



BRAINWARE UNIVERSITY
SCHOOL OF MANAGEMENT & COMMERCE
DEPARTMENT OF MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION in BUSINESS ANALYTICS/
BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) in BUSINESS ANALYTICS - 2024

SEMESTER - I

Sl. No	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIA	ESE			
1	BBB10101	Principles of Management and Organizational Behaviour	4	0	0	40	60	100	4	Major
2	BBB10201	Financial Accounting	3	1	0	40	60	100	4	Minor
3	BBB10001	Business Statistics	2	1	0	40	60	100	3	IC
4	AEC00005	Functional English	2	0	0	40	60	100	2	AEC
5	BBB10002	Soft Skills	3	0	0	40	60	100	3	SEC
6	VAC09010	Data Visualization Lab	0	0	4	40	60	100	2	VAC
7	VAC00007	Human Values and Ethics	2	0	0	40	60	100	2	VAC
Total			16	2	4	280	420	700	20	

SEMESTER - II

Sl. No	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIA	ESE			
1	BBB20102	Marketing Management	4	0	0	40	60	100	4	Major
2	BBB20202	Financial Management	4	0	0	40	60	100	4	Minor
3	BBB20001	Principles of Microeconomics	3	0	0	40	60	100	3	IC
4	AEC00002	Communicative English	2	0	0	40	60	100	2	AEC
5	BBB20002	Foundations of Data Science	3	0	0	40	60	100	3	SEC
6	VAC09007	Business Intelligence Analyst	0	0	4	40	60	100	2	VAC
7	VAC00006	Environmental Studies	2	0	0	40	60	100	2	VAC
Total			18	0	4	280	420	700	20	



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SEMESTER - III

Sl. No.	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIA	ESE			
1	BBB30103	Human Resource Management	3	0	0	40	60	100	3	Major
2	BBB30104	Production and Operations Management	3	0	0	40	60	100	3	Major
3	BBB39105	Predictive Analytics	0	0	4	40	60	100	2	Major
4	BBB30203	Cost and Management Accounting	3	1	0	40	60	100	4	Minor
5	BBB30001	Heritage of Indian Polity and Economy	3	0	0	40	60	100	3	IC
6	AEC09005	Business Communication Lab	0	0	4	40	60	100	2	AEC
7	BBB39002	Critical Reasoning and Systems Thinking	0	0	6	40	60	100	3	SEC
Total			12	1	14	280	420	700	20	

SEMESTER - IV

Sl. No.	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIA	ESE			
1	BBB40106	Operations Research	3	1	0	40	60	100	4	Major
2	BBB40107	Social Media Marketing	3	0	0	40	60	100	3	Major
3	BBB49108	Sectoral Analytics -HR, Marketing and Finance	0	0	4	40	60	100	2	Major
4	BBB49109	Python for Analytics Lab	0	0	4	40	60	100	2	Major
5	BBB40110	Fundamentals of Research Methods	3	0	0	40	60	100	3	Major
6	BBB40204	Indian Ethos in Management	4	0	0	40	60	100	4	Minor
7	AEC00006	Modern Indian Language A. Hindi B. Bengali C. Alternative English	2	0	0	40	60	100	2	AEC
Total			15	1	8	280	420	700	20	



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SEMESTER - V

Sl. No.	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIA	ESE			
1	BBB50111	Analytics for Business Strategy	3	1	0	40	60	100	4	Major
2	BBB50112	Financial Markets and Services	3	1	0	40	60	100	4	Major
3	BBB59113	Artificial Intelligence Analyst	0	0	4	40	60	100	2	Major
4	BBB59114	SQL Lab	0	0	4	40	60	100	2	Major
5	BBB50115	Design Thinking and Entrepreneurship	2	0	0	40	60	100	2	Major
6	BBB50205	Marketing of Services & CRM	4	0	0	40	60	100	4	Minor
7	BBB58001	Internship	0	0	0	0	0	100	2	IAPC
TOTAL			12	2	8	240	360	700	20	

SEMESTER - VI

Sl. No.	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIA	ESE			
1	BBB60116	Contemporary Laws for Business	4	0	0	40	60	100	4	Major
2	BBB60117	Leadership for Change Management	3	0	0	40	60	100	3	Major
3	BBB60118	Supply Chain and Logistics Management	4	0	0	40	60	100	4	Major
4	BBB68119	Research Project on Business Analytics	0	0	0	40	60	100	2	Major
5	BBB60120	Fundamentals of AI and Machine Learning	3	0	0	40	60	100	3	Major
6	BBB60206	Sales and Distribution Management	4	0	0	40	60	100	4	Minor
TOTAL			18	0	0	240	360	600	20	



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SEMESTER – VII

Sl. No.	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIA	ESE			
1	BBB70121	Strategic Management	3	0	0	40	60	100	3	Major
2	BBB70122	Artificial Intelligence in Business	3	0	0	40	60	100	3	Major
3	BBB70123	Business Analysis and Valuation	3	0	0	40	60	100	3	Major
4	BBB70124	Advance Data Analytics	3	0	0	40	60	100	3	Major
5	BBB70125	Marketing Research	4	0	0	40	60	100	4	Major
6	BBB79207	Contemporary Socio-Economic Issues	0	0	8	40	60	100	4	Minor
TOTAL			16	0	8	240	360	600	20	

SEMESTER – VIII (Honours)

Sl. No.	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIA	ESE			
1	BBB80126H	Policy Analysis and Advocacy	4	0	0	40	60	100	4	Major
2	BBB80127H	Privacy, Ethics and Regulations in Artificial Intelligence	4	0	0	40	60	100	4	Major
3	BBB80128H	Big Data Analytics	4	0	0	40	60	100	4	Major
4	BBB80129H	Data Security and Governance	4	0	0	40	60	100	4	Major
5	BBB89208H	Entrepreneurial Cases	0	0	8	40	60	100	4	Minor
TOTAL			16	0	8	200	300	500	20	