



CHRIST
(DEEMED TO BE UNIVERSITY)
PUNE LAVASA CAMPUS
The Hub of Analytics

SYLLABUS



BBA

**BUSINESS ANALYTICS
(2023-26)**

Bachelor of Business Administration
Programme Structure for the Batch 2023 – 2026

Semester I

Course Code	Title of the Course	Theory/ Practical	Type*	Hrs/Week			Credits	CIA	ESE	Total	Duration of Exam
				L	T	P					
BBA101-1	Management and Behavioural Process	Theory	CC	3	1	0	4	70	30	100	2
BBA102-1	Financial Accounting	Theory	CC	3	1	0	4	70	30	100	2
BBA103-1	Business Mathematics	Theory	PC	3	1	0	4	70	30	100	2
	Course from Schools other than Commerce and Management	Theory/ Practical	MDC				3				
ENG101	English	Theory	AECC	1	1	0	2	70	30	100	2
BBA161-1	Soft skills for managers	Theory	SEC	1	1	0	2	50	NA	50	NA
HED181-1	Holistic Education	Theory	VAC	1	0	0	1			50	
EVS182-1	Environmental Studies	Theory	VAC	1	0	0	1			50	
	Total						21			650	

Semester II

Course Code	Title of the Course	Theory/ Practical	Type*	Hrs/Week			Credits	CIA	ESE	Total	Duration of Exam
				L	T	P					
BBA101-2	Financial Management	Theory	CC	3	1	0	4	70	30	100	2

BBA102-2	Marketing Management	Theory	CC	3	1	0	4	70	30	100	2
BBA103-2	Financial Institutions, Markets and Services	Theory	PC	3	1	0	4	70	30	100	2
	Course from Schools other than Commerce and Management	Theory/ Practical	MDC				3				
ENG102	English	Theory	AECC	1	1	0	2	70	30	100	2
BBA161-2	MS Excel Skills for Managers	Theory	SEC	1	1	0	2	50	NA	50	NA
HED181-2	Holistic Education	Theory	VAC	1	0	0	1			50	
UIC182-2	Understanding India through constitution	Theory	VAC	1	0	0	1			50	
BBA191-2	Social concern project		Internship				1	50	NA	50	NA
	Total						22			700	

Semester III

Course Code	Title of the Course	Theory/ Practical	Type *	Hrs/Week			Credits	CIA	ESE	Total	Duration of Exam
				L	T	P					
BBA201-3	Cost and Management Accounting	Theory	CC	3	1	0	4	70	30	100	2
BBA202-3	Human Resource Management	Theory	CC	3	1	0	4	70	30	100	2
BBA203-3	Business Analytics	Theory	PC	3	1	0	4	70	30	100	2
	Multi-Disciplinary Course (Non Commerce/Management Course from SWAYAM)	Theory	MD C	2	1	0	3	70	30	100	2

LAN101	Language	Theory	AEC C	1	1	0	2	70	30	100	2
HOL281-3	Data visualization using Tableau	Theory	SEC	1	1	0	2	50	NA	50	NA
BBA261-3	Holistic Education	Theory	VAC	1	0	0	1			50	
	CISI/McX/Self defence as a life skill/Visual storytelling in business/Gamification in business/Youth and SDGs/Luxury Marketing/Basic Econometrics/Advanced Econometric/	Theory	VAC	1	0	0	1			50	
	Neuro-Linguistic Programming/ Forensic Accounting/Managing Intellectual Property Rights						1	50	NA	50	NA
	Total						22			700	

Skill Enhancement Courses (Any One course from the following)			
BBA262-3	Self Defence as a Life Skill	SEC	
BBA263-3	Visual Story Telling in Business		
BBA264-3	Gamification in Business		
BBA265-3	Youth and SDGs		
BBA266-3	Managing Virtual Teams		
BBA267-3	Introduction to Securities and Investment		
BBA268-3	Commodity Markets and Derivatives		
BBA269-3	Talent Management		
BBA270-3	Managing Diversity and Inclusion at Workplace		
	Total Credits		22

IV Semester

Course Code	Title	Theory/ Practical	Type*	Period/ wk			Credits	CIA	ESE	Total	Duration of Exam
				L	T	P					
BBA201-4	Statistics and Research Methodology	Theory	CC	3	1	0	4	100	NA	100	NA
BBA202-4	Entrepreneurship Development	Theory	CC	3	1	0	4	70	30	100	2
BBA203-4	Corporate Accounting	Theory	PC	3	1	0	4	70	30	100	2
	Anyone from the following										
BBA204A-4	Services Management	Theory	PC	3	1	0	4	70	30	100	2
BBA204B-4	Digital Finance and its applications	Theory	PC	3	1	0	4	70	30	100	2
BBA204C-4	Marketing Research	Theory	PC	3	1	0	4	70	30	100	2
BBA204D-4	Managing Diversity and Inclusion at workplace	Theory	PC	3	1	0	4	70	30	100	2
BBA204E-4	Design Thinking and Innovation	Theory	PC	3	1	0	4	70	30	100	2
BBA204F-4	Management Consulting	Theory	PC	3	1	0	4	70	30	100	2
LAN102	Language	Theory	AE CC	1	1	0	2	70	30	100	2
BBA261-4	R programming	Theory	SE C	1	1	0	2	50	NA	50	NA
HOL281-4	Holistic Education	Theory	VA C	1	0	0	1			50	
BBA291-4	Entrepreneurship Development project		Project				1	50	NA	50	NA
	Total						22			650	

Semester V

Semester V											
Course Code	Title	Theo ry/	Type*	Period/ wk			Credits	CIA	ESE	Total	Duration of Exam
				L	T	P					

		Practical									
BBA301-5	Taxation Law	Theory	CC	3	1	0	4	70	30	100	2
BBA302-5	Strategic Management	Theory	PC	3	1	0	4	70	30	100	2
BBA391-5	Internship		Project				2	100	NA	100	NA
Elective: Finance-Any three from the following											
BBA301F -5	Security Analysis and Portfolio Management	Theory	CE	3	1	0	4	70	30	100	2
BBA302F -5	Global Business Finance	Theory	CE	3	1	0	4	70	30	100	2
BBA303F -5	Strategic Financial Management	Theory	CE	3	1	0	4	70	30	100	2
BBA304F -5	Management Control System	Theory	CE	3	1	0	4	70	30	100	2
BBA305F -5	Derivatives	Theory	CE	3	1	0	4	70	30	100	2
Elective: Marketing-Any three from the following											
BBA301M -5	Consumer Behaviour	Theory	CE	3	1	0	4	70	30	100	2
BBA302M -5	Brand Management	Theory	CE	3	1	0	4	70	30	100	2
BBA303M -5	Retail Management	Theory	CE	3	1	0	4	70	30	100	2
BBA304M -5	Customer Relationship Management	Theory	CE	3	1	0	4	70	30	100	2
BBA305M -5	International Marketing	Theory	CE	3	1	0	4	70	30	100	2
Elective: Human Resource-Any three from the following											
BBA301H -5	Employment Regulations	Theory	CE	3	1	0	4	70	30	100	2
BBA302H -5	Compensation Management	Theory	CE	3	1	0	4	70	30	100	2
BBA303H -5	International Human	Theory	CE	3	1	0	4	70	30	100	2

	Resource Management										
BBA304H -5	Human Resource Development	Theor y	CE	3	1	0	4	70	30	100	2
BBA305H -5	Organization Theory and Design	Theor y	CE	3	1	0	4	70	30	100	2
Elective: Entrepreneurship Development-Any three from the following											
BBA301E -5	Management of Business Sustainability	Theor y	CE	3	1	0	4	70	30	100	2
BBA302E -5	Social Entrepreneursh ip	Theor y	CE	3	1	0	4	70	30	100	2
BBA303E -5	Family Business Management	Theor y	CE	3	1	0	4	70	30	100	2
BBA304E -5	Working Capital Management	Theor y	CE	3	1	0	4	70	30	100	2
BBA305E -5	Product Design and Development	Theor y	CE	3	1	0	4	70	30	100	2
Elective: Business Analytics -Any three from the following											
BBA301B -5	Data Management for Business Analytics	Theor y	CE	3	1	0	4	70	30	100	2
BBA302B -5	Data Visualization	Theor y	CE	3	1	0	4	70	30	100	2
BBA303B -5	Python Programming for Business Analytics	Theor y	CE	3	1	0	4	70	30	100	2
BBA304B -5	Data Warehousing & Data Mining	Theor y	CE	3	1	0	4	70	30	100	2
BBA305B -5	Blockchain in Business Applications	Theor y	CE	3	1	0	4	70	30	100	2
	Total						22			600	

Semester VI

Course Code	Title	Theory / Practical	Type*	Period/ wk			Credits	CIA	ESE	Total	Duration of Exam
				L	T	P					
BBA301-6	Business Laws	Theory	CC	3	1	0	4	70	30	100	2
BBA302-6	Production and Operations Management	Theory	PC	3	1	0	4	70	30	100	2
BBA391-6	Project		Project				3	100	NA	100	NA
Elective: Finance-Any three from the following											
BBA301F -6	Taxation Management	Theory	CE	3	1	0	4	70	30	100	2
BBA302F -6	Corporate Restructuring	Theory	CE	3	1	0	4	70	30	100	2
BBA303F -6	Project and Infrastructure Finance	Theory	CE	3	1	0	4	70	30	100	2
BBA304F -6	Financial Modelling	Theory	CE	3	1	0	4	70	30	100	2
BBA305F -6	Debt Markets and Mutual Funds	Theory	CE	3	1	0	4	70	30	100	2
Elective: Marketing-Any three from the following											
BBA301M -6	Integrated Marketing Communication	Theory	CE	3	1	0	4	100	0	100	NA
BBA302M -6	Sales & Distribution Management	Theory	CE	3	1	0	4	70	30	100	2
BBA303M -6	Rural Marketing	Theory	CE	3	1	0	4	70	30	100	2
BBA304M -6	Digital Marketing	Theory	CE	3	1	0	4	100	0	100	NA
BBA305M -6	Neuro Marketing	Theory	CE	3	1	0	4	70	30	100	2
Elective: Human Resource-Any three from the following											
BBA301H -6	Knowledge Management	Theory	CE	3	1	0	4	70	30	100	2

BBA302H -6	Organizational Change and Development	Theory	CE	3	1	0	4	70	30	100	2
BBA303H -6	Strategic Human Resource Management	Theory	CE	3	1	0	4	70	30	100	2
BBA304H -6	Performance Management	Theory	CE	3	1	0	4	70	30	100	2
BBA305H -6	Human Resource Analytics	Theory	CE	3	1	0	4	70	30	100	2
Elective: Entrepreneurship Development-Any three from the following											
BBA301E -6	Industrial Marketing	Theory	CE	3	1	0	4	70	30	100	2
BBA302E -6	Managing Intellectual Property Rights	Theory	CE	3	1	0	4	70	30	100	2
BBA303E -6	Technology and Entrepreneurship	Theory	CE	3	1	0	4	70	30	100	2
BBA304E -6	Quality Management	Theory	CE	3	1	0	4	70	30	100	2
BBA305E -6	Entrepreneurial Finance	Theory	CE	3	1	0	4	70	30	100	2
Elective: Business Analytics -Any three from the following											
BBA301B -6	Artificial Intelligence for Business and Society	Theory	CE	3	1	0	4	70	30	100	2
BBA302B -6	Financial Analytics	Theory	CE	3	1	0	4	70	30	100	2
BBA303B -6	Marketing Analytics	Theory	CE	3	1	0	4	70	30	100	2
BBA304B -6	Text Analytics in Business Applications	Theory	CE	3	1	0	4	70	30	100	2
BBA305B -6	Metaverse in Business Applications	Theory	CE	3	1	0	4	70	30	100	2
	Total						23			600	

Semester VII (Honours)

Course Code	Title	Theory/ Practical	Type*	Period/ wk			Credits	CIA	ESE	Total	Duration of Exam
				L	T	P					
	Business for Sustainable Development	Theory	CC	3	1	0	4	70	30	100	2
	Operations Research	Theory	CC	3	1	0	4	70	30	100	2
	Quantitative Research	Theory	DCE	3	1	0	4	70	30	100	2
	Business Strategy	Theory	DCE	3	1	0	4	70	30	100	2
	Environment, Society and Governance	Theory	DCE	3	1	0	4	70	30	100	2
	Total						20			500	

Semester VIII (Honours)

Course Code	Title	Theory/ Practical	Type*	Period/ wk			Credits	CIA	ESE	Total	Duration of Exam
				L	T	P					
	Qualitative Research	Theory	CC	3	1	0	4	70	30	100	2
	Business Simulation	Theory	CC	3	1	0	4	70	30	100	2
	Interdisciplinary Course						Grade				
	Internship						12				
	Total						20				

Semester VII (Honours with Research)

Course Code	Title	Theory/ Practical	Type*	Period/ wk			Credits	CIA	ESE	Total	Duration of Exam
				L	T	P					
	Management Theory and Practice	Theory	CC	3	1	0	4	70	30	100	2
	Business Research Methods	Theory	CC	3	1	0	4	70	30	100	2

	Quantitative Research	Theory	DCE	3	1	0	4	70	30	100	2
	Business Strategy	Theory	DCE	3	1	0	4	70	30	100	2
	Environment, Society and Governance	Theory	DCE	3	1	0	4	70	30	100	2
	Total						20			500	

Semester VIII (Honours with Research)

Course Code	Title	Theory/ Practical	Type*	Period/ wk			Credits	C I A	E S E	Total	Duration of Exam
				L	T	P					
	Qualitative Research	Theory	CC	3	1	0	4	70	30	100	2
	Business Simulation	Theory	CC	3	1	0	4	70	30	100	2
	Interdisciplinary Course						Grade				
	Dissertation						12				
	Total						20				

Multi-Disciplinary Courses

(To be offered to other schools)

Semester I

	Digital Finance	Theory	MDC	2	1	0	3	70	30	100	2
	Marketing and selling skills	Theory	MDC	2	1	0	3	70	30	100	2
	Group and Team effectiveness	Theory	MDC	2	1	0	3	70	30	100	2

Semester II

	Advertising and sales promotion	Theory	MDC	2	1	0	3	70	30	100	2
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	Managerial Communication s	Theory	MDC	2	1	0	3	70	30	100	2
	Talent Management	Theory	MDC	2	1	0	3	70	30	100	2
	Wealth management	Theory	MDC	2	1	0	3	70	30	100	2
	Understanding of Financial Statements	Theory	MDC	2	1	0	3	70	30	100	2
	Managing Intellectual Property Rights	Theory	MDC	2	1	0	3	70	30	100	2

Semester III

	Emotional Intelligence & Managerial Effectiveness	Theory	MDC	2	1	0	3	70	30	100	2
	Fundamentals of Digital Marketing	Theory	MDC	2	1	0	3	70	30	100	2

Total Credits

Semester	BBA Honours	BBA Honours with Research
I	21	21
II	22	22
III	22	22
IV	22	22
V	22	22

VI	23	23
Total	132	132
VII	20	20
VIII	20	20
Total	172	172