CHANDIGARH UNIVERSITY
Discover. Learn. Empower.

Program Schemes for *[BBA Data Science & AI (BB-212)]*

Cluster: Management

Institute: Apex Institute of Management

Department: BBA-APEX

Type of Program: UG/PG

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
Principles of Data Science	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
Introduction to SQL & Databases	Minor Core	3
Mathematics for Data Science	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
Machine Learning & its Applications	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
Advanced Programming with Python	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
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
Data Preprocessing & Feature Engineering Lab	Major Core	2
Management Paradigms from Bhagavad Gita	Major Core	2
Summer Internship	Internship	1
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
Machine Learning Lab	Major Core	2
Mid-Grade Project-2	Project	1
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(EE)	3
Deep Learning Fundamental	Minor Core(CL)	3
Natural Language Processing (NLP)	Major Core(CL)	3
Relational DataBase Management System(RDBMS	Minor Core(EE)	3
Introduction to SDG's	Value Education	1
Digital Safety System	Major Core(CL)	3
Data Analysis using Tablue	Major Core(CL)	2
Capstone Project-1	Project	3
Project Gap Course	Major Core (EE)	1
Advanced Research Methodology	Major Core(EE)	2
Industry Internship	Internship	1

SEMESTER-7 (For Hons. With Research)		
Course Name	**Course Category**	**Credits**
Cloud Computing & AWS Fundamentals	Major Core(EE)	3

Deep Learning Fundamental	Minor Core(CL)	3
AI, Expert Systems & Automation in Business	Major Core(CL)	3
Relational DataBase Management System(RDBMS	Minor Core(EE)	3
Introduction to SDG	Value Education	1
Digital Safety System	Major Core(CL)	3
Data Analysis using Tablue	Major Core(CL)	2
Dissertation-1	Project	3
Advanced Research Methodology	Major Core(EE)	2
Industry Internship	Internship	1

SEMESTER-8 (For Hons.)		
Course Name	**Course Category**	**Credits**
Capstone Project-2	Project	9

SEMESTER-8 (For Hons. With Research)		
Course Name	**Course Category**	**Credits**
Dissertation-2	Project	9

Program Electives			
Semester	**Course Name**	**Course Category**	**Credits**
SEMSTER--IV	Minor Elective-I: Analytics/Marketing/Finance/Supply Chain/HR/Data Sc.	Minor Elective	3
SEMSTER--V	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
SEMSTER--VI	Minor Elective-IV	Minor Elective	3
SEMSTER--VII	Project Gap Course	Minor election(EE)	1
SEMSTER--VIII	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