

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY (MAKAUT), WB

**Syllabus for Bachelor of Business Administration (BBA) in Business Analytics Course
Effective from the Academic Year 2019-20**

COURSE STRUCTURE

Year	Semester	Paper Code	Paper	Marks	Credits
1st	1st	BBA(A)-101	Overview of Business Management- Analytic Approach	100	4
		BBA(A)-102	Quantitative Techniques-1—Descriptive Analytics (using application tools)	100	4
		BBA(A)-103	Managing Information- IT for business analytics	100	3
		BBA(A)-104	Business Economics	100	2
		BBA(A)-105	Financial Accounting	100	4
		BBA(A)-106	Business Communication	100	3
			Total	600	20
	2nd	BBA(A)-201	Behavioural Science for Business Organisation a) Organisational Behaviour b) HRM	100	4
		BBA(A)-202	Marketing Management	100	3
		BBA(A)-203	Probability for Analytics	100	4
		BBA(A)-204	Decision Support System (using application tools)	100	4
		BBA(A)-205	Introduction to Programming—using MAT lab	100	2
		BBA(A)-206	Values & Ethics	100	3
			Total	600	20

Year	Semester	Paper Code	Paper	Marks	Credits
2nd	1st	BBA(A)-301	Financial Management	100	3
		BBA(A)-302	Business Research Methods	100	3
		BBA(A)-303	Project Management (using MS project)	100	4
		BBA(A)-304	DBMS	100	4
		BBA(A)-305	Environmental Science & Sustainable Development	100	3
		BBA(A)-306	MAT lab (part II)	100	2
			Total	600	19
	2nd	BBA(A)-401	Predictive Analysis & Decision Making	100	4
		BBA(A)-402	Overview of ERP	100	2
		BBA(A)-403	Data Mining & Visualization	100	4
		BBA(A)-404	Customer Relationship Management	100	3
		BBA(A)-405	Digital Marketing	100	3
		BBA(A)-406	Project & Presentation Skill Development	100	3
		BBA(A)-407	Data Analytics lab using R	100	2
	Total	700	21		

Year	Semester	Paper Code	Paper	Marks	Credits
3rd	1st	BBA(A)-501	Supply Chain Management	100	4
		BBA(A)-502	Entrepreneurship	100	4
		BBA(A)-503	Big Data Analytics	100	3
		BBA(A)-504	Project	100	5
		BBA(A)-505	Elective-1	100	2
		BBA(A)-506	Elective-2	100	2
			Total	600	20
	2nd	BBA(A)-601	E-Commerce & M-Commerce	100	4
		BBA(A)-602	Business Law	100	4
		BBA(A)-603	Introduction to International Business	100	2
		BBA(A)-604	Project	100	4
		BBA(A)-605	Elective-1	100	3
		BBA(A)-606	Elective-2	100	3
			Total	600	20

List of Electives

1. Web and Social Media Analytics.
2. Supply Chain and Logistics Analytics.
3. Financial and Risk Analytics.
4. HR Analytics.
5. Healthcare Analytics.
6. Econometrics.
7. Marketing Metrics.
8. Elements of Actuarial Science.