

# Calcutta Business School

in collaboration with

Maulana Abul Kalam Azad University of Technology (MAKAUT)

Syllabus of BBA in Business and Data Analytics

Choice Based Credit System

140 Credit (3-Year UG)

## SEM 1

SL.	Subject Type	Subject Code	Subject Name	Credits			Total Credits
				L	T	P	
1	CC-1	BBA(A)-101 & BBA(A)-191	Overview of Business Management- Analytic Approach	4		2	6
2	CC-2	BBA(A)-102	Overview of Business Economics	5	1		6
3	GE	BBA(A)-103	Mathematics for Analytics & Statistical Concept	5	1		6
4	AECC	BBA(A)-104	Overview of Business Communication	2			2
							20

## SEM 2

SL.	Subject Type	Subject Code	Subject Name	Credits			Total Credits
				L	T	P	
1	CC-3	BBA(A)-201	Marketing Management	5	1		6
2	CC-4	BBA(A)-202	Financial Accounting	5	1		6
3	GE	BBA(A)-203 & BBA(A)-293	Managing Information- IT for Business Analytics	4		2	6
4	AECC	BBA(A)-204	Environmental Science & Sustainable Development	2			2
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### SEM 3

SL.	Subject Type	Subject Code	Subject Name	Credits			Total Credits
				L	T	P	
1	CC-5	BBA(A)-301	Data Structures	5	1		6
2	CC-6	BBA(A)-302 & BBA(A)-392	Foundation of AI and ML with Python	4		2	6
3	CC-7	BBA(A)-303	Behavioral Science for Business Organization	5	1		6
4	GE	BBA(A)-304	Business Intelligence Model	5	1		6
5	SEC	BBA(A)-305	Soft-skill & Presentation Development	2			2
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### SEM 4

SL.	Subject Type	Subject Code	Subject Name	Credits			Total Credits
				L	T	P	
1	CC-8	BBA(A)-401 & BBA(A)-491	Research Methodology for Business	4		2	6
2	CC-9	BBA(A)-402	Customer Relationship Management in Business	5	1		6
3	CC-10	BBA(A)-403	Entrepreneurship Development	5	1		6
4	GE	BBA(A)-404 & BBA(A)-494	Data Analytics	4		2	6
5	DSE-1	BBA(A)-481	Internship-I			2	2
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### SEM 5

SL.	Subject Type	Subject Code	Subject Name	Credits			Total Credits
				L	T	P	
1	CC-11	BBA(A)-501	Operation & Supply Chain Analytics	5	1		6
2	CC-12	BBA(A)-502 & BBA(A)-592	Optimization Techniques	4		2	6
3	DSE-2	BBA(A)-503 & BBA(A)-593	Design & Analysis of Algorithms	4		2	6
4	DSE-3	BBA(A)-504A/B & BBA(A)-594A/B	Elective -I	4		2	6
							24

### SEM 6

SL.	Subject Type	Subject Code	Subject Name	Credits			Total Credits
				L	T	P	
1	CC-13	BBA(A)-601 & BBA(A)-691	Overview of Data Mining Tool	4		2	6
2	CC-14	BBA(A)-602	Business Law	5	1		6
3	DSE-4	BBA(A)-603A/B/C & BBA(A)-693A/B/C	Elective-II	4		2	6
4	DSE-5	BBA(A)-681	Project & Internship-II		2	4	6
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**Elective -I**

BBA(A)-504A -DBMS and SQL

BBA(A)-504B - Project Management

**Elective -II**

BBA(A)-603A - E-Commerce & M-Commerce

BBA(A)-603B - Web and Social Media Analytics

BBA(A)-603C - Hadoop Programming