

**NEHRU ARTS AND SCIENCE COLLEGE**  
**(Autonomous)**

**Reaccredited by NAAC with 'A' Grade, Certified by ISO 9001:2008 &14001:2004**  
**Recognized by UGC with 2(f) and 12(B)& Affiliated to Bharathiar University**  
Nehru Gardens, T.M.Palayam, Coimbatore-641 105

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**B. B. A. (BUSINESS ANALYTICS)**  
**SYLLABUS**



**EFFECTIVE FROM 2018-19**



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## Scheme of Examination

### BBA Business Analytics

(Applicable to the students admitted during the Academic year 2018-2019)

Semester	Part	Course Code	Name of the Course	Instruction hours / week	Duration of Examination	Examination Marks			Credits
						CIA	ESE	Total	
I	I	18U1TAM101/ 18U1HIN101 / 18U1MAL101/ 18U1FRN101	Language I	5	3	25	75	100	4
	II	18U2ENG101	English I	5	3	25	75	100	4
	III	18U3BMC101	Core Paper -I Principles Of Management	5	3	25	75	100	4
	III	18U3BMC102	Core Paper -II Basics of Business and Business Environment	6	3	20	55	75	4
	III	18U3MDA101	Allied Paper- I Mathematics for Management I	6	3	25	75	100	4
	IV	18U4ENV101	Ability Enhancement Compulsory Course: Environmental Studies	2	2	-	50	50	2
	IV	18U4HVY101	Human Excellence – Human Values and Yoga Practice- I	1	-	-	-	-	-
				<b>30</b>				<b>525</b>	<b>22</b>
II	I	18U1TAM202/ 18U1HIN202/ 18U1MAL202/ 18U1FRN202	Language - II	5	3	25	75	100	4
	II	18U2ENG202	English – II	5	3	25	75	100	4
	III	18U3BMC203	Core Paper- III Organisational Behaviour	5	3	20	55	75	4
	III	18U3BMC204	Core Paper- IV Economics for Executives	6	3	25	75	100	4
	III	18U3MDA202	Allied Paper- II Mathematics for Management – II	6	3	25	75	100	4
	IV	18U4HRC202	Ability Enhancement Compulsory Course: Human Rights and Constitution of India	2	2	-	50	50	2
	IV	18U4HVY202	Human Excellence – Human	1	2	25	25	50	2

			Values and Yoga Practice I						
				<b>30</b>				<b>575</b>	<b>24</b>
<b>III</b>	III	18U3BMC305	Core Paper –V Accounting for Business	5	3	25	75	100	4
	III	18U3BMC306	Core Paper –VI Production and Material Management	4	3	25	75	100	3
	III	18U3BMC307	Core Paper -VII Principles of Marketing	3	3	20	55	75	3
	III	18U3BCA308	Core Paper -VIII Fundamentals of Business Analytics	3	3	20	55	75	2
	III	18U3BCA309	Core Paper –IX Information Technology for Business Analytics	4	3	20	55	75	3
	III	18U3BMA308	Allied Paper -III Business Law	4	3	25	75	100	3
	III	18U3BMS301	Skill Based Paper –I PC Software (Libre Office) – Practical	2	3	20	55	75	3
	IV	18U4NM3BT1 / 18U4NM3AT1 / 18U4NM3CAF / 18U4NM3GTS / 18U4NM3WRT	# @Basic Tamil / ##Advanced Tamil / * NME:Consumer Affairs / Gandhian Thoughts / Women’s Rights	2	2	50		50	2
	IV	18U4BM3ED1/ 18U4BM3ED2	Extra Departmental Course	2	3	-	50	50	2
	IV	18U4HVY303	Human Excellence – Human Values and Yoga Practice II	1	-	-	-	-	-
	IV	18U4BMVALC	** Skill Enhancement – Add on course Industry Institute Linkage	-	-	-	-	-	Grade
				<b>30</b>				<b>700</b>	<b>25</b>
<b>IV</b>	III	18U3BMC410	Core Paper –X Human Resource Management	5	3	25	75	100	4
	III	18U3BMC411	Core Paper- XI Financial Management	5	3	25	75	100	3
	III	18U3BCA412	Core Paper -XII - Project on SPSS for Management Theory	4	3	20	55	75	3
	III	18U3BAP413	Core Paper -XIII – Project on SPSS for Management - Practical	6	3	30	45	75	3
	III	18U3BMA404	Allied Paper IV - Business Taxation	4	3	20	55	75	2
	IV	18U4BMS402	Skill Based Paper-II : Business Correspondence	3	3	20	55	75	3
	IV	18U4NM4BT1 / 18U4NM4AT1 / 18U4NM4GEN	# @Basic Tamil / ##Advanced Tamil / General Awareness	2	2	50		50	2
	IV	18U4HVY404	Human Excellence – Human Values and Yoga Practice II	1	2	25	25	50	2
	IV	18U4BMVALC	** Skill Enhancement –	-	-	-	-	-	Grade

			Add on Course Institute Industry Linkage						
				<b>30</b>				<b>600</b>	<b>25</b>
<b>V</b>	III	18U3BMC514	Core Paper- XIV Investment Analysis and Portfolio Management	5	3	25	75	100	4
	III	18U3BMC515	Core Paper -XV Business Research Methods	5	3	25	75	100	4
	III	18U3BMC516	Core Paper -XVI Advertising and Sales Promotion	5	3	25	75	100	4
	III	18U3BCA517	Core Paper –XVII RDBMS	3	3	10	40	50	2
	III	18U3BAP518	Core Paper -XVIII RDBMS Practical	3	3	20	30	50	2
	III	18U3AME501/ 18U3AME502/ 18U3AME503/	Discipline Specific Elective- Paper I	5	3	25	75	100	4
	IV	18U4BMS503	Skill Based Paper- III Tally	4	3	20	55	75	3
				<b>30</b>				<b>575</b>	<b>23</b>
<b>VI</b>	III	18U3BMC619	Core Paper XX Entrepreneurship & Small Business Management	4	3	20	55	75	3
	III	18U3BMC620	Core Paper XXI Service Marketing	4	3	20	55	75	3
	III	18U3BCA621	Core Paper XXI Business Intelligence	5	3	20	55	75	3
		18U3BCA622	Core Paper XXII Marketing Metrics for Analytics	5	3	20	55	75	3
	III	18U3BME604/ 18U3BME605/ 18U3BME606/	Discipline Specific Elective- Paper II	4	3	25	75	100	4
	III	18U3BME608/ 18U3BME608/ 18U3BCE 609/	Discipline Specific Elective - Paper III	4	3	25	75	100	4
	IV	18U4BMS604	Skill Based Course : Campus to Corporate (Viva Voce)	4	3	20	55	75	3
	V	18U5BM6EXT	Extension Activity	-	-	50	-	50	2
				<b>30</b>				<b>625</b>	<b>25</b>
<b>Total</b>								<b>3600</b>	<b>144</b>

# **Basic Tamil**–Students who have not studied Tamil up to 12<sup>th</sup>standard.

##**Advance Tamil** – Students who have studied Tamil language up to 12<sup>th</sup> standard and chose another languages under part I of the programme but would like to advance theirTamil language skills.

\* **NME** – Student shall choose any one course out of three courses.

@ No End Semester Examinations. Only Continuous Internal Assessment (CIA)

\$ - Not included in Total Marks & CGPA Calculation.

\*\* Examinations and evaluations for Value Added Courses shall be conducted by the industry, the marks shall be awarded by the Controller of Examinations.

**LIST OF ELECTIVE PAPERS:**

	GROUP A	GROUP B	GROUP C
Paper I / Sem V	Intellectual Property Rights	M- Commerce & Information Technology Services	International Business Relations
Paper II / Sem VI	Introduction to R Programming	Enterprise Resource Planning	Brand Management
Paper III / Sem VI	Software and Design Techniques	Customer Value Management	Project Work & Viva-Voce

**Extra Departmental Course**

S.No.	Subject Code	Name of the Subject
1	18U4BM4ED1	Entrepreneurship Development
2	18U4BM4ED2	Soft Skill Development

**Additional Credit Course**

Earning Additional credit course is not mandatory for Course Completion

**Additional credits: 8**

S. No.	Subject	Credit/ Course	Total Credits
1	Completion of Certificate Course	1	1
2	Hindi/ other Foreign languages	1	1
3	Self-Study Papers	1	2
4	MOOC Courses/Spoken Tutorial prescribed by the Departments	1	3
5	Representation - Sports/Social Activities/ Co- curricular/Extracurricular Activities at University/ District/ State/ National/ International levels	1	1
<b>Total</b>			<b>8<sup>\$</sup></b>

**Rules:** The students can earn additional credits only if they complete the above during the course period (II to V Sem) and based on the following criteria. Proof of Completion must be submitted to the Office of Controller of Examinations before the commencement of the VI Semester. (Earning Additional credit course is not mandatory for Course Completion)

1. Students can complete Certification Courses for a minimum of 30 hrs (II to V Sem only) from reputed centers and the same certificate shall be produced to earn a credit. They shall be guided by the Department if needed.
2. Students can opt Hindi/ any Foreign Language approved by Certified Institutions to earn one credit. The certificate of Hindi must be obtained from DakshinBharat Hindi Prachar Sabha and He/ She has to enroll and complete during their course period (II to V Sem only)
3. Students can earn one credit, if they complete oneself-study paper prescribed by the Department. The Departments shall offer two Self Study Papers.

#### **Self-Study Paper offered by the Department of Business Administration**

<b>S. No.</b>	<b>Semester</b>	<b>Course Code</b>	<b>Course Title</b>
1	Semester II to V	18U3BMSS01	Customer Relationship Management
2		18U3BMSS02	Disaster Management

4. Students can earn one Credit, if they complete any one MOOC courses/ Spoken Tutorial prescribed by the Department. Students shall earn a maximum of 3 Additional Credits by completing 3 online courses.

#### **List of Online Courses prescribed by the Department of Business Administration**

1. Digital Marketing
2. Successful Negotiation and Essential Strategies and Skills
3. Mastering Data Analysis in Excel
4. Java Programming and Software Engineering Fundamentals
5. Business Foundations
6. Content Strategy for Professionals

**Note:** Other than the above mentioned courses, any course from recognized websites with the consent of the Head of the Department will also be accepted.

5. Award Winners in Sports/Social Activities/ Co-curricular/ Extra Curricular Activities at University/ District/ State/ National/ International levels can earn One Extra Credit by producing the Certificate.

**Chairman**  
**Board of Studies**  
**Department of Business Administration**  
**Nehru Arts and Science College**