

Faculty of Commerce and Management
SOE, BBA ANALYTICS (BATCH : 2021-24) Subjects

Sr. No.	Semester	Subject Code	Nomenclature	Theory/ Practical	Core/ AECC/ VAC/ DSE/ MGE	For ERP				Credits		Theory		Theory (Internal)		Practical		Practical (Internal)				Total	Overall Pass Marks	Scheme of Examinations (Theory+Internal+Practical+Oral+Theory+Internal+Practical)
							T	H	P	Max	Pass	Max	Pass	Max	Pass	Max	Pass	Max	Pass	Max	Pass			
1	1	06170101	Business Statistics	Theory	Core	Core	4	0	0	4	60	24	20	10	10	40	16					100	40	Theory + Internal
2	1	06170102	Management Concepts	Theory	Core	Core	4	0	0	4	60	24	20	10	10	40	16					100	40	Theory + Internal
3	1	06170103	Analytics for All	Theory	Core	Core	4	0	0	4	60	24	20	10	10	40	16					100	40	Theory + Internal
4	1	-	MGE	Theory	MGE	MGE	4	0	0	4	60	24	20	10	10	40	16					100	40	Theory + Internal
5	1	-	AECC	Theory	AECC	AECC	2	0	0	2	30	12	10	5	5	20	8					50	20	Theory + Internal
6	1	-	VAC	Theory	VAC	VAC	2	0	0	2	30	12	10	5	5	20	8					50	20	Theory + Internal
7	2	06170201	Data visualization with Python	Theory	Core	Core	4	0	0	4	60	24	20	10	10	40	16					100	40	Theory + Internal
8	2	06170202	Business Law	Theory	Core	Core	4	0	0	4	60	24	20	10	10	40	16					100	40	Theory + Internal
9	2	06170203	Organizational Behaviour	Theory	Core	Core	4	0	0	4	60	24	20	10	10	40	16					100	40	Theory + Internal
10	2	06170204	Fundamentals of Business Research Methods	Theory	Core	Core	4	0	0	4	60	24	20	10	10	40	16					100	40	Theory + Internal
11	2	06170205	Financial Accounting	Theory	Core	Core	4	0	0	4	60	24	20	10	10	40	16					100	40	Theory + Internal
12	-	-	MGE	Theory	MGE	MGE	4	0	0	4	60	24	20	10	10	40	16					100	40	Theory + Internal
13	-	-	AECC	Theory	AECC	AECC	2	0	0	2	30	12	10	5	5	20	8					50	20	Theory + Internal
14	-	-	VAC	Theory	VAC	VAC	2	0	0	2	30	12	10	5	5	20	8					50	20	Theory + Internal
15	3	06170301	Design Thinking- IBM	Theory	Core	Core	4	0	0	4	60	24	20	10	10	40	16					100	40	Theory + Internal
16	3	06170302	Application of Business Research Methods	Theory	Core	Core	4	0	0	4	60	24	20	10	10	40	16					100	40	Theory + Internal
17	3	06170303	Mathematical Optimization	Theory	Core	Core	4	0	0	4	60	24	20	10	10	40	16					100	40	Theory + Internal
18	3	06170304	Human Resource Management	Theory	Core	Core	4	0	0	4	60	24	20	10	10	40	16					100	40	Theory + Internal
19	3	06170305	Management Information System	Theory	Core	Core	4	0	0	4	60	24	20	10	10	40	16					100	40	Theory + Internal
20	3	-	MGE	Theory	MGE	MGE	4	0	0	4	60	24	20	10	10	40	16					100	40	Theory + Internal
21	3	-	AECC	Theory	AECC	AECC	2	0	0	2	30	12	10	5	5	20	8					50	20	Theory + Internal
22	3	-	VAC	Theory	VAC	VAC	2	0	0	2	30	12	10	5	5	20	8					50	20	Theory + Internal
23	4	06170401	Social Media Analytics	Theory	Core	Core	4	0	0	4	60	24	20	10	10	40	16					100	40	Theory + Internal
24	4	06170402	Principles of Marketing	Theory	Core	Core	4	0	0	4	60	24	20	10	10	40	16					100	40	Theory + Internal
25	4	06170403	Data Base Management System	Theory	Core	Core	4	0	0	4	60	24	20	10	10	40	16					100	40	Theory + Internal
26	4	06170404	Advertising and Brand Management	Theory	Core	Core	4	0	0	4	60	24	20	10	10	40	16					100	40	Theory + Internal
27	4	06170405	Business Intelligence - IBM	Theory	Core	Core	4	0	0	4	60	24	20	10	10	40	16					100	40	Theory + Internal
28	4	-	MGE	Theory	MGE	MGE	4	0	0	4	60	24	20	10	10	40	16					100	40	Theory + Internal
29	4	-	AECC	Theory	AECC	AECC	2	0	0	2	30	12	10	5	5	20	8					50	20	Theory + Internal
30	4	-	VAC	Theory	VAC	VAC	2	0	0	2	30	12	10	5	5	20	8					50	20	Theory + Internal
31	5	06170501	Predictive Analytics	Theory	Core	Core	4	0	0	4	60	24	20	10	10	40	16					100	40	Theory + Internal
32	5	06170502	Financial Management	Theory	Core	Core	4	0	0	4	60	24	20	10	10	40	16					100	40	Theory + Internal

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SOL, DATA ANALYTICS (BATCH - 2021-24) Subjects																															
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											Max	Pass	Midterm	Assignment		Professional Activities	Max				Pass	Demonstration/Presentation	Viva-voce	Max	Pass	Attendance	Project/Laboratory Work	Midterm	Conduct/Demonstration	Max	Pass
33	5	06170503	Industry Reviewed Project	Practical	Core	Core	6	0	0	6									100	100	40		50				50	20	150	60	Practical + Internal
34	5	06170504	Intelligent Bots - IBM	Theory	Core	Core	4	0	0	4	60	24	20	10	10	40	16												100	40	Theory + Internal
35	6	06170601	Big Data Analytics	Theory	Core	Core	4	0	0	4	60	24	20	10	10	40	16												100	40	Theory + Internal
36	6	06170602	Capstone Project	Practical	Core	Core	6	0	0	6									100	100	40		50				50	20	150	60	Practical + Internal
37	6	06170603	Financial Institutions and Markets	Theory	Core	Core	4	0	0	4	60	24	20	10	10	40	16												100	40	Theory + Internal
38	6	06170604	Digital Marketing with Practical Approach	Theory	Core	Core	4	0	0	4	60	24	20	10	10	40	16												100	40	Theory + Internal
39	6	06170605	Functional Analytics	Theory	Core	Core	4	0	0	4	60	24	20	10	10	40	16												100	40	Theory + Internal

Note: MGE, AECC & VAC will be selected from university umbrella.

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