

School of Entrepreneurship & Management

**B.B.A. (Business Analytics)
Semester – I**

SI. No	Course Code	Course Title	L	T	P	Contact Hrs / Wk	Credits
1.	23ENGL111	English I	2	0	0	2	2
2.	23BMBA111	Economic Analysis	3	1	0	4	4
3.	23BMBA112	Business Organization & Management	3	1	0	4	4
4.	23BMBA113	Principles of Business Communication	3	1	0	4	4
5.	23BMBA114	Business Mathematics & Statistics I	3	1	0	4	4
6.	23BMBA115	Environmental Science	2	0	0	2	2
TOTAL			16	4	0	20	20

Semester – II

SI. No	Course Code	Course Title	L	T	P	Contact Hrs / Wk	Credits
1.	23ENGL121	English – II	2	0	0	2	2
2.	23BMBA121	Fundamentals of Management	3	1	0	4	4
3.	23BMBA122	Fundamentals of Insurance	3	1	0	4	4
4.	23BMBA123	Principles of Accounting	3	1	0	4	4
5.	23BMBA124	Business Mathematics & Statistics II	3	1	0	4	4
6.	23BMBA221	Soft Skills Development	3	1	0	4	4
7.	23BMBA321 23BMBA322	Indian Banking System (or) Design Thinking	0	0	2	2	1
TOTAL			17	5	2	24	23

Semester – III

Sl. No	Course Code	Course Title	L	T	P	Contact Hrs / Wk	Credits
1.	23BMBA131	Principles of Marketing	3	1	0	4	4
2.	23BMBA132	Business Law	3	1	0	4	4
3.	23BMBA133	Fundamentals of Organizational Behavior	3	1	0	4	4
4.	23BMBA134	Principles of Financial Services	3	1	0	4	4
5.	23BMBA135	Research Methodology	3	1	0	4	4
6.	23BMBA136	Statistics Using R	3	1	0	4	4
7.	23BMBA231	Computer Applications in Business	0	0	4	4	2
TOTAL			18	6	4	28	26

Semester – IV

Sl. No	Course Code	Course Title	L	T	P	Contact Hrs / Wk	Credits
1.	23BMBA141	Introduction to Business Analytics	3	1	0	4	4
2.	23BMBA142	Business Intelligence	3	1	0	4	4
3.	23BMBA143	Management Information Systems	3	1	0	4	4
4.	23BMBA144	Customer Relationship Management	3	1	0	4	4
5.	23BMBA145	Data Base Management System	3	1	0	4	4
6.	23BMBA241	Tally For Business Management	0	0	4	4	2
7.	23BMBA242	Cyber Security	0	0	2	2	1
TOTAL			15	5	6	26	23