



St. JOSEPH'S DEGREE & PG COLLEGE

(A Catholic Christian Minority **Co-Education** Institution, Managed by HAES)
 An **AUTONOMOUS** College - Affiliated to Osmania University
 Re-Accredited by NAAC with 'A' Grade with CGPA of 3.49

DEPARTMENT OF MANAGEMENT *Course Structure for BBA (Business Analytics)*

COURSE OBJECTIVES:

- To develop individuals with conceptual knowledge in the multiple disciplines of analytics comprising of mathematics, statistics, information technology and Management
- To develop individuals who can pursue career in the area of analytics and continue their professional development by obtaining masters degree specializing in different domains related to analytics.
- To develop individuals who can apply analytics tools and techniques to solve business analytics problems.
- To imbibe value based education to the students that will help them to function effectively in their business analytics career.

I Year

SEMESTER - I	SEMESTER - II
Human Values and Gender Sensitisation	Environmental Studies
Functional English-I	Functional English- II
Principles of Organization Theory and Behavior	
Fundamentals of Accounting (T+P)	Principles of Marketing
Fundamentals of Business Economics	Advanced Financial Accounting
Information Technology (T+P)	Business Mathematics
Business Analytics using IBM Cognos Insight (T+P)	RDBMS with DB2(T+P)

II Year

SEMESTER - III	SEMESTER - IV
R Programming	Public Speaking
Principles of Human Resource Management	Research Methodology
Management Accounting	Fundamentals of Financial Management
Business Statistics with Predictive Analytics I(T+P)	Management Science
Descriptive Analytics using Cognitive BI	Quantitative Techniques for Management with Predictive Analytics II (T+P)
Foundation in Hadoop & Big Data using IBM Infosphere Big Insights (T+P)	Data Visualization (T+P)
	Big Data Analytics for Business Analysts (T+P)

DISCIPLINE SPECIFIC ELECTIVES	
HR ELECTIVE	HR ELECTIVES
1.HRD:Systems & Strategies	1.Leadership Development
2.Training & Development	2. Management of Change
3.Management of Industrial Relations	3.Compensation Management
MARKETING ELECTIVE	MARKETING ELECTIVE
1. Advertising & Brand Management	1. Customer Relationship Management
2. Distribution & Supply Chain Management	2. Consumer Behavior
3. Marketing of Services	3. International Marketing
FINANCE ELECTIVE	FINANCE ELECTIVE
1. Financial Systems & Institutions	1 Financial Services
2.International Finance	2. International Financial Management
3.Investment Management	3.Security Analysis & Portfolio Management
	Project Report & Viva
ANALYTICS ELECTIVE	ANALYTICS ELECTIVE
1.Marketing Analytics I (T+P)	Marketing Analytics II (T+P)
2.HR Analytics I (T+P)	HR Analytics II (T+P)
3.Financial Analytics I (T+P)	Financial Analytics II (T+P)

ELIGIBILITY CRITERIA:

- Minimum of 70% of marks in Pre-University / Higher Secondary / 10+2 / Intermediate or equivalent from any recognized Board or Council.
- Qualified in online test / Group Discussion / Interview
- Candidates of any Stream (commerce/ Science/ Social Science) are eligible for admission.
- Admission is based on merit list.

SCOPE FOR HIGHER STUDIES / CAREER OPTIONS:

- **Higher Studies:** MBA/MCA/Law
- **Career Options:** BBA (BA) Graduate can seek jobs as Data Scientist/Big Data Analyst/Management Trainee/ Project planner/Business Administrator/Production Supervisor in industries like FMGC/Consumer Durable Industry/Marketing Industry/Financial Institutions/Insurance.