



ADAMAS UNIVERSITY

SCHOOL OF BUSINESS & ECONOMICS

DEPARTMENT OF MANAGEMENT

PROGRAMME STRUCTURE & SYLLABUS

For

BACHELOR OF BUSINESS ADMINISTRATION

IN BUSINESS ANALYTICS

3 Years Programme

Academic Year - 2021-22

Programme Structure for BBA in Business Analytics

(Industry Specific, Job Oriented, Skill based Programme)

Total Credit = 26+27+27+24+24+18= 146

SEMESTER-I						
Sl. No.	Course Code	Title of the Course	Contact Hours			Credit
			L	T	P	
1.	ENG11051	Business English - I	2	0	0	2
2.	MGT11002	Business Environment	2	0	0	2
3.	MGT11001	Principles of Management	3	1	0	4
4.	MTH11514	Business Mathematics	3	1	0	4
5.	ECO11003	Micro Economics for Business	3	1	0	4
6.	FAC11003	Principles of Accounting	3	1	0	4
7.	DGS11001	Design Thinking	2	0	0	2
8.	Code	Programming for Analytics-1	0	0	4	2
9.	Code	Concepts of Data Structure and Database Management	2	0	0	2
			Total			26

SEMESTER-II						
Sl. No.	Course Code	Title of the Course	Contact Hours			Credit
			L	T	P	
10.	ENG11052	Business English - II	2	0	0	2
11.	EVS11109	Environment Studies	2	0	0	2
12.	SDS11503	Business Statistics	3	1	0	4
13.	ECO11501	Macro Economics for Business	3	1	0	4
14.	OBH11001	Organizational Behavior	3	1	0	4
15.	LWJ11014	Business Law	3	1	0	4
16.	IDP14001	Inter Disciplinary Project	0	0	6	3
17.	Code	Programming for Analytics-II	0	0	4	2
18.	Code	SQL	0	0	4	2
			Total			27

SEMESTER-III						
Sl. No.	Course Code	Title of the Course	Contact Hours			Credit
			L	T	P	
19.	SOC14100	Community Services	0	0	2	1
20.	EIC11001	Venture Ideation	2	0	0	2
21.	MKT11002	Marketing Management	3	1	0	4
22.	FAC11007	Financial Management	3	1	0	4

23.	OBH11004	Human Resource Management	3	1	0	4
24.	OLS11001	Supply Chain Management	3	1	0	4
25.	OLS11002	Production & Operations Management	3	1	0	4
26.	Code	Data Preparation for Analytics	2	0	0	2
27.	Code	Interactive Querying and Basic Reporting	1	0	2	2
			Total			27

SEMESTER-IV						
Sl. No.	Course Code	Title of the Course	Contact Hours			Credit
			L	T	P	
28.	PSG11021	Human Values and Professional Ethics	2	0	0	2
29.	FAC11008	Cost & Management Accounting	3	1	0	4
30.	IST11001	Management Information System & ERP	3	1	0	4
31.	MGT11005	Introduction to Research Methodology	3	1	0	4
32.	EIC11001	Entrepreneurship Development	3	1	0	4
33.	IST11002	Spreadsheet & its application Business	0	0	4	2
34.	Code	Applied Statistical Modeling	1	0	2	2
35.	Code	Basics of R-Programming	1	0	2	2
			Total			24

SEMESTER-V						
Sl. No.	Course Code	Title of the Course	Contact Hours			Credit
			L	T	P	
36.	ECO11004	International Business	3	1	0	4
37.	MGT11003	Business Ethics & Corporate Governance	3	1	0	4
ELECTIVES						
38.	Code	Python Programming	1	0	2	2

39.	Code	Introduction to Optimization	2	0	0	2
40.	Code	Big Data Visualization	1	0	2	2
41.	Code	Visual Predictive Analytics	1	0	2	2
42.	Code	Basics of Business Forecasting	2	0	0	2
43.	Code	Cloud Computing	2	0	0	2
44.	Code	Hadoop	0	0	4	2
45.	MGT14001	Summer Internship Training/Project	0	0	4	2
			Total			24

SEMESTER-VI						
Sl. No.	Course Code	Title of the Course	Contact Hours			Credit
			L	T	P	
46.	MGT11008	Business Strategy & Policy	3	1	0	4
47.	MKT11007	E-Commerce	3	1	0	4
48.	MGT14002	Dissertation/ Live Project	0	0	8	4
ELECTIVES						
49.	Code	Marketing analytics	1	0	2	2
50.	Code	Financial Analytics	1	0	2	2
51.	Code	HR Analytics	1	0	2	2
			Total			18