



**ADAMAS UNIVERSITY**

**SCHOOL OF BUSINESS & ECONOMICS**

**DEPARTMENT OF MANAGEMENT**

  

**PROGRAMME STRUCTURE & SYLLABUS**

**For**

**BACHELOR OF BUSINESS ADMINISTRATION**

**(BUSINESS ANALYTICS)**

  

**3 Years Programme**

**Academic Year - 2021-22**

**Programme Structure for BBA (Business Analytics)**  
**(Industry Specific, Job Oriented, Skill based Programme)**

SEMESTER	DURATION	No. of Credits	Examination Months
I	July - Dec.	24	December
II	Jan. – June	28	May
III	July - Dec.	30	December
IV	Jan. – June	26	May
V	July - Dec.	22	December
VI	Jan. – June	18	May
Personal & Professional Skills Development (PPSD); Participation in Co-curricular & Extracurricular activities through membership and active involvement in Gymkhana		--	--
<b>TOTAL</b>		<b>148</b>	

<b>SEMESTER-I</b>						
Type of Course	Course Code	Title of the Course	Contact Hours			Credit
			L	T	P	
AECC	ENG11051	Business English - I	2	0	0	2
Core	MGT11002	Business Environment	2	0	0	2
Core	MGT11001	Principles of Management	3	1	0	4
Core	MTH11514	Business Mathematics	3	1	0	4
Core	ECO11003	Micro Economics	3	1	0	4
Core	FAC11003	Principles of Accounting	3	1	0	4
SEC	DGS11001	Design Thinking	2	0	0	2
Core	BAN11001	Concepts of Data Structure and Database Management	2	0	0	2
			<b>Total</b>			<b>24</b>

SEMESTER-II						
Sl. No.	Course Code	Title of the Course	Contact Hours			Credit
			L	T	P	
AECC	ENG11052	Business English - II	2	0	0	2
AECC	EVS11109	Environment Studies	2	0	0	2
Core	SDS11503	Business Statistics	3	1	0	4
Core	ECO11501	Macro Economics	3	1	0	4
Core	FAC11005	Financial Accounting	3	1	0	4
Core	OBH1102	Behavioral Science	3	1	0	4
SEC	EIC11001	Venture Ideation	2	0	0	2
Core	LWJ11014	Business Regulatory Framework	3	1	0	4
Core	BAN13002	SQL	1	0	2	2
			<b>Total</b>			<b>28</b>

SEMESTER-III						
Sl. No.	Course Code	Title of the Course	Contact Hours			Credit
			L	T	P	
AECC	SOC14100	Community Services	0	0	2	1
SEC	IDP14001	Inter Disciplinary Project	3	0	0	0
Core	MKT11002	Marketing Management	3	1	0	4
Core	FAC11045	Financial Management	3	1	0	4
Core	OBH11004	Human Resource Management	3	1	0	4
Core	OLS11001	Supply Chain Management	3	1	0	4
GE	OLS11002	Production & Operations Management	3	1	0	4
DSE	BAN11003	Data Preparation for Analytics	2	0	0	2
DSE	BAN11004	Interactive Querying and Basic Reporting	1	0	2	2
	Proposed	Building Dashboards using Tableau				
DSE	BAN11005	Programming for Analytics-1	0	0	4	2
			<b>Total</b>			<b>30</b>

<b>SEMESTER-IV</b>						
<b>Sl. No.</b>	<b>Course Code</b>	<b>Title of the Course</b>	<b>Contact Hours</b>			<b>Credit</b>
			<b>L</b>	<b>T</b>	<b>P</b>	
GE	PSG11021	Human Values and Professional Ethics	2	0	0	2
Core	FAC11008	Cost & Management Accounting	3	1	0	4
GE	IST11001	Management Information System & ERP	3	1	0	4
Core	MGT11005	Introduction to Research Methodology	3	1	0	4
GE	EIC11001	Entrepreneurship Development	3	1	0	4
SEC	IST11002	Introduction to Data Analytics	0	0	4	2
DSE	BAN11006	Applied Statistical Modelling	1	0	2	2
DSE	BAN11007	Basics of R-Programming	1	0	2	2
SEC	BAN11008	Programming for Analytics-2	0	0	4	2
			<b>Total</b>			<b>26</b>

SEMESTER-V						
Sl. No.	Course Code	Title of the Course	Contact Hours			Credit
			L	T	P	
Core	ECO11004	International Business	3	1	0	4
GE	MGT11003	Business Ethics & Corporate Governance	3	1	0	4
DSE	BAN11009	Python Programming	1	0	2	2
DSE	BAN11010	Introduction to Optimization	2	0	0	2
DSE	BAN11011	Big Data Visualization	1	0	2	2
SEC	MKT11007	E-Commerce	3	1	0	2
DSE	BAN11012	Visual Predictive Analytics	1	0	2	2
	Proposed	Data Visualization using PowerBI				
DSE	BAN11013	Basics of Business Forecasting	2	0	0	2
DSE	BAN11014	Cloud Computing:	2	0	0	2
	Proposed	Introduction to Cloud Computing on AWS				
Core	MGT14001	Summer Internship Training/Project	0	0	4	2
			<b>Total</b>			<b>22</b>

SEMESTER-VI						
Sl. No.	Course Code	Title of the Course	Contact Hours			Credit
			L	T	P	
Core	MGT11008	Business Strategy & Policy	3	1	0	4
DSE	BAN11015	Hadoop	2	0	4	2
	Proposed	Introduction to Big Data Engineering (using Hadoop & Spark)				
SEC	MKT11007	E-Commerce	3	1	0	2
	Proposed	Data Analytics using AWS				
Core	MGT14002	Dissertation/ Live Project	0	0	8	4
DSE	BAN11016	Marketing Analytics	1	0	2	2
DSE	BAN11017	Financial Analytics	1	0	2	2
DSE	BAN11018	HR Analytics	1	0	2	2
			<b>Total</b>			<b>18</b>