

**Faculty : Commerce & Management**

**Programme : Bachelor of Business Administration (Analytics) : 2022-23 onwards**

Semester/Year	Council Code (If any)	Subject Code (If already existing)	Nomenclature	Theory/ Practical/	Core/ AECC/ VAC/ DSE/ MGE	For ERP	Theory/Practical (Result Combined or Separate)	L	T	P	Credits	Contact Hours	Theory		Theory (Internal)				Practical				Practical (Internal)				Overall Pass Marks	Scheme of Examinations (Theory+Internal +Practical+Oral/ Theory+Internal +Practical/ Theory+Practical)								
													Max	Pass	Attendance	Midterm	Assignment	Professional Activities	Max	Pass	Demonstration/Presentation	Viva-voce	Max	Pass	Attendance	Mid Term			Project/Lab Work	Conduct/Demonstration	Max	Pass				
1	N/A	06170101	Business Statistics	Theory	Core	Core	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16												40	Theory + Internal			
1	N/A	06170102	Management Concepts	Theory	Core	Core	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16												40	Theory + Internal			
1	N/A	06170104	Foundation to AI, Data Science, BI and Data Analytics	Theory	Core	Core	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16												40	Theory + Internal			
1	N/A	06170105	Data Analytics Lab	Practical	Core	Core	Separately	0	0	2	2	4									20	10	30	12	5	10	5		20	8	20	Practical + Internal				
1	N/A	--	MGE	Theory	MGE	Core	Separately	4	0	0	4	4	60	24	--	20	10	10	40	16												40	Theory + Internal			
1	N/A	--	AECC	Theory	AECC	Core	Separately	2	0	0	2	2	30	12	--	10	5	5	20	8												20	Theory + Internal			
1	N/A	--	VAC	Theory	VAC	Core	Separately	2	0	0	2	2	30	12	--	10	5	5	20	8												20	Theory + Internal			
			<b>Total Credits for Semester</b>					<b>20</b>	<b>0</b>	<b>2</b>	<b>22</b>	<b>24</b>																								
2	N/A	06170202	Business Law	Theory	Core	Core	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16													40	Theory + Internal		
2	N/A	06170203	Organizational Behaviour	Theory	Core	Core	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16													40	Theory + Internal		
2	N/A	06170204	Fundamentals of Business Research Methods	Theory	Core	Core	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16													40	Theory + Internal		
2	N/A	06170205	Financial Accounting	Theory	Core	Core	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16													40	Theory + Internal		
2	N/A	06170206	Data Analysis using Python	Theory	Core	Core	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16													40	Theory + Internal		
2	N/A	06170207	Python Lab	Practical	Core	Core	Separately	0	0	2	2	4									20	10	30	12	5	10	5		20	8	20	Practical + Internal				
2	N/A	--	MGE	Theory	MGE	Core	Separately	4	0	0	4	4	60	24	--	20	10	10	40	16													40	Theory + Internal		
2	N/A	--	AECC	Theory	AECC	Core	Separately	2	0	0	2	2	30	12	--	10	5	5	20	8													20	Theory + Internal		
2	N/A	--	VAC	Theory	VAC	Core	Separately	2	0	0	2	2	30	12	--	10	5	5	20	8													20	Theory + Internal		
			<b>Total Credits for Semester</b>					<b>28</b>	<b>0</b>	<b>2</b>	<b>30</b>	<b>32</b>																								
3	N/A	06170303	Mathematical Optimization	Theory	Core	Core	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16													40	Theory + Internal		
3	N/A	06170304	Human Resource Management	Theory	Core	Core	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16														40	Theory + Internal	
3	N/A	06170305	Management Information System	Theory	Core	Core	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16														40	Theory + Internal	
3	N/A	06170306	Statistics & Computational Data Analysis	Theory	Core	Core	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16														40	Theory + Internal	
3	N/A	06170307	R Programming for Data Science and Data Analysis	Theory	Core	Core	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16														40	Theory + Internal	
3	N/A	--	MGE	Theory	MGE	Core	Separately	4	0	0	4	4	60	24	--	20	10	10	40	16														40	Theory + Internal	
3	N/A	--	AECC	Theory	AECC	Core	Separately	2	0	0	2	2	30	12	--	10	5	5	20	8														20	Theory + Internal	
3	N/A	--	VAC	Theory	VAC	Core	Separately	2	0	0	2	2	30	12	--	10	5	5	20	8														20	Theory + Internal	
			<b>Total Credits for Semester</b>					<b>28</b>	<b>0</b>	<b>0</b>	<b>28</b>	<b>28</b>																								
4	N/A	06170402	Principles of Marketing	Theory	Core	Core	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16														40	Theory + Internal	
4	N/A	06170403	Data Base Management System	Theory	Core	Core	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16															40	Theory + Internal
4	N/A	06170406	Entrepreneurship development	Theory	Core	Core	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16															40	Theory + Internal
4	N/A	06170407	Data Analytics and Visualization-Tools & Techniques	Theory	Core	Core	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16															40	Theory + Internal
4	N/A	06170408	Machine Learning for Business	Theory	Core	Core	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16															40	Theory + Internal
4	N/A	--	MGE	Theory	MGE	Core	Separately	4	0	0	4	4	60	24	--	20	10	10	40	16															40	Theory + Internal
4	N/A	--	AECC	Theory	AECC	Core	Separately	2	0	0	2	2	30	12	--	10	5	5	20	8															20	Theory + Internal
4	N/A	--	VAC	Theory	VAC	Core	Separately	2	0	0	2	2	30	12	--	10	5	5	20	8															20	Theory + Internal
			<b>Total Credits for Semester</b>					<b>28</b>	<b>0</b>	<b>0</b>	<b>28</b>	<b>28</b>																								
5	N/A	06170502	Financial Management	Theory	Core	Core	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16															40	Theory + Internal
5	N/A	06170503	Industry Reviewed Project Report	Practical	Core	Core	Separately	6	0	0	6	12									100	100	40				50	50	20	60	60	60	60	Practical + Internal		
5	N/A	06170505	Risk Fraud & Foundation to Marketing Analytics Social media Analytics	Theory	Core	Core	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16															40	Theory + Internal
5	N/A	06170506	Supply Chain Analytics & HR Analytics	Theory	Core	Core	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16															40	Theory + Internal
			<b>Finance : Select any two</b>					<b>18</b>	<b>0</b>	<b>0</b>	<b>18</b>	<b>24</b>																								
5	N/A	06170507	Financial Statements Analysis & Reporting	Theory	DSE	DSE	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16															40	Theory + Internal

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													Max	Pass	Attendance	Midterm	Assignment	Professional Activities	Max	Pass	Demonstration/Presentation	Viva-voce	Max	Pass	Attendance	Mid Term			Project/Lab Work	Conduct/Demonstration	Max	Pass
5	N/A	06170508	Income Tax	Theory	DSE	DSE	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16											40	Theory + Internal
5	N/A	06170509	Insurance and Risk Management	Theory	DSE	DSE	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16											40	Theory + Internal
			<b>Huyman Resource : Select any two</b>					8	0	0	8	8																				
5	N/A	06170510	Training and Development	Theory	DSE	DSE	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16											40	Theory + Internal
5	N/A	06170511	Management of Industrial Relations	Theory	DSE	DSE	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16											40	Theory + Internal
5	N/A	06170512	HR Audit	Theory	DSE	DSE	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16											40	Theory + Internal
			<b>Marketing : Select any two</b>					8	0	0	8	8																				
5	N/A	06170513	Retail Management	Theory	DSE	DSE	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16											40	Theory + Internal
5	N/A	06170514	Intergrated Marketing Communication	Theory	DSE	DSE	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16											40	Theory + Internal
5	N/A	06170515	Service Marketing	Theory	DSE	DSE	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16											40	Theory + Internal
6								8	0	0	8	8																				
			<b>Total Credits for Semester</b>					<b>26</b>	<b>0</b>	<b>0</b>	<b>26</b>	<b>32</b>																				
6	N/A	06170601	Big Data Analytics	Theory	Core	Core	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16											40	Theory + Internal
	N/A	06170603	Financial Institutions and Markets	Theory	Core	Core	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16											40	Theory + Internal
	N/A	06170606	Predictive & Prescriptive Analytics	Theory	Core	Core	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16											40	Theory + Internal
6	N/A	06170607	Dissertation	Practical	Core	Core	Separately	6	0	0	6	12										100	100	40			50	50	20	60	Practical + Internal	
			<b>Finance : Select any two</b>					18	0	0	18	24																				
6	N/A	06170608	Auditing	Theory	DSE	DSE	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16											40	Theory + Internal
6	N/A	06170609	Indirect Tax	Theory	DSE	DSE	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16											40	Theory + Internal
6	N/A	06170610	Financial Institutions and Markets	Theory	DSE	DSE	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16											40	Theory + Internal
			<b>Human Resource : Select any two</b>					8	0	0	8	8																				
6	N/A	06170611	Labour Welfare & Social Security	Theory	DSE	DSE	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16											40	Theory + Internal
6	N/A	06170612	Human Resource Information System	Theory	DSE	DSE	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16											40	Theory + Internal
6	N/A	06170613	Human Resource Planning & Development	Theory	DSE	DSE	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16											40	Theory + Internal
			<b>Marketing : Select any two</b>					8	0	0	8	8																				
6	N/A	06170614	Digital and Social Media Marketing	Theory	DSE	DSE	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16											40	Theory + Internal
6	N/A	06170615	Sales and Distribution Management	Theory	DSE	DSE	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16											40	Theory + Internal
6	N/A	06170616	Product and Brand Management	Theory	DSE	DSE	Separately	4	0	0	4	4	60	24	5	20	5	10	40	16											40	Theory + Internal
								8	0	0	8	8																				
			<b>Total Credits for Semester</b>					<b>26</b>	<b>0</b>	<b>0</b>	<b>26</b>	<b>32</b>																				
			<b>Total Credits for Degree</b>					<b>156</b>	<b>0</b>	<b>4</b>	<b>160</b>	<b>176</b>																				

Important Note:

1. Regarding MDC/VAC/AECC

2. (For 5th and 6th Semester only) Discipline Specific Electives (DSE): Select any one Electives from the area of Finance / Human Resources / Marketing. Under the selected each Elective, choose any two DSEs.