

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA in Business Analytics
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework
w.e.f 2020-21

SEM-1

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BBA(BA) 101	Principles of Management	5	1		6
2.		BBA(BA) 102	Business Economics	5	1		6
3.	GE		Any one from GE BASKet				6
4.	AECC	BBA(BA) 104	Business Communication	2			2
Total Credit							20

SEM-2

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BBA(BA) 201	Inferential Statistics and Applications	4		2	6
		BBA(BA) 291					
2.		BBA(BA) 202	Organizational Behaviour	5	1		6
3.	GE		Any one from GE Basket				6
4.	AECC	BBA(BA) 204	Environment & Sustainable Development	2			2
Total Credit							20

SEM-3

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BBA(BA) 301	Business Research Methods	4		2	6
		BBA(BA) 391					
2.		BBA(BA) 302					
3.		BBA(BA) 303	Marketing Management & Metrics	5	1		6
4.	GE		Any one from GE Basket				6
5.	SEC	BBA(BA) 305	Personality Development & Presentation Skills			2	2
Total Credit							26

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SEM-4

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BBA(BA) 401	Predictive Analytics	5	1		6
2.		BBA(BA) 402	Supply Chain Management	5	1		6
3.		BBA(BA) 403	Customer Relationship Management	5	1		6
4.	GE		Any one from GE Basket				6
5.	SEC	BBA(BA) 405	Data Analysis using R	2			2
Total Credit							26

SEM-5

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BBA(BA) 501	Business Ethics and Corporate Social Responsibility	5	1		6
2.		BBA(BA) 502	Entrepreneurship	5	1		6
3.	DSE	BBA(BA) 503 (Any One)	BBA (BA) 503(A): Data Analytics Skills for Managers or BBA (BA) 503 (B): Business Intelligence	5	1		6
4.		BBA(BA) 504 (Any One)	BBA(BA)504(A): Human Resource Analytics or BBA(BA)504(B): Health Care Analytics or BBA(BA)504(C): Financial Analytics	5	1		6
Total Credit							24

SEM-6

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BBA(BA) 601	Project Management	5	1		6
2.		BBA(BA) 602	Data Structures and Algorithms	5	1		6
3.	DSE	BBA(BA) 603 (Any One)	BBA(BA)603(A): E-Commerce and M-Commerce or BBA(BA)603(B): Data Mining	5	1		6
4.		BBA(BA) 681(Any One)	Project* or Internship*		1	5	6
Total Credit							24

*(Students have to engage in a full length project with a pre-specified Internal Guide (faculty member) throughout the semester). Industry collaboration is highly encouraged wherever possible.
 (At least two-three times progress needs to be checked and evaluation needs to be done through PCA.) It will followed by a report submission and viva.