

STUDY & EVALUATION SCHEME
B.B.A. - BUSINESS ANALYTICS (AS PER NEP 2020)
I YEAR: I SEMESTER

S. NO.	SUBJECT CODE	SUBJECT	L	T	P	CIE	ESE	TOTAL	C	COURSE TYPE	FACULTY
THEORY											
1	UEM1001	Business Economics	3	0	0	40	60	100	3	Major	Own Faculty
2	UCM1001	Basic Accounting	3	1	0	40	60	100	4	Major	Own Faculty
3	UMG1001	Business Statistics	3	1	0	40	60	100	4	Major	Own Faculty
4	UMG1002	Principles of Management	3	0	0	40	60	100	3	Major	Own Faculty
5	UMG1003	Computer Applications	3	0	0	40	60	100	3	Major	Own Faculty
6	UMG1004	Business Ethics and Governance	3	0	0	40	60	100	3	Major	Own Faculty
7	UMG1801	Analytics Foundation	1	0	2	40/80	60/20	100	2	Major	IBM
8	UEG1502SE	Functional English	2	0	0	40	60	100	2	Skills Enhancement Minor	Other Faculty
9	UPC1401	First Aid & Health	2	0	0	100	-	100	2	Co-Curricular Minor*	Other Faculty
PRACTICAL/TRAINING/PROJECT											
1	UMG1501SE	Computer Foundation Lab	0	0	2	80	20	100	1	Skills Enhancement Major	Own Faculty
2	UEG1501SE	English Language Lab	0	0	2	80	20	100	1	Skills Enhancement Major	Other Faculty
TOTAL			23	2	6	580	520	1100	28		

L - Lecture

T - Tutorial

P - Practical

CIE - Continuous Internal Evaluation

ESE-End Semester Exam

C – Credit

***Co-Curricular courses are graded but not included in CGPA.**

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I YEAR: II SEMESTER

S. NO.	SUBJECT CODE	SUBJECT	L	T	P	CIE	ESE	TOTAL	C	COURSE TYPE	FACULTY
THEORY											
1	UMG2001	Organizational Behavior	3	0	0	40	60	100	3	Major	Own Faculty
2	UCM2001	Management and Cost Accounting	3	0	0	40	60	100	3	Major	Own Faculty
3	UMG2002	Human Resource Development	3	0	0	40	60	100	3	Major	Own Faculty
4	UMG2003	Marketing Theory and Practice	3	0	0	40	60	100	3	Major	Own Faculty
5	UMG2004	Business Mathematics	3	1	0	40	60	100	4	Major	Own Faculty
6	UMG2005	Advertising Management	3	0	0	40	60	100	3	Major	Own Faculty
7	UMG2802	Data Visualization with Python	1	0	4	40/80	60/20	100	3	Major	IBM
8	UMG2501VO	Cash Management and Housekeeping	2	1	0	40	60	100	3	Vocational	Other Faculty
9	UBS2401	Food, Nutrition and Hygiene	2	0	0	100	-	100	2	Co-Curricular Minor	Other Faculty
10	UMG2501IV	Industrial Visit	0	0	0	100	0	100	1	Skills Enhancement Major	Own Faculty
11		Minor Elective-1	3	1	0	40	60	100	4	Minor	Other Faculty
TOTAL			26	3	4	560	540	1100	32		

L - Lecture

T - Tutorial

P - Practical

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ESE-End Semester Exam

C – Credit

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II YEAR: III SEMESTER

S. NO.	SUBJECT CODE	SUBJECT	L	T	P	CIE	ESE	TOTAL	C	COURSE TYPE	FACULTY
THEORY											
1	UMG3001	Business Finance	3	0	0	40	60	100	3	Major	Own Faculty
2	UMG3002	Business Laws	3	0	0	40	60	100	3	Major	Own Faculty
3	UMG3003	Production Management	3	0	0	40	60	100	3	Major	Own Faculty
4	UMG3004	Business Policy	3	0	0	40	60	100	3	Major	Own Faculty
5	UMG3005	Business Communication	3	0	0	40	60	100	3	Major	Own Faculty
6	UMG3006	Business Environment	3	0	0	40	60	100	3	Major	Own Faculty
7	UMG3501 VO	NGO Management	2	1	0	40	60	100	3	Vocational Major/Minor	Any Faculty
8	UMG3801	Design Thinking with Predictive Modeling	1	0	4	40/80	60/20	100	3	Major	IBM
9	UPE3401	Physical Education & Yoga	2	0	0	100	-	100	2	Co-Curricular Minor*	Other Faculty
10	UMG3501 SE	Farming of Business Problem	0	0	2	100	-	100	1	Skills Enhancement Major	Own Faculty
TOTAL			23	1	6	520	480	1000	27		

L - Lecture

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STUDY & EVALUATION SCHEME
B.B.A. - BUSINESS ANALYTICS (AS PER NEP 2020)
II YEAR: IV SEMESTER

S. NO	SUBJECT CODE	SUBJECT	L	T	P	CIE	ESE	TOTAL	C	COURSE TYPE	FACULTY
THEORY											
1	UMG4001	Supply Chain Management	3	0	0	40	60	100	3	Major	Own Faculty
2	UMG4002	Research Methodology	3	0	0	40	60	100	3	Major	Own Faculty
3	UCM4001	Specialized Accounting	3	0	0	40	60	100	3	Major	Own Faculty
4	UMG4003	Consumer Behavior	3	0	0	40	60	100	3	Major	Own Faculty
5	UMG4004	Investment Analysis and Portfolio Management	3	0	0	40	60	100	3	Major	Own Faculty
6	UMG4005	Company Law	3	0	0	40	60	100	3	Major	Own Faculty
7	UMG4801	Functional Analytics	1	0	4	40/80	60/20	100	3	Major	IBM
8	UMG4501VO	Event Management	2	1	0	20	80	100	3	Vocational /Minor	Own Faculty
1	UMG4701SM	Seminar	0	0	2	100	-	100	1	Skills Enhancement	Own Faculty
9		Minor Elective-2	3	1	0	40	60	100	4		Other Faculty
9	USO4402	Human Values and Environmental Studies	2	0	0	100	-	100	2	Co-Curricular Minor	Other Faculty
TOTAL			26	2	6	540	560	1100	29		

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STUDY & EVALUATION SCHEME
B.B.A. - BUSINESS ANALYTICS (AS PER NEP 2020)
III YEAR: V SEMESTER

S. NO .	SUBJECT CODE	SUBJECT	L	T	P	CIE	ESE	TOTAL	C	COURSE TYPE	FACULTY
THEORY											
1	UCM5005	Income Tax	3	0	0	40	60	100	3	Major	Own Faculty
2	UMG5003	Marketing Communication	3	0	0	40	60	100	3	Major	Own Faculty
3	UMG5004	Entrepreneurship and Small Business Management	3	0	0	40	60	100	3	Major	Own Faculty
4	UMG5005	Sales Management	3	0	0	40	60	100	3	Major	Own Faculty
5	UMG5006	Industrial Relations and Labour Laws	3	0	0	40	60	100	3	Major	Own Faculty
6	UCM5006	Company Accounts	3	0	0	40	60	100	3	Major	Own Faculty
8		Specialization Gr-1 (Course 1)	3	1	0	40	60	100	4	Specialization/Major	Own Faculty
	UMG5802	Business Intelligence	2	0	4	40/80	60/20	100	4	Major	IBM
1	UMG5601 ST	Summer Training Report	0	0	2	80	20	100	2	Skills Enhancement	Own Faculty
2	UMG5501 SE	Business Data Analysis	0	0	2	80	20	100	1	Skills Enhancement	Own Faculty
7	USS5401	Communication Skill and Personality Development	2	0	0	100	-	100	2	Co-Curricular	Own Faculty
TOTAL			25	1	8	580	520	1100	31		

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ESE-End Semester Exam

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III YEAR: VI SEMESTER

S. NO.	SUBJECT CODE	SUBJECT	L	T	P	CIE	ESE	TOTAL	C	COURSE TYPE	FACULTY
THEORY											
1	UMG6002	Project Management	3	0	0	40	60	100	3	Major	Own Faculty
2	UCM6004	Goods & Service Tax	3	0	0	40	60	100	3	Major	Own Faculty
3	UMG6003	Auditing	3	0	0	40	60	100	3	Major	Own Faculty
4	UCM6005	International Trade	3	0	0	40	60	100	3	Major	Own Faculty
5	UMG6004	Strategic Management	3	0	0	40	60	100	3	Major	Own Faculty
6	UCM6006	Training & Development	3	0	0	40	60	100	3	Major	Own Faculty
7		Specialization Gr-1 (Course 2)	3	1	0	40	60	100	4	Specialization	Own Faculty
8		Specialization Gr-1 (Course 3)	3	1	0	40	60	100	4	Specialization	Own Faculty
9	UMG6502 SE	Project Preparation for a Business Plan	0	0	2	100	-	100	1	Skills Enhancement	Own Faculty
10	UAP6401	Analytical Ability & Digital Awareness	2	0	0	100	-	100	2	Co-Curricular	Own Faculty
TOTAL			26	2	2	520	480	1000	29		

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SPECIALIZATION GROUP AND COURSES(AS PER NEP 2020)

S.NO.	SUBJECT CODE	SUBJECT	SEMESTER
Specialization Group : Marketing			
1	UMG5001MK	Customer Relationship Management	V Semester
2	UMG6003MK	Digital Marketing	VI Semester
3	UMG6004MK	Marketing of Services	VI Semester
Specialization Group : Finance			
1	UMG5001FM	Forex Management	V Semester
2	UCM6001FM	Financial Markets, Institutions and Services	VI Semester
3	UCM6002FM	Stock and Commodity Markets	VI Semester
Specialization Group : Human Resource			
1	UMG5001HR	HR Analytics	V Semester
2	UMG6001HR	Performance Appraisal and Compensation	VI Semester
3	UMG6002HR	Team Building and Leadership	VI Semester
Specialization Group : International Business			
1	UMG5001IB	Export Import Procedure and Documentation	V Semester
2	UMG6001IB	International Logistics Management	VI Semester
3	UCM6001IB	International Finance	VI Semester
Specialization Group : Family Business			
1	UMG5001FB	Business Analysis and Development Planning	V Semester
2	UMG6001FB	Management of Funds for Small Business	VI Semester
3	UMG6002FB	Managing Growing and Existing the New Venture	VI Semester
Specialization Group : Operations			
1	UMG5001OM	Warehouse Management	V Semester
2	UMG6001OM	Logistics Management	VI Semester
3	UMG6002OM	Distribution Channel Management	VI Semester

COURSES FOR EXTRA CREDITS TO ADVANCE LEARNERS

S. No.	COURSE CODE	COURSE	CREDITS	SEMESTER
1	UMG2001CB	Disaster Management	3	II
2	UMG2002CB	Customer Relationship Management	3	II
3	UCM2001CB	Online Trading of Financial Assists	3	II
4	UMG3001CB	Negotiation and Conflict Resolution	3	III
5	UMG3002CB	Quality Management	3	III
6	UMG3003CB	Marketing of Services	3	III
7	UMG4001CB	Performance Appraisal and Compensation Management	3	IV
8	UMG4002CB	Digital Transformation in Financial Services	3	IV
9	UMG4003CB	Design Thinking	3	IV
10	UMG5001CB	Forex Management	3	V
11	UMG5002CB	Digital Marketing	3	V
12	UMG5003CB	Team Building and Leadership	3	V

VOCATIONAL VOURCES(OPEN FOR OTHER PROGRAMS OF THE UNIVERSITY)

S. No.	COURSE CODE	COURSE	CREDITS	SEMESTER
1	UMG2501VO	Cash Management and Housekeeping	3	II
2	UMG3501VO	NGO Management	3	III
3	UMG4501VO	Event Management	3	IV

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MINOR ELECTIVE COURSES (OPEN FOR OTHER PROGRAMS OF THE UNIVERSITY)

S. No.	COURSE CODE	COURSE	CREDITS	SEMESTER
1	UMG2301	Advertising Management	4	II
2	UMG2302	Economic Survey and Union Budget	4	II
3	UMG2303	Negotiation and Conflicts Resolution	4	II
4	UCM4301	Income Tax Laws and Accounts	4	IV
5	UMG4301	Team Building and Leadership	4	IV
6	UMG4302	Disaster Management	4	IV