

BBA (Business Analytics) I Year Course Structure for the Batch 2026-2029

First Year Semester-I

Course Code	Course Title	HPW T+P	Credits	Exam Hrs.	Marks
ELS1	English (First Language)-1	5	5	3	40+60
SL1	Second Language-1	5	5	3	40+60
DSC-101	Principles of Management	5	5	3	40+60
DSC-102	Business Mathematics	5	5	3	40+60
DSC -103	Introduction to Information Technology	3T+2P	5	3	40+60
IKS-I (Non CGPA)	Ancient Indian Economy		2	2	20+30
MOOCS			2		
	Total	27	25		500+50

First Year Semester-II

Course Code	Course Title	HPW T+P	Credits	Exam Hrs.	Marks
ELS2	English (First Language)-2	5	5	3	40+60
SL2	Second Language-2	5	5	3	40+60
DSC-201	Business Economics	5	5	3	40+60
DSC-202	Financial Accounting	5	5	3	40+60
DSC-203	Introduction to Business Analytics	5	5	3	40+60
IKS-2 (Non CGPA)	Indian Economics and Business Model		2	2	20+30
	Total Semester Credits	25	25		500+50

BBA (Business Analytics) II Year Course Structure for the Batch 2026-2029

Second Year –III Semester

Course Code	Course Title	Course Type	HPW	Credits	Max Marks (IA+SEE)
ELS4	English	ELS4	5	5	40+60
SL3	Second Language	SL3	5	5	40+60
DSC 301	Basics of Marketing	DSC-1C	5	5	40+60
DSC 302	Management Science	DSC-2C	5	5	40+60
DSC 303	Descriptive Business Analytics (Practical Excel)	DSC-3C	5	5	40+60
IKS -III	Indian Knowledge System-III	Non-CGPA	2	2	20+30
	Total		25+2	25+2	500+50

Second Year –IV Semester

Course Code	Course Title	Course Type	HPW	Credits	Max Marks (IA+SEE)
ELS4	English	ELS4	5	5	40+60
SL4	Second Language	SL4	5	5	40+60
DSC 401	Human Resource Management	DSC-1D	5	5	40+60
DSC 402	Financial Management	DSC-2D	5	5	40+60
DSC 403	Predictive Business Analytics (Practical Excel)	DSC-3D	5	5	40+60
IKS -IV	Indian Knowledge System-IV	Non-CGPA	2	2	20+30
	Total		25+2	25+2	550+50

Third Year-V Semester

Course Code	Course Title	Course Type	HPW	Credits	Max Marks (IA+SEE)
DSC- 501	Data Warehousing &Data Mining	DSC- 1C	5	5	40+60
DSC- 502	Programing with R	DSC- 2C	3T+2P	5	40+60
DSC- 503	a) Financial Analytics –I(F) b) Marketing Analytics–I(M) c) HR Analytics –I(HR)	DSC- 3C	4T+1P	5	40+60
MDC	MDC- Multidisciplinary Course	MDC	4	4	20+30
SEC -1	SEC -1 : Startup Management	SEC -1	2	2	20+30
SEC-3	SEC- 3-Internship	SEC-3	2		
	Total Marks		19+4	19+2	

Third Year-VI Semester

Course Code	Course Title	Course Type	HPW	Credits	Max Marks (IA+SEE)
DSC - 601	Business Analytics Programming	DSC- 1	3T+2P	5	40+60
DSC - 602	Basics of Python Programming	DSC-2	3T+2P	5	40+60
DSC - 603	a). Financial Analytics – II(F) b). Marketing Analytics –II(M) c). HR Analytics –II(HR)	DSC- 3	4T+1P	5	40+60
SEC -2	SEC-2 Business Communication	SEC -2	2	2	20+30
SEC -4	SEC-4 Soft Skills	SEC -4	2	2	20+30
PR	Project Report	PR	2	4	
CV -	Value Added Course	CV	3	3	
	Total		24	22	

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I - SEMESTER

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Department of Business Management
Year-I, Semester -I
Academic Year – 2026-27
Batch: 2026-2029

Course No. DSC - 101
Principles of Management

Course Objectives:

1. To define the nature, scope, and significance of management
2. To examine the evolution of management
3. To analyze the principles of organizing, various organizational structures,
4. To study staffing processes, leadership and motivation techniques,
5. To explore contemporary management issues,

Course Outcomes:

After completion of the course students will be able to:

CO1: Describe management concepts, its nature as both an art and a science, and identify key managerial roles and functions. (Understand)

CO2: Analyze management theories and apply appropriate planning and decision-making techniques in organizational contexts. (Analyze)

CO3: Evaluate different organizational structures and implement effective delegation, authority, and decentralization strategies. (Evaluate)

CO4: Demonstrate effective staffing, leadership, communication, and control practices in managerial settings. (Apply)

CO5: Integrate digital transformation, data analytics, ethical considerations, and sustainability into modern management practices. (Understand)

Syllabus:

Unit I Introduction to Management

Definition, Nature & Scope of Management; Management as both art and science; distinction between managers and administrators; Managerial Roles Skills; Functions of Management.

Unit-II Management Theory and Approaches

Evolution of Management Thought: Classical (Taylor, Fayol, Max Weber), Human Relations (Mayo), Behavioral (McGregor), Systems & Contingency approaches;

Unit-III Planning and Decision- Making

Planning: Nature, Scope and Importance of Planning; Planning Process and Components:

Objectives, Strategies, policies, Procedures, Rules; Types of Planning: Strategic, Tactical, Operational; Forecasting and its role in planning; Decision -Making process: Meaning, Steps and Types; Strategic Planning and Its Application in Organizations.

Unit-IV Organizing

Organizational Structure: Principles of organizing, Formal vs informal, common organizational structures, departmentalization, line-staff authority, span of control; Authority & Responsibility; Delegation & Decentralization.

Unit V Staffing, Directing & Controlling

Staffing: Recruitment, Selection, Induction & Orientation; Directing: Meaning, Elements, Importance, Supervision, Coordination; Communication: Process, channels, barriers; Control Mechanisms: Types and Techniques of control, Steps and Challenges, Relationships between Planning and Control.

Suggested Books:

1. Prasad, L. M. (2020). Principles and practice of management. Sultan Chand & Sons.
2. Ramasamy, T. (2018). Principles of management. Mumbai: Himalaya Publishing House.
3. Koontz, H., & Wehrich, H. (2016). Essentials of management. Tata McGraw-Hill.
4. Schermerhorn, J. R., & Bachrach, D. G. (2016). Introduction to management (13th ed.). Wiley.
5. Tripathi, P. C., & Reddy, P. N. (2016) Principles of management. Tata McGraw- Hill Education.
6. Robbins, S. P., Bergman, R., Stagg, I., & Coulter, M. (2014). Management. Pearson.

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Course No. DSC -102
Business Mathematics

Course Objectives:

The course aims to develop Basic skills for quantitative application in business situations.

1. To familiarize the concepts of mathematical functions and Quadratic Equations
2. To understand the concepts of set theory, Permutations and Combinations
3. To understand the concept of Profit & Loss and Simple and Compound Interests
4. To have a proper understanding of LPP applications in Decision Making
5. To apply the knowledge of Mathematics (Algebra, Matrices) in solving business problems.

Course Outcomes:

After completion of the course students will be able to:

CO1: To familiarize the concepts of mathematical functions to apply the same in business decision making and use Quadratic equations in a variety of business contexts (Understand)

CO2: To apply the concepts of set theory, Permutations and Combinations in practical business decision making (Apply)

CO3: To Analyze Business Problems using Mathematical Techniques (Analyze)

CO4: To Solve Linear Programming Problems and use them to take effective decisions (Analyze)

CO5: To Conceptualize the Methods of Operations using Matrices and demonstrate Problem Solving Skills using the same. (Evaluate)

Syllabus:

Unit-I: Functions

Introduction, Types of Functions: One-one Function, Many-one function, Onto function, Into Function (only concept no problems), Functions related to Business and Economics: Cost Function, Revenue Function, Profit Function, Break-even Point (Simple word Problems), Solution of Quadratic Equations: Nature of roots, Sum and product of roots, Solving quadratic equations by formulae and Factorization Method. (simple application problems)

Unit-II: Theory of Sets

Introduction, Set theory definition, types of sets: Universal, Power, Super, Equal sets and Venn diagrams, Set operations: Union of two sets, Intersection of two sets, complement of sets, Difference of two sets, Associative, Distributive, De Morgan's laws, Permutation and combinations (simple application problems)

Unit-III: Profit, Loss, Simple and Compound Interest

Profit and Loss: Terms and formulae, Trade discount, Cash discount, problems involving cost price, selling price. Simple Interest and Compound Interest: Concept of principal rate of interest, period and amount by Simple and Compound Interest. Calculation of Compound Interest when compounded quarterly, Half yearly and Annually. (Simple application problems)

Unit-IV: Linear Programming Problem (L.P.P.)

Mathematical formulation of L.P.P. up to 2 variables, Graphical method of solution of L.P.P., Commercial examples. Cases having no solution, Multiple Solution, Unbounded solution.

Unit- V: Matrix Algebra

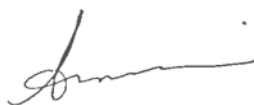
Definition of a Matrix, Algebra of matrices, Equality of Matrices, Transpose of matrix, Adjoint of matrix, Matrix Multiplication, Determinant of a Matrix, Inverse of a Matrix (by Ad joint method), Solution of a system of linear equations using Cramer's Rule (simple application problems).

Suggested Books:

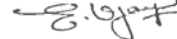
1. M. Raghava chary, "Mathematics for Management", Tata McGraw Hill, 2006
2. J. K. Singh, "Business Mathematics", Himalaya Publishing House, Education 2007.
3. Sanchetti D.C. Kapoor, "Fundamentals of Mathematics", Sultan Chand & Sons.
4. Paul A. Samuelson, "Economics", Tata Mc Graw Hills.
5. G Srinivasa /Deepa George, Business Mathematics and Statistics, New Age International Publishers.

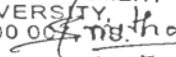
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Course Code DSC -103
Introduction To Information Technology

Course Objectives:

The Objective of this course is to familiarize management students to basics of IT, its applications and importance to present day management and organization.

Course Outcomes:

After Completion of the course, students will be able to:

CO-1: Explain the basic information related to computer fundamentals & Hardware. (Understand)

CO-2: Discuss different types of Information Systems. Be able to function effectively on teams to accomplish a common goal (Understand)

CO-3: Apply the MS-Office (Word & Excel) tools in real time Applications (Apply)

CO-4: Apply the MS-Office (PowerPoint Access) tools in real time Applications (Apply)

CO-5: Explain the various software security and protection Techniques. (Understand)

Syllabus:

Unit - I: Introduction to IT:

Computer Systems- Hardware -I/O devices, Memory devices, Generation of Computers Processors-Software- classification of software- systems software, Application software- Operating Systems- Definition- Types of OS-Understanding of GUI- Networks- Definition- Types of Network- LAN, WAN- Network Topologies- Physical Communication Media-TCP/IP, OSI Model.

Unit – II: Introduction to IS:

Definition of Data, Information & Knowledge, IS- MIS, DSS, Expert Systems–Types of IS- Operation, Tactical, Strategic IS- Executives Information Systems (EIS) – Definitions- Data Base, DBMS, Advantages & Disadvantages of DBMS-Ethical and Social Issues in IS.

Unit - III: MS Office (Word& Excel):

MS-Word: Introduction to Word Processing: Creating, Editing & Saving Documents, Formatting Features of Word Processing. Working with Tables, working with Graphs, Mail Merging, Previewing, Printing a Document, Spell Check & Grammar Check.

MS-Excel: Basic features: Creating, Naming Saving, Editing and Printing of Worksheets. Data Entry - Manual and Automatic Formatting cells and Cell referencing. Creating and using formulas and Functions Use of Copy, Move and Paste Options. Data and Graphical Options: Filling a Series, sorting data, querying of data. Working with graphs and charts.

Unit – Iv: MS Office (Power point & Access):

MS-Power point: Power Point Basics Create Presentations, Insert and Modify Text, Work with Graphics and Media, Final Preparations, Deliver a Presentation.

MS-Access: Creating a database and tables by different methods- Entering and Editing data- Sorting, Filtering and Displaying data. Creating & querying using forms. Creating & printing reports and labels. Transfer of data between Excel & Access.

Unit – V: Internet & Security Issues:

Internet – History- Internet Addressing and architecture-WWW – Architecture-Browser-Servers- Search engines -Internet Services- Email- Chatting- Messaging- Groups- Social Networking-Internet in Business- definition of e-commerce, m-commerce- types of online business-Security Issues in Internet.

Suggested Books:

1. Kenneth C. Laudon & Jane P. Laudon - Management Information Systems - Managing the Digital Firm, Pearson Education, Fourth Edition 2008.
2. Turban, McLean, Wetherbe- Information Technology For Management, Wiley Student Edition-Fourth Edition.
3. Leonard Jessup, Joseph Valacich – Information Systems Today, Why IS matters, Pearson Education
4. Effy Oz- Management Information systems, Thomson Course Technology, Fifth Edition.

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Department of Business Management
Year-I, Semester -I
Academic Year – 2026-27
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**Course Code: IKS-I
Indian Knowledge System –I
Ancient Indian Economy**

Course Outcomes:

After Completion of the course, students will be able to:

CO-1: To equip students with knowledge of ancient Indian economy and thoughts.
(Understand)

CO-2: To understand the growth of Indian economy (Understand)

Syllabus:

Unit-I: Ancient Indian Economy:

History of Indian Economy, Ancient Indian approaches wealth, Economic principles from Dharmashastras, Shukraniti, Mahabharata, and Artha shastra; Kautliya's contribution to economy, Economy and Trade in Indus Valley Civilization, International trade routes from India.

Unit-II: New Indian Economic Model:

Sectoral Contribution, India and Global GDP. Ancient India -beyond Capitalism and Communalism, Dharmic, Caste as Social Capital, Black Money, and Tax Heaven.

Suggested Books:

1. Kanagasabapathi; "Indian Models of Economy, Business and Management", Third Edition, Prentice Hall India Ltd., Delhi.
2. Lotus and Stones; Garuda Prakashan (31 October 2020); Garuda Prakashan Pvt. Ltd.
3. Dwivedi D.N., Essentials of Business Economics, Vikas Publications, Latest Edition.
4. <https://amzn.in/d/2anfNeK>
5. <https://www.amazon.in/Indias-Ancient-Economic-Thought-Monograph-ebook/dp/B0C5DXQYTT>

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II -SEMESTER

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Department of Business Management
Year-I, Semester -I
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**Course No. DSC -201
Course: Business Economics**

Course Objectives:

1. To enable students to apply microeconomic concepts and analytical tools in solving real-world business problems.
2. To gain an understanding of concept of demand, demand determinants, and elasticity of demand
3. To enable students to understand production functions in short run and long run
4. To develop a comprehensive understanding of various cost concepts and their relevance in managerial decision-making.
5. To help students understand different market structures and their dynamics, and their impact on pricing and output decisions.

Course Outcomes

After Completion of the course, students will be able to:

CO1: Explain the nature, scope, and fundamental principles of Business Economics (Understand)

CO2: Analyze demand and supply concepts, including determinants, laws, exceptions, and elasticity, to evaluate consumer behaviour and market responsiveness. (Analyse)

CO3: Apply the theory of production and cost concepts, including production functions, laws of returns, isoquants, and isocosts, to optimize input-output relationships. (Apply)

CO4: Examine cost structures and managerial tools such as CVP analysis, cost classifications, economies of scale, and budget line concepts for cost control and business planning. (Analyze)

CO5: Evaluate different market structures and pricing strategies, including perfect competition, monopoly, monopolistic competition, and oligopoly, to assess firm behaviour and price determination. (Evaluate)

Syllabus:

Unit - I: Business Economics Nature and Scope:

Introduction to business Economics-Characteristics-Nature and scope concept of opportunities
Cost- Incremental Cost- Time Perspective-Discounting and Equi-Marginal Principle

Unit – II: Demand Concepts & Elasticity of Demand

Concept of Demand Determinants of Demand- Law of Demand- Exception to the law of demand- Elasticity of Demand- Types of demand elasticity- Uses of demand elasticity-Concept of Supply- Determinants of Supply-Law of Supply-Elasticity of Supply.

Unit – III: Production and Cost Concepts:

Theory of production-Production function- Input output combination-Short run production laws, Law of diminishing marginal returns to scale- ISO-quant curves, ISO-cost curves

Unit – IV: Budget Line: Cost concepts- Cost classification-CVP Analysis-short run cost curves and long run cost curves-Experience curve-Economies and diseconomies to the scale- Economies of scope.

Unit – V: Market Structures and Pricing:

Concept of market structures- Perfect competition market and price determination- Monopoly and abnormal profits- Monopolistic Competition-Price Discrimination-Oligopoly-Features of oligopoly- Syndicating in oligopoly-Kinked demand curve- Price leadership and market positioning.

Suggested Books:

1. Mc Connell, Brue and Flynn, Economics, Tata Mc Graw Hill
2. Dr. D N Mithani, Managerial Economics Theory and Application, HPH
3. Varshney & Maheswari, Managerial Economics, Juptan Publication, New Delhi
4. Lipsey and Chrystal, Economics, International Oxford University Press.
5. Kutosynnis, Modern Micro Economics, Mac Millan Publishers
6. Rubin field and Mehathe, Micro Economics, Pearson Publishers.
7. Venugopal & Ramakrishna, Business Economics, Dreamtech Press

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**Course No. DSC - 202
Financial Accounting**

Course Objectives:

1. To familiarize students with the mechanics of preparation of financial statements
2. To understand corporate financial statements.
3. To analysis and interpret financial statements
4. To learn Ratio analysis
5. To gain knowledge of Indian Accounting Standards

Course Outcomes:

After completion of this course, the students will be able to:

CO-1: Understand the concept of Financial Accounting and its principles (Understand)

CO-2: Learn the procedure of recording and classifying the financial transactions by preparing Journal & Ledger (Apply)

CO-3: Prepare profit and loss account and balance sheet of the company (Apply)

CO-4: Analyze the financial statements of a company using horizontal, vertical and ratio analysis (Analyze)

CO-5: Understand the importance of Indian and international accounting standards in preparation of financial statements. (Understand)

Syllabus

Unit-I: Introduction to Financial Accounting:

Accounting as an Information System - Importance and Scope - Limitations - Uses of accounting information - Accounting Principles – Accounting Concepts – Principles and Conventions– Generally Accepted Accounting Principles (GAAPs)

Unit-II: Types of Books (Primary and Secondary):

Nature of Accounts - The Accounting Equation - Rules of Debit and Credit - Recording Transactions in Journal – Preparation of Ledger Accounts – Ledger balancing - Opening and Closing Entries - Preparation of Trial Balance

Unit- III: Preparation of Financial Statements:

Trading Account - Profit& Loss Account and Balance Sheet - Adjustment Entries – Understanding contents of financial statements of a joint stock company as per the Companies Act 2013

Unit-IV: Financial Statement Analysis Using Ratios:

Financial statement analysis - Sources of information- Techniques of financial statement analysis – Horizontal analysis - Vertical analysis and Ratio Analysis - Financial Ratios - Meaning and Usefulness of Financial Ratios – Analysis of ratios – Liquidity Ratios – Solvency Ratios – Profitability Ratios and Turnover Ratios - Limitations of ratio analysis

Unit-V: Indian Accounting Standards (Ind-AS):

Concept - Benefits - Procedure for issuing Ind-AS in India – Salient features of Ind-AS issued by ICAI – International Financial Reporting Standards (IFRS) - Features - Uses and objectives of IFRS - IFRS issued by IASB

Suggested Books

1. Tulsian, P.C., Financial Accounting, Pearson
2. T.S. Grewal & S.C.Gupta, Introduction to Accountancy, Sultan Chand
3. Goyal, Accounting for Managers, Wiley
4. Haneef and Mukherjee, Financial Accounting, Mc Graw Hill
5. Maheshwari, Maheshwari & Maheshwari, S.K., Financial Accounting, Vikas Publishing House Pvt. Ltd.
6. Jain, S.P. & Narang, K.L., Advanced Accountancy, Kalyani Publishers

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**Course No. DSC – 203
Course: Introduction to Business Analytics**

Course Objectives:

1. To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.
2. To become familiar with the processes needed to develop, report, and analyze business data.

Course Outcomes:

After Completion of the course, students will be able to:

CO1: Understand the fundamental concepts of Business Analytics (Understand)

CO2: Examine the different techniques of descriptive analytics and understand the concept of visualization (Analyze)

CO3: Apply the different predictive analytics techniques (Apply)

CO4: Analyze the importance of prescriptive analytics and apply its techniques (Analyze & Apply)

CO5: Evaluate the business analytical tools and techniques using R programming. (Evaluate)

Syllabus:

Unit – I: Introduction to Business Analytics:

Definition of Business Analytics, Categories of Business Analytical methods and models, Business Analytics in practice, Big Data - Overview of using Data, Types of Data- Business decision modeling.

Unit–II: Descriptive Analytics:

Overview of Description Statistics (Central Tendency, Variability), Data Visualization - Definition, Visualization Techniques – Tables, Cross Tabulations, charts, Data Dashboards using Advanced MS-Excel or SPSS.

Unit–III: Predictive Analytics:

Trend Lines, Regression Analysis–Linear & Multiple, Predictive modeling, forecasting Techniques, Data Mining - Definition, Approaches in Data Mining -Data Exploration & Reduction, Datamining and business intelligence, Data mining for business, Classification, Association, Cause Effect Modeling.

Unit – IV: Prescriptive Analytics:

Overview of Linear Optimization, Non-Linear Programming Integer Optimization, Cutting Plane algorithm and other methods, Decision Analysis – Risk and uncertainty methods - Text analytics Web analytics.

Unit – V: Programming Using R:

R Environment, R packages, Reading and Writing data in R, R functions, Control Statements, Frames and Subsets, Managing and Manipulating data in R


Suggested Books:

1. Camm, Cochran, Fry, Ohlmann, Anderson, Sweeney, Williams - Essentials of Business Analytics, Cengage Learning.
2. James Evans, Business Analytics, Pearson.
3. Albright Winston, Business Analytics-Data Analysis-Data Analysis and Decision Making, Cengage Learning, Reprint
4. Sahil Raj, Business Analytics, Cengage Learning.
5. Ratnoo&Ratnoo, Essentials of R for Data Analytics, Wiley

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Course Code- IKS-II
Indian Knowledge System –II
Indian Economics and Business Model

Course Outcomes:

At the end of the course, student will be able to

CO-1: To understand the Indian business and its core principles (Understand)

CO-2: To learn principles of Management and leadership from the Vedas and ancient texts (Understand)

Unit-I: Ancient India:

Agriculture, Manufacturing, Education and Wealth in India, Governance, and Business in India, Growth in Indian Business Indian Business Model: Based on 10-point formula: Family Base, High Level of Savings, Self-Employment, Highly Entrepreneurial Nature, Non-corporate Sector as the Core of the Economy, Community Orientation and Higher Social Capital, Faith and Relationship in Economic Affairs, A Society-driven Economy, Driven by Norms and Values

Unit-II: Management Principles:

Vedas, Upanishads and Bhawadgita, Bharatiya thought in Management: Universalism, purpose, Dharma, Ethics and Self-Management Leadership principles from Ramayana and Mahabharatha

Suggested Books:

1. Goswami Anandajit, Economic Modeling, Analysis, and Policy for Sustainability, IGI Global, Latest Edition.
2. Ganguly Anirban, Redefining Governance, published by Prabhat Prakashan, Latest Edition.
3. Vaidyanathan R., India Unincorporated, ICFAI Books, Latest Edition.
4. <https://www.vedic-management.com/latest-book-the-vedic-approach-to-management-for-sustainable-leadership/>
5. https://www.exoticindiaart.com/book/details/leadership-secrets-from-mahabharata-naf109/?sitecurrency=INR&gad_source=1&gclid=CjwKCAjwh4-wBhB3EiwAeJsppPtaXLQC6nqwZ3yMEXTBET2dOS67a7L2NLCb55VUhotn0KjvbIRnsxoCRC8QAvD_BwE
6. https://www.amazon.in/gp/aw/ya?ref_=navm_hdr_hello

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