 3 | 1 | 0 | 4 | 4 |
| 7. | 25BMBA911 | Value-Added Course Environmental Science | 2 | 0 | 0 | 2 | 2 |
| TOTAL | | | 18 | 4 | 0 | 22 | 22 |

Semester – II

| SI. No | Course Code | Course Title | L | T | P | Contact Hrs / Wk | Credits |
|--------------|-----------------------|--|-----------|----------|----------|------------------|-----------|
| 1. | 25TAML121 / 25HIND121 | Ability Enhancement Compulsory Course (AECC) Language Paper - II | 2 | 0 | 0 | 2 | 2 |
| 2. | 25ENGL121 | Ability Enhancement Compulsory Course (AECC) English - II | 2 | 0 | 0 | 2 | 2 |
| 3. | 25BMBA121 | Core Course Fundamentals of Management | 3 | 1 | 0 | 4 | 4 |
| 4. | 25BMBA122 | Core Course Fundamentals of Insurance | 3 | 1 | 0 | 4 | 4 |
| 5. | 25BMBA123 | Core Course Principles of Accounting | 3 | 1 | 0 | 4 | 4 |
| 6. | 25BMBA124 | Core Course Business Mathematics & Statistics II | 3 | 1 | 0 | 4 | 4 |
| TOTAL | | | 16 | 4 | 0 | 20 | 20 |

Semester – III

| Sl. No | Course Code | Course Title | L | T | P | Contact Hrs / Wk | Credits |
|--------------|-------------|--|-----------|----------|----------|------------------|-----------|
| 1. | 25BMBA131 | Core Course Principles of Marketing | 3 | 1 | 0 | 4 | 4 |
| 2. | 25BMBA132 | Core Course Fundamentals of Organizational Behavior | 3 | 1 | 0 | 4 | 4 |
| 3. | 25BMBA133 | Core Course Principles of Financial Services | 3 | 1 | 0 | 4 | 4 |
| 4. | 25BMBA134 | Core Course Research Methodology | 3 | 1 | 0 | 4 | 4 |
| 5. | 25BMBA135 | Core Course Statistics Using R | 3 | 1 | 0 | 4 | 4 |
| 6. | 25BMBA231 | Skill Enhancement Course Computer Applications in Business | 0 | 0 | 4 | 4 | 2 |
| 7. | 25BMLS831 | Open Elective Design Thinking and Innovation | 0 | 0 | 0 | 3 | 3 |
| TOTAL | | | 15 | 5 | 4 | 27 | 25 |

Semester – IV

| Sl. No | Course Code | Course Title | L | T | P | Contact Hrs / Wk | Credits |
|--------------|-------------|--|-----------|----------|----------|------------------|-----------|
| 1. | 25BMBA141 | Core Course Introduction to Business Analytics | 3 | 1 | 0 | 4 | 4 |
| 2. | 25BMBA142 | Core Course Business Intelligence | 3 | 1 | 0 | 4 | 4 |
| 3. | 25BMBA143 | Core Course Management Information Systems | 3 | 1 | 0 | 4 | 4 |
| 4. | 25BMBA144 | Core Course Customer Relationship Management | 3 | 1 | 0 | 4 | 4 |
| 5. | 25BMBA145 | Skill Enhancement Course Cyber Security | 2 | 0 | 0 | 2 | 2 |
| 6. | 25BMBA241 | Skill Enhancement Course Tally For Business Management | 0 | 0 | 4 | 4 | 2 |
| 7. | 25BMBA841 | Open Elective Fundamentals of Entrepreneurship | 3 | 0 | 0 | 3 | 3 |
| TOTAL | | | 17 | 4 | 4 | 25 | 23 |

Semester – V

| SI. No | Course Code | Course Title | L | T | P | Contact Hrs / Wk | Credits |
|--------------|-------------|---|-----------|----------|----------|------------------|-----------|
| 1. | 25BMBA151 | Core Course Predictive Business Analytics | 3 | 1 | 0 | 4 | 4 |
| 2. | 25BMBA152 | Core Course Business Policy and Strategic Management | 3 | 1 | 0 | 4 | 4 |
| 3. | 25BMBA153 | Core Course International Business | 3 | 1 | 0 | 4 | 4 |
| 4. | 25BMBA251 | Skill Enhancement Course SPSS and Power BI | 0 | 0 | 4 | 4 | 2 |
| 5. | 25BMBA451 | Internships/ Field Visits Internship | 0 | 0 | 0 | 0 | 3 |
| 6. | 25BMBA851 | Open Elective EXIM Management | 3 | 0 | 0 | 3 | 3 |
| 7. | 25BMBA951 | Value-Added Course Indian Knowledge System (Business Sustainability) | 3 | 0 | 0 | 3 | 3 |
| TOTAL | | | 12 | 3 | 4 | 22 | 23 |

Semester – VI

| SI. No | Course Code | Course Title | L | T | P | Contact Hrs / Wk | Credits |
|--------------|-------------|---|----------|----------|----------|------------------|-----------|
| 1. | 25BMBA161 | Core Course Business Intelligence and Data Mining | 3 | 1 | 0 | 4 | 4 |
| 2. | 25BMBA162 | Core Course Production and Operation Management | 3 | 1 | 0 | 4 | 4 |
| 3. | 25BMBA561 | Project Minor Project | 0 | 0 | 4 | 0 | 5 |
| TOTAL | | | 6 | 2 | 4 | 8 | 13 |