

**Maulana Abul Kalam Azad University of Technology (Formerly West Bengal University of Technology) BF-142, Salt Lake City, Kolkata-700064**  
**Syllabus of BBA (Business Analytics) to be applicable for the students who are admitted in the session 2019 - 2020**

**FIRST SEMESTER**

<b>A. THEORY</b>							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
1.	BBA(A)-101	Overview of Business Management-Analytic Approach	3	1	0	4	4
2.	BBA(A)-102	Quantitative Techniques-1—Descriptive Analytics (using application tools)	3	1	0	4	4
3.	BBA(A)-103	Managing Information- IT for business analytics	2	1	0	3	3
4.	BBA(A)-104	Business Economics	1	1	0	2	2
5.	BBA(A)-105	Financial Accounting	3	1	0	4	4
6.	BBA(A)-106	Business Communication	2	1	0	3	3
<b>Total of Theory</b>						20	20

**SECOND SEMESTER**

<b>A. THEORY</b>							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
1.	BBA(A)-201	Behavioural Science for Business Organisation a) Organisational Behaviour b) HRM	3	1	0	4	4
2.	BBA(A)-202	Marketing Management	2	1	0	3	3
3.	BBA(A)-203	Probability for Analytics	3	1	0	4	4
4.	BBA(A)-204	Decision Support System (using application tools)	3	1	0	4	4
5.	BBA(A)-205	Values & Ethics	2	1	0	3	3
<b>Total of Theory</b>						18	18
<b>B. PRACTICAL</b>							
Code	Subjects	Contacts (periods/week)				Credit points	
		L	T	P	Total		
BBA(A)-291	Introduction to Programming—using Python	1	1	0	2	2	
<b>Total of 2nd Semester</b>						20	20

**THIRD SEMESTER**

<b>A. THEORY</b>							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
1.	BBA(A)-301	Financial Management	2	1	0	3	3
2.	BBA(A)-302	Business Research Methods	2	1	0	3	3
3.	BBA(A)-303	Project Management (using MS project)	3	1	0	4	4
4.	BBA(A)-304	DBMS	3	1	0	4	4
5.	BBA(A)-305	Environmental Science & Sustainable Development	2	1	0	3	3
<b>Total of Theory</b>						<b>17</b>	<b>17</b>
<b>B. PRACTICAL</b>							
Code	Subjects	Contacts (periods/week)				Credit points	
		L	T	P	Total		
BBA(A)-391	Python (part II)	1	1	0	2	2	
<b>Total of 3rd Semester</b>						<b>19</b>	<b>19</b>

**FOURTH SEMESTER**

<b>A. THEORY</b>							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
1.	BBA(A)-401	Predictive Analysis & Decision Making	3	1	0	4	4
2.	BBA(A)-402	Overview of ERP	1	1	0	2	2
3.	BBA(A)-403	Data Mining & Visualization	3	1	0	4	4
4.	BBA(A)-404	Customer Relationship Management	2	1	0	3	3

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5.	BBA(A)-405	Business Intelligence	2	1	0	3	3
<b>Total of Theory</b>						16	16
<b><u>C. SESSIONAL</u></b>							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
6.	BBA(A)-481	Project & Presentation Skill Development	0	0	3	3	3
7.	BBA(A)-482	Data Analytics lab using R	0	0	2	2	2
<b>Total of Sessional</b>						5	5
<b>Total of 4<sup>th</sup> Semester</b>						<b>21</b>	<b>21</b>

**FIFTH SEMESTER**

<b><u>A. THEORY</u></b>							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
1.	BBA(A)-501	Supply Chain and Logistics Analytics	2	1	0	3	3
2.	BBA(A)-502	Entrepreneurship	2	1	0	3	3
3.	BBA(A)-503	Big Data Analytics	3	1	0	4	4
4.	BBA(A)-504	Data Structures and Algorithms	2	1	0	3	3
5.	BBA(A)-505	Healthcare Analytics	2	1	0	3	3
<b>Total of Theory</b>						16	16
<b><u>C. SESSIONAL</u></b>							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
5.	BBA(A)-581	Project	0	0	4	4	4
<b>Total of Sessional</b>						4	4
<b>Total of 5<sup>th</sup> Semester</b>						<b>20</b>	<b>20</b>

**SIXTH SEMESTER**

<b>A. THEORY</b>							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
1.	BBA(A)-601	E-Commerce & M-Commerce	3	1	0	4	4
2.	BBA(A)-602	Business Law	2	1	0	3	3
3.	BBA(A)-603	Web and Social Media Analytics	2	1	0	3	3
4.	BBA(A)-604A/B/C	Elective-1	2	1	0	3	3
5.	BBA(A)-605A/B/C	Elective-2	2	1	0	3	3
<b>Total of Theory</b>						16	16
<b>C. SESSIONAL</b>							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
4.	BBA(A)-681	Project	0	0	4	4	4
<b>Total of Sessional</b>						4	4
<b>Total of 6<sup>th</sup> Semester</b>						<b>20</b>	<b>20</b>

**There are two areas of Electives to be offered to the students and each area has three subjects. Each student will have to opt for one subject from each area. Elective -1 and Elective-2 will be covered in 6th Semester.**

	SUBJECT CODE	SUBJECT
1.	BBA(A)-604A	Introduction to Cloud Computing
	BBA(A)-604 B	Financial and Risk Analytics
	BBA(A)-604 C	HR Analytics
2.	BBA(A)-605A	Marketing Analytics
	BBA(A)-605 B	Legal Analytics

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	BBA(A)-605 C	Introduction to IOT