

BBA BUSINESS ANALYTICS COURSE OBJECTIVE

BBA Business Analytics is a three-year course that is also one of the most sought-after courses for business professionals. The curriculum emphasizes many areas of data administration and analysis. Students will become acquainted with Big Data, Visualization, and Data Mining. It prepares students for a career in business analytics by providing both technical and managerial understanding.

It is a specialized programme that is aimed to develop business analytics professionals for a variety of industries. It is the practical application of statistical analysis and technologies on business data to identify and anticipate trends and predict business outcomes.

It is a combination of Data Analytics, Business Intelligence & Business Management Principles which allows companies to understand customer needs better, preferences, and behaviors which helps them develop products or services that meet their expectations. Additionally, it provides insights into customer satisfaction and helps companies identify areas for improvement.

COURSE OUTCOME

Considering the growing demand for Business Analytics specialists, a BBA in this subject guarantees you'll continually be in demand and get to work in a job that's trending in the worldwide market. Be it recession, or any other unexpected circumstances, corporations will continually face competition and they'll need specialists who can assist them get an edge over their competitors. Hence, this paves the way to a money-making and ever-lasting career

The career paths after BBA Business Analytics:

- Data Scientist
- Quantitative Analyst/Modeller
- Data Business Analyst
- Business Analyst Manager or Consultant
- Financial/Marketing Analyst
- Project manager
- Data mining manager
- Business Intelligence and Analytics Consultant

- Retail Sales Analyst
- Big Data Analyst
- Machine Learning Engineer
- Business Analyst Specialist.

Subjects

Semester 1	Semester2	Semester 3
1. English	1. English	1. English
2. Telugu/Sanskrit/Hindi/French	2. Telugu/Sanskrit/Hindi/French	2. Telugu/Sanskrit/Hindi/French
3. Environmental Studies	3. Basic Computer Skills	3. a) Communication Skills b) Professional Skills
4. Principles of Management	4. Business Economics	4. a) Basic Quality Management b) Advanced Computer Skills
5. Business Mathematics	5. Financial Accounting	5. Basics of Marketing
6. Introduction to Information Technology	6. Introduction to Business Analytics	6. Management Science
		7. Descriptive Business Analytics (Practical EXCEL)

Semester 4	Semester 5	Semester 6
1. English	1. English	1. English
2. Telugu/Sanskrit/Hindi/French	2. Telugu/Sanskrit/Hindi/French	2. Telugu/Sanskrit/Hindi/French
3 a) Leadership and Management Skills b) Universal Human Values	3. Entrepreneurship Development	3. a) Business Intelligence & Data Visualization b) Business Analytics Programming
4 a) Business Policy & Strategy b) Business Law	4. a) Big Data Analytics b) Data Warehousing & Data Mining	4. a) Banking (F) b) Buyer Behaviour (M) c) Leadership and Change Management (HR)
5. Human Resource Management	5. a) Financial Markets and Services (F) b) Brand Management (M) c) Organizational Development (HR)	5. a) Financial Analytics – II (F) b) Marketing Analytics – II (M) c) HR Analytics – II (HR)
6. Financial Management	6. a) Financial Analytics – I (F) b) Marketing Analytics – I (M) c) HR Analytics – I (HR)	6. Project Report
7. Predictive Business Analytics (Practical EXCEL)		7. Comprehensive Viva-Voce