CHANDIGARH UNIVERSITY
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Program Schemes for *BBA-Business Analytics (BB-204)*

Cluster: Management & Law **Institute: Apex Institute of Management**

Department: AIT-BBA **Type of Program: UG**

SEMESTER-1		
Course Name	**Course Category**	**Credits**
Principles of Micro Economics	Major Core	3
Business Fundamentals	Major Core	3
Principles of Marketing	Major Core	3
Introduction to Business Analytics	Minor Core	3
Essentials of IT	Major Core	1
Business Statistics	Major Core	3
Fundamentals of Human Resource	Major Core	3
Fundamentals of AI	Major Core	3
Communication Skills-1	Skill Enhancement	1

SEMESTER-2		
Course Name	**Course Category**	**Credits**
Principles of Macro Economics	Major Core	3
Accounting For Managers	Major Core	3
Visual Statistics for Model Building	Minor Core	3
Quantitative Techniques	Major Core	3
Introduction to Python	Major Core	2
Problem Solving & AI Applications	Ability Enhancement	2
Universal Human Values, Ethics and Life Skills (UHV-1)	Value Education	1
Design Thinking and Creativity for Innovation	Skill Enhancement	1
Communication Skills-2	Skill Enhancement	1
Open Elective-I	Open Elective	3

SEMESTER-3		
Course Name	**Course Category**	**Credits**
Fundamentals of Financial Management	Major Core	3
Visual Business Analytics	Minor Core	3
Principles of Data Visualization	Major Core	1
Data Structures and Algorithms	Major Core	3
Statistical Analysis using Excel	Major Core	2
Open Elective – II	Open Elective	3
Environmental Science and Management	Value Education	2
Social Internship	Internship	2
Entrepreneurship Mindset	Ability Enhancement	1
Critical Enquiry and Research Methodology	Ability Enhancement	1

SEMESTER-4		
Course Name	**Course Category**	**Credits**
Business Research Methods	Major Core	3
Principles of Project Management	Major Core	3
Visual Big Data Analytics	Minor Core	3
Universal Human Values, Ethics and Life Skills (UHV-2)	Value Education	2
Mid-Grade Project-1	Project	1
Open Elective-III	Open Elective	3
Minor Elective-I: Analytics/Marketing/Finance/Supply Chain/HR/Data Sc.	Minor Elective	3
Soft Skills-I	Skill Enhancement	1
Aptitude-I	Ability Enhancement	1
OR		
Quantitative Aptitude and Reasoning	Skill Enhancement	1
Professional Development	Ability Enhancement	1

SEMESTER-5		
Course Name	**Course Category**	**Credits**
Business Ethics and Corporate Governance	Major Core	3
Fundamentals of Consumer Behaviour	Major Core	3
Canva for Business: Branding & Marketing	Major Core	2
Management Paradigms from Bhagavad Gita	Major Core	2
Summer Internship	Internship	1
Minor Elective-II: Analytics/Marketing/Finance/Supply Chain/HR/Data Sc.	Minor Elective	3
Minor Elective-III: Analytics/Marketing/Finance/Supply Chain/HR/Data Sc.	Minor Elective	3
Gender Equality and Empowerment	Value Education	1
Aptitude-2	Ability Enhancement	1
Soft Skills-2	Skill Enhancement	1
or		
Marketing & Management Essentials	Ability Enhancement	1
Business Strategies & Operations	Ability Enhancement	1
or		
Academic Writing	Ability Enhancement	1
Statistical Data Analysis	Ability Enhancement	1

SEMESTER-6		
Course Name	**Course Category**	**Credits**
International Business	Major Core	3
Fundamentals of Strategic Management	Major Core	3
Advanced Programming with Python	Major Core	2
Mid-Grade Project-2	Project	1
Minor Elective-IV: Analytics/Marketing/Finance/Supply Chain/HR/Data Sc.	Minor Elective	3
Ecommerce Management & Marketing	Major Core	3
Operation Research	Minor Core	2
Social Media and Web Analytics	**Skill Enhancement**	**2**
SQL Essentials for Analysts	**Skill Enhancement**	**2**

SEMESTER-7 (For Hons.)		
Course Name	**Course Category**	**Credits**
Cloud Computing & AWS Fundamentals	Major Core	3
Business Innovation & Scaling	Minor Core	3
AI, Expert Systems & Automation in Business	Major Core	3
Data Mining and Warehousing	Minor Core	3
Introduction to SDG's	Value Education	1
Digital Safety System	Major Core	3
Excel Scripting and Automation / (Excel VBA)	Major Core	2
Capstone Project-1	Project	3
Project Gap Course	Major Core	1
Advanced Research Methodology	Major Core	2
Industry Internship	Internship	1

SEMESTER-7 (For Hons. with Research)		
Course Name	**Course Category**	**Credits**
Cloud Computing & AWS Fundamentals	Major Core	3
Business Innovation & Scaling	Minor Core	3
AI, Expert Systems & Automation in Business	Major Core	3
Data Mining and Warehousing	Minor Core	3
Introduction to SDG	Value Education	1
Digital Safety System	Major Core	3
Excel Scripting and Automation / (Excel VBA)	Major Core	2
Dissertation-1	Project	3
Project Gap Course	Major Core	1
Advanced Research Methodology	Major Core	2
Industry Internship	Internship	1

SEMESTER-8 (For Hons.)		
Course Name	**Course Category**	**Credits**
Capstone Project-2	Project	9
Minor Elective-V: Analytics/Marketing/Finance/Supply Chain/HR/Data Sc.	Minor Elective	3
Minor Elective-VI: Analytics/Marketing/Finance/Supply Chain/HR/Data Sc.	Minor Elective	3

SEMESTER-8 (For Hons. with Research)		
Course Name	**Course Category**	**Credits**
Dissertation-2	Project	9
Minor Elective-V: Analytics/Marketing/Finance/Supply Chain/HR/Data Sc.	Minor Elective	3
Minor Elective-VI: Analytics/Marketing/Finance/Supply Chain/HR/Data Sc.	Minor Elective	3

Program Electives			
Semester	**Course Name**	**Course Category**	**Credits**
4	Relational Database Management System	Minor Elective	3
4	Quantitative Methods for Business Decision-Making	Minor Elective	3
4	Financial Analytics	Minor Elective	3
5	HR Analytics	Minor Elective	3
5	Data Analytics for Digital Retail	Minor Elective	3
5	Deep Learning Fundamentals	Minor Elective	3
6	AI & Data Analytics for Retail	Minor Elective	3
6	Big Data Primer	Minor Elective	3
6	Digital Transformation of Business	Minor Elective	3
8	Sports and Healthcare Analytics	Minor Elective	3
8	Geospatial & Location Based Analytics	Minor Elective	3
8	Supply Chain and Operations Analytics	Minor Elective	3