

BACHELOR IN BUSINESS ADMINISTRATION (BBA) BUSINESS ANALYTICS

The Bachelor in Business Administration (BBA) - Business Analytics program is designed for undergraduates who aspire to be confident and hands-on with data & analytics. The industry-driven curriculum covers varied bases under business management and analytics that provide an in-depth view of a data-driven decision-making process that empowers participants to enter the business analytics ecosphere.

Program Structure

3

years

6

semesters

6

subjects per
semester

5

year validity



Employability
Skills

*The program structure & curriculum are as per the university guidelines and are subject to change without prior notice.



Program Highlights

- Each of the 6 semesters of the program is packed with modules in soft skills, technical skills, business management skills - all taught using real-world case studies and in-class projects
- The prime focus is on imparting industry-ready, in-demand data analytics skills that keep the participants a step ahead of competition
- The program is aimed at being accommodative of diverse career aspirations
- The program gives participants access to a holistic collection of courses that cover spheres of business communication, financial management and business ethics to achieve their goals

Outcomes of the Program

The key outcomes desired out of the BBA - Business Analytics Program are:

- To build a strong foundation of business management and analytics across functional domains
- To impart skills to enable data-driven decision making through analytical techniques
- To prepare participants to solve real-world business problems by developing and applying business models and frameworks
- To provide students with in-demand skills (Python, Tableau, Excel) to give them a competitive edge in employability

Career Opportunities

BBA - Business analytics offers participants a unique set of business analytics skills that gives them a competitive edge for the industry that is rapidly evolving with technology as the driving force. This skill-set helps them be capable of filling positions of entry-level managers in the following domains:



Marketing



Finance



HR



Product Management



Business Analytics

Eligibility Criteria

- HSC (10+2) in any discipline from a recognised Board with minimum 50%
OR
- HSC (10+2) in any discipline from a recognised Board with 45% and minimum 2 years work experience
OR
- SSC (10) + 3 years Diploma recognised by AICTE with 55%

Admission Processing Fee (One time) of Rs. 1,200/- applicable for all admissions

An initial amount of Rs. 5,000/- from the **program fee** to be collected at the time of registration

An **examination fee** will be charged per exam per attempt

Fee Structure

| Option 1 | Option 2 | 3 Years | Option 3 | 6 Semesters |
|------------------------------|--|---------|--|-------------|
| Full Fee Payment (in INR) | Annual payment (in INR) | | Semester-wise fee payment (in INR) | |
| Full Fee Payment: 1,45,000/- | First Year: 47,000/- | | Sem 1, 2: Rs. 25,000/- Per Semester | |
| | Second & Third Year: 56,400/- Per Year | | Sem 3,4,5 & 6: Rs. 30,000/- per semester | |
| No. of Payments: 1 | No. of Payments: 3 | | No. of Payments: 6 | |