		postal de la	School of B				_		
		Bachelor of Busine	ess Administr	ation in	ı Busin	ess Analytic	S		
			ogram Structu						
		ASSESSMENT PA			or All	Semesters)			
COURSES									
		CONTINUO	US INTERNAL	EXAMI	NATIC	N (CIE)			Semester End Examination (SEE)
		Rubric	and Assessmo	ent Too	ls			Total	
Course Type	QUIZ 1/AAT	CAT1	QUIZ2/AAT	CAT2	LAB	LAB Test	Coursebased Project	CIE	Max. Marks
Theory	20	30	20	30	0	0	0	100	100
Blended	0	30	0	30	20	20	0	100	100
Comprehensive	0	30	0	30	20	0	20	100	100
		Rubr	ic for Course-	based F	Project		<u>'</u>		-
	Type of		CIE Mai	ks (Rub	oric)				
S.No.	Assessment Tools	PPP	TS1	TS	52	Viva	Total		-
	Coursebased								-
1	Project Work	5	5	5	5	5	20		
PASS REQUIREM he CIE and 40% i examination (ETE equal to 40% to o	Work ENTS Condition 1 n total; otherwis)-should secure leclare pass in a	L-Continuous Internal Exse not permitted to app 40% in the SEE/ETE Cor Course.	ear in SEE; Condition 3- The	IE) -Sho ondition overall to eligik	ould se 12-Sem marks ole for	cure 30% of ester End Ex both CIE and	marks in every camination (SE d SEE together	E) or Enshould	d Term be more than or marks in QUIZ
PASS REQUIREM he CIE and 40% i examination (ETE equal to 40% to o	Work ENTS Condition 1 n total; otherwis)-should secure leclare pass in a	L-Continuous Internal Ex se not permitted to app 40% in the SEE/ETE Cor Course.	ear in SEE; Condition 3- The	IE) -Sho ondition overall to eligik	ould se 12-Sem marks ole for	cure 30% of ester End Ex both CIE and	marks in every camination (SE d SEE together	E) or Enshould	d Term be more than or marks in QUIZ
PASS REQUIREM he CIE and 40% i examination (ETE equal to 40% to o *-: Students have JAAT and QUIZ2	Work ENTS Condition 1 n total; otherwis)-should secure leclare pass in a e to secure minin /AAT individual	L-Continuous Internal Exse not permitted to app 40% in the SEE/ETE Cor Course.	ear in SEE; Condition3- The massessment each in both	IE) -Sho ondition overall to eligik CAT1 &	ould se i2-Sem marks ole for a CAT2)	cure 30% of ester End Ex both CIE and appearing in . Same rule	marks in every camination (SE d SEE together n ETE/SEE.(min applies to all a	should should simum 3	d Term be more than or marks in QUIZ nt tools.
PASS REQUIREMINE THE CIE and 40% is examination (ETE equal to 40% to control to 40% to 40% to control to 40% t	Work ENTS Condition 1 n total; otherwis)-should secure leclare pass in a e to secure minin /AAT individual d to secure minin To submit the F a group of 4 stu course faculty s	L-Continuous Internal Exse not permitted to app 40% in the SEE/ETE Corcourse. mum 30% marks in each y & minimum 12 marks mum 40 marks separate PPP before the Quiz1 by idents; After Quiz1 the shuold approve the PPP student group to	camination (C ear in SEE; Co dition3- The n assessment each in both bly in ETE/SEE The prelimin and all of its to the progra proposed me	to eligik CAT1 & along v	puld se i2-Sem marks ole for cCAT2) vith ab	appearing in . Same rule ove mention eters. It outlied conformity in expected	marks in every camination (SE d SEE together applies to all a med criterion to vides an initial ines the projecto current induoutcomes. It s	imum 3 ssesment o pass the , overvie ct's objectstry/go hould al	d Term be more than or marks in QUIZ nt tools.
PASS REQUIREMINE CIE and 40% in Examination (ETE equal to 40% to compare the examination (ETE equal to 40% to c	Work ENTS Condition on total; otherwise of the secure mining the secure mining of the secure	L-Continuous Internal Exse not permitted to app 40% in the SEE/ETE Corcourse. mum 30% marks in each y & minimum 12 marks mum 40 marks separate PPP before the Quiz1 by idents; After Quiz1 the shuold approve the PPP student group to	camination (Coear in SEE; Condition3- The massessment each in both left in ETE/SEE The prelimin and all of its to the prograproposed maken with the constitution of the proposed maken with the prograproposed maken wi	to eligik CAT1 & along v ary proj known am meri ethodol laints re	puld se i2-Sem marks ble for c CAT2) vith ab ject pla param it, and ogy, ar elated	appearing ir . Same rule ove mentior eters. It outle conformity in expected to the time for course facult	marks in every camination (SE di SEE together in ETE/SEE.(min applies to all a med criterion to vides an initial ines the proje to current induoutcomes. It sframe (Gantt Communication)	imum 3 assesment o pass the ct's object ustry/go hould alchart).bu	marks in QUIZ nt tools. The respective rectives, relevance vernment policy, so include any
PASS REQUIREM he CIE and 40% is examination (ETE equal to 40% to co *-: Students have "/AAT and QUIZ2 *-: Student need Course. PPP(Preliminary Project Plan)	Work ENTS Condition on total; otherwise of the secure mining of the secure of the sec	dents; After Quiz1 by udents; After Quiz1 the shuold approve the PPP student group to project.	camination (Coear in SEE; Condition3- The condition3- The condition3- The condition3- The condition3- The coeach in both coeach in	to eligik CAT1 & along v ary proj known am meri ethodol laints re-	puld se 12-Sem marks ple for 2 CAT2) with ab 12 param it, and 12 param it, and 12 param it, and 13 param it, and 14 param it, and 15 param it,	cure 30% of ester End Exboth CIE and appearing ir . Same rule ove mention on (PPP) proveters. It outliconformity in expected to the time if course faculating groups	marks in every camination (SE di SEE together in ETE/SEE.(min applies to all a med criterion to vides an initial ines the proje to current induoutcomes. It sframe (Gantt Communication)	imum 3 ssesmer o pass th o pass th ct's obje ustry/go hould al Chart).bu	marks in QUIZ nt tools. The respective respectives, relevance vernment policy, iso include any adget, and, etc.
PASS REQUIREMINE THE CIE and 40% in Examination (ETE equal to 40% to compare the compare t	Work ENTS Condition on total; otherwise observed mining the color of	dents; After Quiz1 by udents; After Quiz1 the shuold approve the PPP student group to project.	The prelimin and all of its to the proposed me known const After the sec th status byh all the status byh al	along verall thought along verall the students result that the students result along verall the students result along verall the students result along verall verall the students result along verall vera	puld se 12-Sem marks ple for 2 CAT2) with ab 12-Sem marks ple for 2 CAT2) with ab 12-Sem marks paramit, and 12-Sem marks paramit, and 12-Sem marks paramit, and 12-Sem marks paramit, and 12-Sem marks ple factor ple for the following ple factor	cure 30% of ester End Exboth CIE and appearing ir . Same rule ove mention on (PPP) proveters. It outliconformity in expected to the time if course faculant groups alty member groups	marks in every camination (SE di SEE together in ETE/SEE.(min applies to all a med criterion to vides an initial ines the projecto current induoutcomes. It sframe (Gantt Communication) in the content induoutcomes in the course of the current induoutcomes in the course of the current induoutcomes. It sframe (Gantt Communication) is simple to current induoutcomes in the current induoutcomes in	e) or Enshould should should o pass the o pass the o vervice ct's object ustry/go hould al chart).bu ould take the 2nd	marks in QUIZ nt tools. me respective ew of the project ectives, relevance vernment policy, iso include any udget, and, etc. see 1st review of the review of the review of the

Lab	Rubrics 1 (marks)	Rubrics 2 (marks)		Rubrics 3 (marks)		Rubrics 4		Rubrics 5 (marks)	To be defined by the respective faculty handling the course			
Project	Rubrics 1 (marks)	Rubrics 2 (marks)	Rubrics (marks		ubric mar		Rubrics 5 (marks)	To be defined by the respective faculty handling the course				
		Pro	ogram Structu	ıre 2023	3-27							
First Semester- Bachelor of Business Administration in Business Analytics												
				Cr	edit St	ruct	ure					
SI. No.	Course Code	Course Title	Course Type	L	т	Р	S	Credits	Hours	Course Category		
1		Financial Accounting	Theory	3	0	0	0	3	3	Major		
2		Principles of Management	Theory	3	0	0	0	3	3	Major		
 3		Business Economics	Theory	3	0	0	0	3	3	Major		
4		Marketing Theory and Practices	Theory	3	0	0	0	3	3	Major		
5		Business Mathematics	Theory	3	0	0	0	3	4	Multidisciplinary		

	IT for Business						Ω.		
6	Management	Integrated	2	0	1	0	3	SEC	

7		Basic Reading and Writing Skills	Integrated	2	0	1	0	3	4	AEC	
8		Indian Constitution	Theory	3	0	0	0	3	3	VAD	
	L	Total credits	L	L	L	.L		24			
	Second Se	emester-Bachelor of Bus	iness Administ	ration ir	n Busir	ess	Analytic	s		ı	
				Cre	dit Str	uctu	re				
SI. No.	Course Code	Course Title	Course Type	L	т	Р	S	Credits	Hours	Course Category	
1		Organisational Behaviour	Theory	3	0	0	0	3	3	Major	
2		Management and Cost Accounting	Theory	3	0	0	0	3	3	Major	
3		Business Statistics	Theory	3	0	0	0	3	3	Multidisciplinary	
4		Production and Operations Management	Theory	3	0	0	0	3	3	Major	
5		IT Tools for Decision Making	Integrated	2	0	1	0	3	4	Multidisciplinary	
6		Business Communication	Integrated	2	0	1	0	3	4	AEC	
7		Minor 1	Theory	3	0	0	0	3	3	Minor	
	L	Total credits	L	L	L	L	L	21			
	Third Ser	mester-Bachelor of Busi	ness Administr	ation in	Busin	ess A	Analytics	<u>i</u>		·	
						ro		1			
				Cre	dit Str	uctu	16				
Sl. No.	Course Code	Course Title	Course Type	Cre L	dit Str	uctu P	s	Credits	Hours	Course Category	
SI. No.		Course Title Financial Management			T	T	T	Credits 3	Hours 3	Course Category Major	
		Financial	Туре	L	т	Р	S				
1		Financial Management Human Resource Management Supply Chain	Type Theory Theory	L 3	T	P 0	s 0	3	3	Major	
2		Financial Management Human Resource Management	Type Theory	3 3	T 0	P 0	S 0	3	3	Major Major	
2		Financial Management Human Resource Management Supply Chain Management	Theory Theory Theory	L 3	T 0 0 0	P 0 0 0	s 0 0 0	3 3	3 3	Major Major Major	
1 2 3 4		Financial Management Human Resource Management Supply Chain Management Business Law Introduction to	Theory Theory Theory Theory	L 3 3 3 3	T 0 0 0 0 0	P 0 0 0 0 0	\$ 0 0 0 0 0 0	3 3 3	3 3 3	Major Major Major Major	
1 2 3 4		Financial Management Human Resource Management Supply Chain Management Business Law Introduction to Business Analytics Social Media	Type Theory Theory Theory Theory Theory	L 3 3 3 3 3	T 0 0 0 0 0 0	P 0 0 0 0 0 0	\$ 0 0 0 0 0	3 3 3 3	3 3 3 3	Major Major Major Major	

					Cre	dit Str	uctu	ire					
	Sl. No.	Course Code	Course Title	Course Type	L	т	Р	S	Credits	Hours	Course Category		
	1		Research Methodology	Integrated	2	0	1	0	3	4	Major		
	2		Data Warehousing and Multidimensional Modelling	Theory	3	0	0	0	3	3	Major		
	3		Campus to Corporate	Integrated	2	0	1	0	3	4	SEC		
	4		Elective-I	Theory	3	0	0	0	3	3	Major		
	5		Elective-II	Theory	3	0	0	0	3	3	Major		
	6		Stock Market Analysis	Integrated	2	0	1	0	3	4	Major		
	7		Human Values and Environment Studies	Theory	1	0	0	0	2	2	VAD		
	8		Minor 3	Theory	3	0	0	0	3	3	Minor		<u> </u>
		L	Total credits	l		ı			23				
			Electives: Choose basket	(any 2 out of	3) as pe	er Spec	ializ	ation		<u> </u>			
					Cre	dit Str	uctu	ire					
	SI. No.	Course Code	Course Title	L	т	Р	s	Credits	Hours			<u> </u>	
1			Data Mining	Theory	3	0	0	0	3	3	Major		
2			Data Visualization	Theory	3	0	0	0	3	3	Major		
3			Querying data using SQL	Theory	3	0	0	0	3	3	Major		
		Fifth Ser	mester-Bachelor of Busine	ess Administr	ation in	Busin	ess A	Analytics			ı		
				(Credit S	tructur	e						
	Sl. No.	Course Code	Course Title	Course Type	L	т	Р	S	Credits	Hours	Course Category		
L			Business Ethics and Governance		3	0	0	0	2		Maiar		
	1		/Entrepreneurship	Theory					3	3	Major		

	2	Machine Learning	Theory	3	0	0	0	3	3	Major	
L	 	 									 L

			Summer Internship				,	2					
<u> </u>	3		Project	Theory	0	0	0	0	3	1	SIP		
	4		Elective-III	Theory	3	0	0	0	3	3	Major		
	5		Elective-IV	Theory	3	0	0	0	3	3	Major		
			Web Mining & Data Extraction		2	0	1	0					
	6		Management	Integrated					3	4	VAD		
	7		Minor 4	Theory	3	0	0	0	3	3	Minor		
	8		Personality Development	Integrated	2	0	1	0	3	3	SEC		
		L	Total credits		L	L	.	L	24				
			Electives: Choose basket	(any 2 out of	3) as pe	er Spec	cializa	ation	<u> </u>				
		Credit Structure											
	SI. No.	Course Code	Course Title	Course Type	L	т	Р	s	Credits	Hours	Course Category		
	_		Predictive Analytics &										
<u> </u>	1		Econometrics	Theory	3	0	0	0	3	3	Major		
	2		R Programming	Theory	3	0	0	0	3		Major		
	3		Text Analytics	Theory	3	0	0	0	3	3	Major		
	4		Platform and Application Analysis	Theory	3	0	0	0	3	3	Major		
		Sixth Sen	mester-Bachelor of Busine	ess Administr	ation in	Busine	ess A	Analytics	i 				
					Cre	dit Str	uctu	re					
	Sl. No.	Course Code	Course Title	Course Type	L	т	Р	s	Credits	Hours	Course Category		
	1		International Business	Theory	3	0	0	0	3	3	Major		
	2		Marketing Analytics	Theory	3	0	0	0	3	3	Major		
	3		Elective-V	Theory	3	0	0	0	3	3	Major		
	4		Elective-VI	Theory	3	0	0	0	3	3	Major		
	5		Minor 5	Theory	3	0	0	0	3	3	Minor		
	6		Industrial Research Project		0	0	0	0	3	3	RSC		
			Total credits		<u>I</u>	<u>.I</u>		<u> </u>	18				
			Electives: Choose basket	t /arry 3 aut of	: 3\ ac pr	5201	-: -:	-+:an					
			Electives. Choose basket	(any 2 out of									
	Credit Structure												<u> </u>

Sl. No.	Course Code	Course Title	Course Type	L	т	Р	S	Credits	Hours	Course Category	
1		Big Data Analytics	Theory	3	0	0	0	3	3	Major	
2		Python Programming	Theory	3	0	0	0	3	3	Major	
3		Basics of Cloud Computing	Theory	3	0	0	0	3	3	Major	
4		Robotic Process Automation	Theory	3	0	0	0	3	3	Major	
Sem 2-8	i	To be selected from Basket of other School									
Sem 5		Business Ethics and Governance /Entrepreneurship									
		•									
	Semester 1	24									
	Semester 2	21									
	Semester 3	20									
	Semester 4	23									
	Semester 5	24									
	Semester 6	18									
	Total credits	130									