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Program Schemes for Website Updation

Cluster: **Management** Institute: **Apex Institute of Management**
Department: **BBA APEX**
Program Name: **Bachelor of Business Administration – Data Science and AI**

Batch: **2026** Type of Program: **UG**

Mention Semester wise detail of courses as per following format for website Updation.

First Year				Second Year			
	Course Name	**Course Category**	**Credits**		**Course Name**	**Course Category**	**Credits**
Semester-1	Principles of Micro Economics	Major Core	3	**Semester-3**	Fundamentals of Financial Management	Major Core	3
	Business Fundamentals	Major Core	3		Principle of Data Visualization	Major Core	1
	Principles of Marketing	Major Core	3		Cyber threats and security	Major Core	2
	Principles of Data Science	Major Core	3		Data Structure & Algorithm(DSA)	Major Core	2
	Essentials of IT	Major Core	1		Data Analysis using power BI	Major Core	2
	Business Statistics	Major Core	3		Open Elective – II	Open Elective	3
	Fundamentals of Human Resource	Major Core	3		Leadership and Time Management	General Proficiency	1
	Communication Skills-1	Skill Enhancement	1		Environmental Science and Management	Value Education	2
	Fundamentals of AI	Major Core	3		Social Internship	Internship	2
					Entrepreneurship Mindset	Ability Enhancement	1
					Critical Enquiry and Research Methodology	Ability Enhancement	1
Semester -2	Principles of Macro Economics	Major Core	3	**Semester-4**	Business Research Methods	Major Core	3
	Accounting For Managers	Major Core	3		Advanced Programming with Python	Minor Core	2
	Mathematics for Data Science	Minor Core	3		Principles of Project Management	Major Core	3
	Introduction to Python	Major Core	2		Machine Learning &its Applications	Minor Core	3
	Introduction to SQL& Databases	Minor Core	3		Universal Human Values, Ethics and Life Skills (UHV-2)	Value Education	2
	Problem Solving & AI Applications	Ability Enhancement	2		Mid-Grade-project-1	Project	1

	Universal Human Values, Ethics and Life Skills (UHV-1)	Value Education	1		Open Elective-III	Open Elective	3
	Academic Writing Skills & IPR	Skill Enhancement	1		Minor Elective-I: Analytics/Marketing/Finance/Supply Chain/HR/Data Sc.	Minor Elective	3
	Open Elective-I	Open Elective	3		Soft Skills-I	Skill Enhancement	1
	Communication Skills-2	Skill Enhancement	1		Aptitude-I	Ability Enhancement	1
					OR		
					Quantitative Aptitude and Reasoning	Skill Enhancement	1
					Professional Development	Ability Enhancement	1

Third Year				Fourth Year			
	Course Name	**Course Category**	**Credits**		**Course Name**	**Course Category**	**Credits**
Semester -5	Business Ethics and Corporate Governance	Major Core	3	**Semester-7**	Cloud Computing & AWS Fundamentals	Major Core	3
	Fundamentals of Consumer Behaviour	Major Core	3		Advanced Time Series Forecasting	Minor Core	2
	Deep Learning Fundamentals	Major Core	2		Marketing Analytics Concepts	Minor Core	3
	Management Paradigms from Bhagavad Gita	Major Core	2		Financial Analytics Concepts	Major Core	3
	Summer Internship	Internship	3		Data Science for Managers	Major Core	3
	Minor Elective-II: Analytics/Marketing/Finance/Supply Chain/HR/Data Sc.	Minor Elective	3		Introduction to SDG's	Value Education	1
	Minor Elective-III: Analytics/Marketing/Finance/Supply Chain/HR/Data Sc.	Minor Elective	3		Introduction to Recommendation Systems	Major Core	2
	Gender Equality and Empowerment	Ability Enhancement	1		Capstone project-1	Project	3
	Aptitude-2	Ability Enhancement	1		Project Gap Course	Major Core	1
	Soft Skills-2	Skill Enhancement	1		Advance research Methodology	Minor Core	2
	or				Industry Internship	Internship	1
	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	International Business	Major Core	3	**Semester-8**	25DSR-451	Capstone Project-2/ Dissertation 2	9
	Fundamentals of Strategic Management	Major Core	3			Minor Elective-V: Analytics/Marketing/Finance/Supply Chain/HR/Data Sc.	3
	Basics of Natural Language Processing (NLP)	Minor Core	2			Minor Elective-VI: Analytics/Marketing/Finance/Supply Chain/HR/Data Sc.	3
	Major Project/ Dissertation/Mid grade project 2	Project	1				
	Minor Elective-IV	Minor Elective	3				
	Ensemble Learning Techniques	Minor Elective	3				
	Inteoduction to Research	Minor Elective	2				
	Web Data Mining and Analytics	**Skill Enhancement**	**2**				
	Social Network Analysis using Python	**Skill Enhancement**	**2**				

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Analytics			
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
Marketing			
Semester	**Course Name**	**Course Category**	**Credits**
4	Video Editing for SMM	Minor Elective	3
4	Introduction to Video Editing	Minor Elective	3
4	Visual Storytelling and Composition	Minor Elective	3
5	Digital Retail Strategies	Minor Elective	3
5	Online Marketing Strategy and Execution	Minor Elective	3
5	Digital Marketing Strategy and Planning	Minor Elective	3
6	Introduction to Neuromarketing	Minor Elective	3
6	Neuroscience in Digital Marketing Strategy	Minor Elective	3
6	Consumer Psychology for Digital Marketing	Minor Elective	3
8	Online Reputation Management	Minor Elective	3
8	Mobile Marketing & Analytics	Minor Elective	3
8	Digital PR	Minor Elective	3
Finance			
Semester	**Course Name**	**Course Category**	**Credits**
4	Introduction to Risk Management	Minor Elective	3
4	Introduction to Sustainable finance	Minor Elective	3
4	Introduction to Open Banking System	Minor Elective	3
5	Portfolio Management	Minor Elective	3
5	Machine Learning in Finance	Minor Elective	3
5	Digital Wealth Management	Minor Elective	3
6	International Finance	Minor Elective	3
6	Introduction to Direct Tax	Minor Elective	3
6	Digital Marketing for financial Products	Minor Elective	3
8	Fundamental of Robo advisory	Minor Elective	3
8	Introduction to investement management	Minor Elective	3
8	Indian Taxation	Minor Elective	3

Supply Chain			
Semester	**Course Name**	**Course Category**	**Credits**
4	Order Fulfilment Strategy	Minor Elective	3
4	Network Design optimization	Minor Elective	3
4	Freight & Shipping management	Minor Elective	3
5	Terminal management	Minor Elective	3
5	Supply chain Finance	Minor Elective	3
5	Contract management in SCM	Minor Elective	3
6	3PL logistics service management	Minor Elective	3
6	Circular Supply chain management	Minor Elective	3
6	Information System in SCM	Minor Elective	3
8	Commercial Geography & Trade Routes	Minor Elective	3
8	Quick Commerce business	Minor Elective	3
8	Port & Airport management for logistics Management	Minor Elective	3
HR			
Semester	**Course Name**	**Course Category**	**Credits**
4	Employee Benefits and Wellness Programs	Minor Elective	3
4	HR Strategies for Employee Retention and Satisfaction	Minor Elective	3
4	Talent Management and Employee Experience	Minor Elective	3
5	Talent Development and Learning Strategies	Minor Elective	3
5	Organizational Learning and Employee Growth	Minor Elective	3
5	Competency-Based Learning in HR	Minor Elective	3
6	Compliance Management in Employment	Minor Elective	3
6	HR Compliance and Legal Frameworks	Minor Elective	3
6	Workplace Compliance and Regulations	Minor Elective	3
8	Strategic HR Practices for a Global Workforce	Minor Elective	3
8	International HR Practices and Workforce Management	Minor Elective	3
8	Cross-Cultural HR Practices and Global Workforce Management	Minor Elective	3

4th Year Curriculum Design Framework [For Hons. / Hons. with Research Tracks of Four Year Undergraduate Programs (FYUP)]

Extending Expertise	Course Category	Credits	Contextualizing Learning	Course Category	Credits	Experiential Learning	Course Category	Credits
Cloud Computing & AWS Fundamentals	Major Core	3	Advanced Time Series Forecasting	Minor Core	3	Capstone Project-1/Dissertation-1	Research Project	3

Advanced Time Series Forecasting	Major Core	3	Block Chain and Data Governance	Major Core	3	Capstone Project-2/Dissertation-2	Research Project	9
Data Science for Managers	Minor Core	3	Supply Chain and Operations Analytics	Major Core	3	Project Gap Course	Major Core	1
Introduction to Recommendation Systems	Major Core	2				Minor Elective-VI: Analytics/Marketing/Finance/Supply Chain/HR/Data Sc.	Minor Elective	3