

Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly known as West Bengal University of Technology)
Syllabus of BBA in Business Analytics
Effective from academic session 2023-2024

Program Outcome for BBA Business Analytics

PO's	Program outcome	Details
P-01	Analytical Skills:	Graduates are able to possess strong analytical skills by collecting, interpreting, and analysing business data using statistical methods, predictive modelling, and data visualization techniques to provide business solutions.
P-02	Domain Knowledge:	Graduates will have a deep understanding of business fundamentals, including finance, marketing, operations and strategy, enabling them to apply analytics techniques as per situation in specific industry contexts.
P-03	Data Management:	Graduates will demonstrate proficiency in data management techniques, including data collection, data cleaning, data integration, and database management, ensuring the accuracy and reliability of business data in research process.
P-04	Business Intelligence:	Graduates will be able to apply business intelligence tools and technologies to extract meaningful insights through situational analysis from large datasets and use them to make informed business decisions.
P-05	Problem Solving:	Graduates will be equipped with problem-solving skills to identify business challenges, formulate research questions, analyse data, and provide evidence-based solutions to improve business performances.
P-06	Communication Skills:	Graduates will effectively communicate complex analytical findings to stakeholders, both technical and non-technical, through reports, presentations, and visualizations, facilitating informed decision-making within organizations.
P-07	Analytical Project Management:	Graduates will possess project management skills to plan, execute, and monitor analytics projects, effectively managing resources, timelines, and deliverables to meet organizational goals.
P-08	Ethical and Legal Considerations:	Graduates will demonstrate an understanding of ethical and legal issues related to data privacy, confidentiality, and security, adhering to professional standards and industry regulations in handling business data.

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Semester I

SL.	SUBJECT TYPE	CODE	SUBJECT NAME	CREDITS			MODE	TOTAL CREDITS
				L	T	P		
1	MAJOR	BBA(BA) 101	Principles of Management & Organization	4	1		Offline	5
2	MAJOR	BBA(BA) 102	Basic Mathematics & Descriptive Statistics	4	1		Offline	5
3	MINOR	M01	Computer Fundamental				Blended	3
4	ID (GE)		Any one from GE Basket A or D				Offline	3
5	AE		English & Professional Communication	2			Offline	2
6	SE		Life Skills & Personality Development				Online / Sessional	2
7	CVAC		Yoga / Health & Wellness / Sports / Physical Fitness & Wellness / Community Services				Sessional	2
			Total					22

Semester II

SL.	SUBJECT TYPE	CODE	SUBJECT NAME	CREDITS			MODE	TOTAL CREDITS
				L	T	P		
1	MAJOR	BBA(BA) 201 BBA(BA) 291	Inferential Statistics and Applications LAB- Inferential Statistics and Applications using Python	2	1	2	Offline	5
2	MAJOR	BBA(BA) 202	Financial Accounting	4	1		Offline	5
3	MINOR	M02	Management Information System				Blended	3
4	ID (GE)		Any one from GE Basket B or E				Offline	3
5	AE		Modern Indian Languages & Literature	2			Offline	2
6	SE		IT Skills/ Monetizing Social Media or Design Thinking				Online / Sessional	2
7	CVAC		Critical Thinking / NSS / Mental Health / Environmental Studies				Sessional	2
			Total					22

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Semester III

SL.	SUBJECT TYPE	CODE	SUBJECT NAME	CREDITS			MODE	TOTAL CREDITS
				L	T	P		
1	MAJOR	BBA(BA) 301 BBA(BA) 391	Business Research Methods LAB- Business Research Methods using R	4		2	Offline	5
2	MAJOR	BBA(BA) 302 BBA(BA) 392	Programming with Python LAB - Programming with Python	4		2	Offline	5
3	MINOR	M03	Word and PowerPoint & Spreadsheet Application with Excel / R programming & Data Analytics				Blended	4
4	ID (GE)		Any one from GE basket C or F				Offline	3
5	AE		The Constitution, Human Rights and Law	2			Offline	2
6	SE		Understanding Basics of Cyber Security				Online/Sessional	2
			TOTAL					21

Semester IV

SL.	SUBJECT TYPE	CODE	SUBJECT NAME	CREDITS			MODE	TOTAL CREDITS
				L	T	P		
1	MAJOR	BBA(BA) 401	Predictive Analytics	3	1		Offline	4
2	MAJOR	BBA(BA) 402	Customer Relationship Management	3	1		Offline	4
3	MAJOR	BBA(BA) 403	Marketing Management & Metrics	4	1		Offline	5
4	MINOR	M04	Basics of Operating System / Database Management System with SQL / PHP Programming & Web Development				Blended	4
5	MINOR	M05	Graphic Design with Photoshop and Illustrator / Unix And Shell Programming / Advanced Excel & Data				Blended	4

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			Analytics				
6	SE		Society Culture and Human Behavior				Online / Sessional
			TOTAL				23

Semester V

SL.	SUBJECT TYPE	CODE	SUBJECT NAME	CREDITS			MODE	TOTAL CREDITS
				L	T	P		
1	MAJOR	BBA(BA) 501	Project Management	4	1		Offline	5
2	MAJOR	BBA(BA) 502	Data Analytics Skill for Managers	4	1		Offline	5
3	MINOR	M06	Cloud Computing / Introduction to Computer Networks	4			Blended	4
4	MINOR	M07	E-commerce and Application	4			Blended	4
6	SE		Internship to be started after exam of 4th sem (sem break) and completed within 5th sem (weekends)				Sessional	4
			TOTAL					22

Semester VI

SL.	SUBJECT TYPE	CODE	SUBJECT NAME	CREDITS			MODE	TOTAL CREDITS
				L	T	P		
1	MAJOR	BBA(BA) 601	Supply Chain Management & Analytics	3	1		Offline	4
2	MAJOR	BBA(BA) 602	(Elective-any one)- Financial Analytics / Human Resource Analytics / Health Care Analytics	4	1		Offline	5
3	MAJOR	BBA(BA) 603 BBA(BA) 691	Data Structure & Algorithm LAB- Data Structure & Algorithm	4		2	Offline	5
4	MINOR	M08	Web Development with HTML and CSS / Data Mining & Data Warehousing				Blended	4
6	MINOR	M09	Internet and Network / ERP				Blended	4
			TOTAL					22

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Semester VII

SL.	SUBJECT TYPE	CODE	SUBJECT NAME	CREDITS			MODE	TOTAL CREDITS
				L	T	P		
1	MAJOR	BBA(BA) 701 BBA(BA) 791	Business Intelligence with Data Visualization LAB- Business Intelligence with Data Visualization (using Tableau and Power BI)	4		2	Offline	5
2	MAJOR	BBA(BA) 702 BBA(BA) 792	Software Engineering LAB- Software Engineering with MS Project	4		2	Offline	5
3	MAJOR	BBA(BA) 703	E-Commerce and M-Commerce with ERP	3	1		Offline	4
4	MINOR	M10	Software Project Management / Introduction to Cyber Security and Cyber Laws / Machine Learning with Python				Blended	4
6	MINOR	M11	Digital Marketing / Data Analysis and Interpretation / Data Analysis & Reporting using SAS				Blended	4
			TOTAL					22

Semester VIII

SL.	SUBJECT TYPE	CODE	SUBJECT NAME	CREDITS			MODE	TOTAL CREDITS
				L	T	P		
1	MAJOR	BBA(BA) 801 BBA(BA) 891	Digital Marketing with SEO with Lab LAB- Digital Marketing with SEO Google Analytics	4		2	Offline	5
2	MAJOR	BBA(BA) 802 BBA(BA) 892	Big Data Analytics LAB- Big Data Analytics with Hadoop	4		2	Offline	5
3	SE		Research project				Sessional	12
			TOTAL					22