

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

Model curriculum structure for 4 year UG programs for BBA in Business Analytics

SEM	Major (Offline)	Minor (Blended Mode)	Inter Disciplinary (Offline)	Ability Enhancement (Offline)	Skill Enhancement (Online / Sessional)	Common Value added Course (Sessional)	Total Credits
I	<u>BBA (BA)-101</u> -Principles of Management & Organisational Behaviour 5 credits (4L+1T) <u>BBA (BA)-102</u> -Basic Mathematics & Descriptive Statistics 5 credits (4L+ 1T)	M01: Computer Fundamental	Any one from GE baskets Basket A or D (3 credits)	English & Professional Communication (2 credits)	Life Skills & Personality Development (2 credits)	Yoga/ Health & Wellness/ Sports (2 credits)	22
II	<u>BBA (BA)- 201</u> - Inferential Statistics and Applications 4 L <u>BBA (BA)-291</u> -Lab 2P [with Python] 5 credits (4L+2Lab) <u>BBA (BA)-202</u> - Financial Accounting 5 credits (4L +1T)	M02: Management Information System	Any one from GE baskets Basket B or E (3 credits)	Modern Indian Languages and Literature (2 credits)	IT Tools for Business (2 credits)	Critical Thinking / NSS/ Mental Health (2 credits)	22
III	<u>BBA (BA)-301</u> -Business Research Methods 4 L <u>BBA (BA)-391</u> - Business Research Methods Lab (with R) 2P 5 credits (4L+2P) <u>BBA (BA)-302</u> -Programming with Python [Python Programming with Lab] 5 credits (4L+2P)	M03: Word and PowerPoint & Spreadsheet Application with Excel / R programming & Data Analytics	Any one from GE baskets Basket C or F (3 credits)	The Constitution, Human Rights and Law (2 credits)	Understanding basics of Cyber Security (2 credits)		21
IV	<u>BBA (BA)-401</u> - Predictive Analysis 4 credits (3L+1T) <u>BBA (BA)-402</u> -Customer Relationship Management 4 credits (3L+1T) <u>BBA (BA)-403</u> - Marketing	M04: Basics of Operating System / Database Management System with SQL /PHP		Society Culture and Human Behavior (2 credits)			23

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	Management and Metrics 5 credits (4L+1)	Programming & Web Development M05: Graphic Design with Photoshop and Illustrator/ Unix And Shell Programming/ Advanced Excel & Data Analytics					
V	<u>BBA (BA)-501</u> -Project Management 5 credits(4L+1T) <u>BBA (BA)-502</u> - Data Analytics Skill for Managers 5 credits (4L+ 1T)	M06: Cloud Computing/ Introduction to Computer Networks / M07:E-commerce and Application			Internship to be started after exam of 4 th sem (sem break) and completed within 5 th sem (weekends) (4 credits)		22
VI	<u>BBA (BA)-601</u> - Supply Chain Management & Analytics 4 credits (3L+1T) <u>BBA (BA)-602</u> - (elective-any one)- Financial Analytics/ Human Resource Analytics/ Health Care Analytics 5 credits (4T+ 1T) <u>BBA (BA)-603</u> - Data Structure & Algorithm 5 credits (4L +2P)	M08: Web Development with HTML and CSS/ Data Mining & Data Warehousing M09: Internet and Network / ERP					22
VII	<u>BBA (BA)- 701</u> -Business Intelligence with Data Visualization Lab (using Tableau	M10: Software Project Management /					22

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	and Power BI) 5credits (4L+2P) BBA (BA)- 702- Software Engineering with MS Project Lab 5 credits (4+2 P) BBA (BA)- 703-E-Commerce and M-Commerce with ERP 4 credits(3L+1T)	Introduction to Cyber Security and Cyber Laws/ Machine Learning with Python M11: Digital Marketing / Data Analysis and Interpretation/ Data Analysis & Reporting using SAS					
VIII	BBA (BA)-801- Digital Marketing with SEO with Lab (Google Analytics Lab) 5 credits (4L+2P) BBA (BA)-802- Big Data Analytics 5 credits (4L+ 2P)				Research project 12 credits		22
	19 sub - 91 credits	11 sub – 42 credits	3 sub – 09 credits	4 sub – 08 credits	3 sub & Int & Proj - 22 credits	2 sub – 4 credits	176

- Note:
- Normally all 5 credit courses will be either theory (3) + practical (2) [100+100 marks] or theory (4) + tutorial (1) [100 marks]
 - Normally all 4 credit courses will be either theory (3) + tutorial (1) or theory (4) [100 marks]
 - Normally all 3 credit courses will be theory (3) – Inter disciplinary (5 to 6 baskets) [100 marks]
 - Normally all 2 credit courses AEC/SEC/CVA would be theory or online course
 - 4th year subjects could be foundation of Master’s program (as masters would be of 1 year after 4 years UG)
 - 7/8th semester Major subjects could include Projects in core, if required
 - 100/200/300/400 level should be maintained as per UGC document
 - For online course (Skill Enhancement Course) 2 credits=30 hours.