

# **Bachelor of Business Administration [BBA- Analytics]**

## **SYLLABUS**

**FACULTY OF COMPUTER APPLICATIONS  
&  
INFORMATION TECHNOLOGY**



## **DR. P. A. Inamdar University, Pune**

**Four years, Eight Semesters, Full time Program  
Under Choice Based Credit System (CBCS)  
&  
Outcome Based Education (OBE) Pattern  
as per UGC and NEP-2020 Guidelines  
Syllabus Effective from 2023-24 academic year**

## 1. **BBA (Analytics) Four Years Programme :-**

### **Preamble**

The Bachelor of Business Administration Programme (Analytics) is a full time four year programme consisting of 8 semesters offered by Dr. P. A. Inamdar University, Pune. Institutes have excellent faculty members, computer laboratories, Libraries, and other facilities to provide a proper learning environment to the students. The expectations and requirements of the Software Industry, immediately and soon, are considered while designing the BBA programme. While designing the BBA Programme, the above facts are considered and the requirements for higher studies and immediate employment are visualized. This Programme consists of different core computer, elective subjects and a wide range of value added courses help the students to build an all-round personality to successfully face the challenges of a IT professional career and good communication skills.

## 2. **Duration:**

The duration of the BBA degree programme shall be four years divided into eight semesters. i.e. BBA Part – I (Sem-I & II), BBA Part – II (Sem-III & IV), BBA Part – III (Sem-V & VI) and BBA Part – IV (Sem VII & VIII). The medium of instruction and examination will be only English.

## 3. **Academic Bank of Credits (ABC):**

## 4. **Eligibility Criteria for admission:**

- A candidate from any stream (Commerce, Science and Arts), should have passed 12th Std. Examination (H.S.C.10+2) with minimum 50% of marks and English as a passing subject.
- A candidate should have scored a minimum of 45 % marks in the qualifying examination. (Minimum 40% for SC/ST candidates)
- Three Years Diploma after S.S.C. i.e. 10th Standard of Board of Technical Education conducted by Government of Maharashtra or its equivalent.
- Two Years Diploma in Pharmacy after H.S.C., of the Board of Technical Education conducted by the Government of Maharashtra or its equivalent.
- MCVC

## 5. **Grading System for Programmes under Management Studies:**

**5.1. Grade Points:** The Faculty of Computer Application and IT, Dr. P.A. Inamdar University has suggested a 10-point grading system for all programmes designed by its various Board of Studies. A grading system is a 10-point system if the maximum grade point is 10. The system is given in Table I below.

**Table I: The 10-point Grading System Adapted for Programmes**

Range of Percent Marks	[80,100] [00,39]	[70,79]	[60,69]	[55,59]	[50,54]	[40,49]	[00,39]
Grade Point	10.0	9.0	8.0	7.0	6.0	5.0	0.0
Grade	<b>O</b>	<b>A+</b>	<b>A</b>	<b>B+</b>	<b>B</b>	<b>C</b>	<b>D</b>

Formula to calculate GP is as under:

Set  $x = \text{Max}/10$  where Max is the maximum marks assigned for the examination (i.e. 100)

Formula to calculate the individual evaluation.

**Range of Marks**

$8x \leq \text{Marks} \leq 10x$

$5.5x \leq \text{Marks} \leq 8x$

$4x \leq \text{Marks} \leq 5.5x$

**Formula for the Grade Point**

10

Truncate  $(M/x) + 2$

Truncate  $(M/x) + 1$

**5.2. Scheme of Examination**

Courses having Internal Assessment (IA) and University Examinations (UE) shall be evaluated by the respective constituent units and the University at the term end for 40 and 60 Marks respectively. The total marks of IA and UE shall be 100 Marks and it will be converted into grade points and grades.

For Comprehensive Continuous Assessment (CCA) The subject teacher may use the following assessment tools:

- a) Class Tests
- b) Presentations
- c) Class Assignments
- d) Case studies
- e) Practical Assignments
- f) Mini Projects
- g) Oral

**6. Attendance Requirement:**

A student shall be eligible to appear for the semester end examination, if the student acquires a minimum of 75% of attendance in aggregate of all the subjects in the current semester.

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**BACHELOR OF BUSINESS ADMINISTRATION [BBA-(Analytics)]**

**PROPOSED SYLLABUS STRUCTURE**

**BBA(Analytics) 1<sup>st</sup> YEAR (Sem -I)**

<b>Semester I</b>					
<b>Sr. No</b>	<b>Subject Name</b>	<b>Course Code</b>	<b>Credit</b>	<b>IA</b>	<b>EA</b>
1	Principles of Management	C101	4	30	70
2	Basic Statistics	C102	4	30	70
3	HRM	C103	4	30	70
4	Technical Elective 1 - C Programming (Interdisciplinary)	ID1	2	25	25
5	Soft Skill I - English Vocabulary & written abilities (Multi-disciplinary)	MD1	2	25	25
6	Practical / Lab - C Language	P102	4	30	70
7	Practical / Lab - social media	P101	4	30	70
<b>TOTAL</b>			<b>24</b>	<b>600</b>	

**BBA(Analytics) 1<sup>st</sup> YEAR (Sem -II)**

<b>Semester II</b>					
<b>Sr. No</b>	<b>Subject Name</b>	<b>Course Code</b>	<b>Credit</b>	<b>IA</b>	<b>EA</b>
1	Business Economics	C201	4	30	70
2	Financial Accounting	C202	4	30	70
3	Design Thinking	C203	4	30	70
4	Technical Elective 2 - Advance Spreadsheet (Interdisciplinary)	ID2	2	25	25
5	Soft Skill II - Spoken English & Verbal Communication (Multi-disciplinary)	MD2	2	25	25
6	Practical / Lab - Accounting Information System	P201	4	30	70
7	Practical / Lab - Spreadsheet	P202	4	30	70
<b>TOTAL</b>			<b>24</b>	<b>600</b>	

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**BACHELOR OF BUSINESS ADMINISTRATION [BBA- (Data Analytics)]**

**PROPOSED SYLLABUS STRUCTURE  
BBA(Analytics) 2<sup>nd</sup> YEAR (Sem-III)**

<b>Semester III</b>					
<b>Sr. No</b>	<b>Subject Name</b>	<b>Course Code</b>	<b>Credit</b>	<b>IA</b>	<b>EA</b>
1	Business Laws	C301	4	30	70
2	E-Business and Startup	C302	4	30	70
3	Database Management system	C303	4	30	70
4	Python Programming	ID3	2	25	25
5	Soft Skill -3 Presentations Skills & Time Management (multi-disciplinary)	MD3	2	25	25
6	Practical / Lab - Python Programming	P303	4	30	70
7	Practical / Lab - DBMS Lab	P301	4	30	70
<b>TOTAL</b>			<b>24</b>	<b>600</b>	

**BBA(Analytics) 2<sup>nd</sup> YEAR (Sem-IV)**

<b>Semester IV</b>					
<b>Sr. No</b>	<b>Subject Name</b>	<b>Course Code</b>	<b>Credit</b>	<b>IA</b>	<b>EA</b>
1	Cost and Management Accounting	C401	4	30	70
2	International Business	C402	4	30	70
3	Web Analytics	C403	4	30	70
4	Technical Elective 4 Web Technologies - JavaScript & Angular (Interdisciplinary)	ID4	2	25	25
5	Soft Skill -PI & Group Discussions (Multi-disciplinary)	MD4	2	25	25
6	Practical / Lab -Web Analytics	P402	4	30	70
7	Practical / Lab - Elective lab4 - JavaScript & Angular	P401	4	30	70
<b>TOTAL</b>			<b>24</b>	<b>600</b>	

**BBA(Analytics) 3<sup>rd</sup> YEAR (Sem-V)**

<b>Semester V</b>					
<b>Sr. No</b>	<b>Subject Name</b>	<b>Course Code</b>	<b>Credit</b>	<b>IA</b>	<b>EA</b>
1	Digital Marketing and Social Media	C501	4	30	70
2	Software Engineering	C502	4	30	70
3	Software Testing	C503	4	30	70
4	Mini project	P1	4	30	70
5	Practical / Lab - Advanced Web Technologies using PHP	P501	4	30	70
6	Practical / Lab - Digital Marketing and Social Media	P502	4	30	70
<b>TOTAL</b>			<b>24</b>	<b>600</b>	

**BBA(Analytics) 3<sup>rd</sup> YEAR (Sem-VI)**

<b>Semester VI</b>					
<b>Sr. No</b>	<b>Subject Name</b>	<b>Course Code</b>	<b>Credit</b>	<b>IA</b>	<b>EA</b>
1	Data Visualization using Python	C601	4	30	70
2	Cyber Security & Information Audit	C602	4	30	70
3	Major Project I	P2	8	100	100
4	Practical / Lab - Data Visualization using Python	P601	4	30	70
5	Practical / Lab - Mobile Application Development	P602	4	30	70
<b>TOTAL</b>			<b>24</b>	<b>600</b>	

**BBA(Analytics) 4<sup>th</sup> YEAR (Sem-VII)**

<b>Semester VII</b>					
<b>Sr. No</b>	<b>Subject Name</b>	<b>Course Code</b>	<b>Credit</b>	<b>IA</b>	<b>EA</b>
1	ASP.Net using C#	C701	4	30	70
2	Data warehousing & Data Mining	C702	4	30	70
3	Major Project II	P3	8	100	100
4	Practical / Lab - Data Warehousing & Data Mining	P702	4	30	70
5	Practical / Lab - ASP.Net using C#	P701	4	30	70
<b>TOTAL</b>			<b>24</b>	<b>600</b>	

**BBA(Analytics) 4<sup>th</sup> YEAR (Sem-VIII)**

<b>Semester VIII</b>					
<b>Sr. No</b>	<b>Subject Name</b>	<b>Course Code</b>	<b>Credit</b>	<b>IA</b>	<b>EA</b>
1	Industrial Internet of Things	C801	4	30	70
2	IBM Watson	C802	4	30	70
3	Practical / Lab - Tableau / IBM Watson	P802	4	30	70
4	IT Industry Project	P4	8	100	100
5	Research Project	P5	4	30	70
<b>TOTAL</b>			<b>24</b>	<b>600</b>	

### List of Open Electives

Open Elective 1	Open Elective 2	Open Elective 3	Open Elective 4
Mathematic for Computer Science	Database Administration	Cloud Computing	DevOps
Internet of Things	C# Programming	Linux Administration	Block Chain
Optimization Techniques	Probability & Graph Theory	Statistical Techniques	Research Methodology
Spreadsheet handling	Digital Marketing	Web Analytics	Visualization Tool (Power BI/ Tableau)
Web scraping Tool (Beautiful soup)			

### List of Value added Electives.

Value Added Elective 1	Value Added Elective 2	Value Added Elective 3	Value Added Elective 4
Soft Skill - English Vocabulary & written abilities	Soft Skill - Spoken English & Verbal Communication	Presentations Skills	PI & Group Discussions Skills
Time Management Skills	Cupping Therapy	Catering & Hotel Management	Basic Oral Hygiene