



ST. JOSEPH'S DEGREE & PG COLLEGE

(Autonomous) - Affiliated to Osmania University

Re-accredited by NAAC (3 rd. Cycle)

Basheerbagh, King Koti Road, Hyderabad – 29

DEPARTMENT OF BUSINESS MANAGEMENT

BUSINESS ANALYTICS ACADEMIC YEAR 2024-2025
PROGRAMME STRUCTURE ACADEMIC YEAR 2024-2025

BBA(BUSINESS ANALYTICS) I YEAR SEMESTER-I

S.NO.	COURSE CODE	CATEGORY	COURSE TITLE	HOURS PER WEEK (HP W)			CREDITS	DURATION OF END EXAM	EXAM MARKS		TOTAL MARKS
				L	T	P			Int.	Ext	
1	ENG-1-EN-22T	CC (EL) 1	English-I	4	1	-	5	3	40	60	100
2	AR-1-SL-24T FR-1-SL-24T HI-1-SL-24T SK-1-SL-24T TL-1-SL-24T	CC 1	Second Language Arabic-1 French-1 Hindi-1 Sanskrit-1 Telugu-1	3	1	-	4	3	40	60	100
3	BCS-1-CS-24T	AECC 1	Basic Computer Skills	1	-	2	2	2	20	30	50
4	PMB-1-BM-24T	DSC 1	Principles of Management and Organization Behavior	4	1	-	5	3	40	60	100
5	FBE-1-BM-22T	DSC 2	Fundamentals of Business Economics	4	1	-	5	3	40	60	100
6	EIT-1-CS-22T	DSC 3	Elements of Information Technology (T+P)	4	-	2	5	3	40	60	100
7	FBA-1-BM-22TP	DSC(MILES) 4	Fundamentals of Business Analytics(T+P)	4	-	2	5	3	40	60	100
Total				24	4	6	31	20	260	390	650
				34 Hrs.							

Dr. V. SUDHA
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DEPARTMENT OF BUSINESS MANAGEMENT

PROGRAMME STRUCTURE ACADEMIC YEAR 2024-2025

BBA (BUSINESS ANALYTICS) I YEAR SEMESTER-II

S.NO.	COURSE CODE	CATEG ORY	COURSE TITLE	HOURSPE R WEEK(HPW)			CREDITS	DURATION OF ENEXAM	EXAM MARKS		TOTAL MARKS
				L	T	P			Int.	Ext.	
1	ENG-2-EN-22T	CC (EL) 2	English-II	4	1	-	5	3	40	60	100
2	AR-2-SL-24T FR-2-SL-24T HI-2-SL-24T SK-2-SL-24T TL-2-SL-24T	CC 2	Second Language Arabic-2 French-2 Hindi-2 Sanskrit-2 Telugu-2	3	1	-	4	3	40	60	100
3	EVS-2-EN-24T	AECC 2	Environmental Studies	1	1	-	2	2	20	30	50
4	FOA-2-BM-24TP	DSC 5	Fundamentals of Accounting (T+P)	4	-	2	5	3	40	60	100
5	POM-2-BM-22T	DSC 6	Principles of Marketing	4	1	-	5	3	40	60	100
6	RD-2-CS-22T	DSC 7	RDBMS withDB2(T+P)	4	-	2	5	3	40	60	100
7	ESB-2-BM-22TP	DSC (MIL ES) 8	Statistical Decision Making for Business Analytics(T+P)	4	-	2	5	3	40	60	100
			Total	24	4	6	31 Credits	20	260	390	650
				34 Hrs.							
		*NON CGPA	Curricular (Value Added course I/Extra- Curricular (Non-Credit)				* 2				

TOTAL CREDITS AT THE END OF FIRST YEAR: 31+31=62

TOTAL MARKS AT THE END OF FIRST YEAR: 650+650=1300

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DEPARTMENT OF BUSINESS MANAGEMENT PROGRAMME STRUCTURE ACADEMIC YEAR 2024-2025

BBA (BUSINESS ANALYTICS) II YEAR SEMESTER-III

S.NO.	COURSE CODE	CATEGORY	COURSE TITLE	HOURS PER WEEK (HPW)			CREDITS	DURATION OF END EXAM	EXAM MARKS		TOTAL MARKS
				L	T	P			Int.	Ext.	
1	UHVGS-3-EN-22T LMS-3-BM-22T	SEC 1	UGC Specific: (a) Universal Human Values and Gender Sensitization/ (b) Leadership and Management Skills	1	1	-	2	2	20	30	50
2	HRM-3-BM-22T	DSC 9	Principles of Human Resource Management	4	1	-	5	3	40	60	100
3	CMA-3-BM-22T	DSC 10	Cost & Management Accounting	4	1	-	5	3	40	60	100
4	BOM-3-BM-22T	DSC 11	Basics of Marketing	4	1	-	5	3	40	60	100
5	OM-3-BM-22T	DSC 12	Operations Management	4	1	-	5	3	40	60	100
6	ABA-3-BM-22TP	DSC(MILES) 13	Business Analytics with Python(T+P)	4	-	2	5	3	40	60	100
Total				21	5	2	27				550
				28 Hrs			27 Credits				

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PROGRAMME STRUCTURE ACADEMIC YEAR 2024-2025

BBA (BUSINESS ANALYTICS) II YEAR SEMESTER-IV

S.NO.	COURSE CODE	CATEGORY	COURSE TITLE	HOURS PER WEEK (HPW)			CREDITS	DURATION OF END EXAM	EXAM MARKS		TOTAL MARKS	
				L	T	P			Int.	Ext.		
1	EE-4-EN-22T	SEC 2	UGC Specific: (a) English for Employability/	1	1	-	2	2	20	30	50	
	BEN-4-EN-22T		(b) Business English									
2	RM-4-BM-22T	DSC 14	Research Methodology	4	1	-	5	3	40	60	100	
3	FFM-4-BM-22T	DSC 15	Fundamentals of Financial Management	4	1	-	5	3	40	60	100	
4	OR-4-BM-22T	DSC 16	Operations Research	4	1	-	5	3	40	60	100	
5	BSP-4-BM-22TP	DSC 17	Business Statistics with Predictive Analytics (T+P)	4	-	2	5	3	40	60	100	
6	BID-4-BM-22TP	DSC (MIL ES) 18	Business Intelligence & Data Visualization (T+P)	4	-	2	5	3	40	60	100	
Total				22	5	4	27				550	
				29 Hr s	27 Credits							
7		*NON CGPA	Internship, Co Curriculum (MOOCS/Ext rcurricular)	1	1	-	2					

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TOTAL CREDITS AT THE END OF SECOND YEAR :27+27=54 CREDITS

TOTAL MARKS AT THE END OF SECOND YEAR: 550+550=1100



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DEPARTMENT OF BUSINESS MANAGEMENT PROGRAMME STRUCTURE ACADEMIC YEAR 2024-2025 BBA (BUSINESS ANALYTICS) III YEAR SEMESTER- V

S.N O.	COURSE CODE	CATEGORY	COURSE TITLE	HOURS PER WEEK (HPW)			CREDITS	DURATION OF ENDEX AM	EXAM MARKS		TOTAL MARKS
				L	T	P			Int.	Ext	
1	EM-5-BM-22T RP-5-CS-22T	SEC	Department Specific: (a) Event Management / (b) R Programming (T+P)	2	-	-	2	2	20	30	50
2	_5_-22T	*GE	Interdisciplinary	4	-	-	4	3	40	60	100
3	AI-ML-5-BM-22TP	DSC (MILES)	AI-ML and its Business Applications	4	-	2	5	3	40	60	100
(STUDENTS HAVE TO SELECT ONE PAPER FROM EACH MKT/FIN/HR ELECTIVES)											
MARKETING ELECTIVE											
4	ASP-5-BM-22T	DSE	(a) Advertising & Sales Promotion	4	1	-	5	3	40	60	100
5	DSM-5-BM-22T		(b) Distribution & Supply Chain Management								
6	MOS-5-BM-22T		(c) Marketing of Services								
FINANCE ELECTIVE											
7	FSI-5-BM-22T	DSE	(a) Financial System & Institutions	4	1	-	5	3	40	60	100
8	IF-5-BM-22T		(b) International Finance								
9	IM-5-BM-22T		(c) Investment Management								
HR ELECTIVE											
10	HRD-5-BM-22T	DSE	(a) HRD: System & Strategies	4	1	-	5	3	40	60	100
11	TD-5-BM-22T		(b) Training & Development								
12	MIR-5-BM-22T		(c) Management of Industrial Relations								
			Total	22	3	2	26				550
	PRINCIPAL			27 Hrs			26	Credits			

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DEPARTMENT OF BUSINESS MANAGEMENT

PROGRAMME STRUCTURE ACADEMIC YEAR 2024-2025

BBA (BUSINESS ANALYTICS) III YEAR SEMESTER- VI

S.NO.	COURSE CODE	CATEGORY	COURSE TITLE	HOURS PER WEEK(HPW)			CREDITS	DURATI ON OF ENDEXA M	EXAM MARKS		TOTAL MARKS
				L	T	P			Int.	Ext	
1	ML-6-CS-22T IDM-6-CS-22T	SEC	Department Specific: (a)Machine Learning / (b) Introduction to Digital Marketing (T+P)	2	1	-	2	2	20	30	50
2	RM-6-BM-22T	DSC	Retail Management	4	1	-	5	3	40	60	100
(STUDENTS HAVE TO SELECT ONE PAPER FROM EACH MKT/FIN/HR ELECTIVES)											
MARKETING ELECTIVE											
3	CRM-6-BM-22T	DSE	(a)Customer Relationship Management	4	1	-	5	3	40	60	100
4	CB-6-BM-22T		(b) Consumer Behavior								
5	IM-6-BM-22T		(c)International Marketing								
FINANCE ELECTIVE											
6	FS-6-BM-22T	DSE	(a)Financial Services	4	1	-	5	3	40	60	100
7	IFM-6-BM-22T		(b) International Financial Management								
8	SAP-6-BM-22T		(c) Security Analysis & Portfolio Management								
HR ELECTIVE											
9	LD-6-BM-22T	DSE	(a) Leadership Development	4	1	-	5	3	40	60	100
10	CHM-6-BM-22T		(b) Management of Change								
11	COM-6-BM-22T		(c)Compensation Management								
12	PR	DSE	Project Report & Viva				4		40	60	100
			Total	18	5	-	26				
				23 Hrs			26				
							Credits				

TOTAL CREDITS AT THE END OF THIRD YEAR: 54+54+52=160

TOTAL MARKS AT THE END OF THIRD YEAR:1100+1100+1100=3300

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