



SAGE University, Indore
Institute of Management Studies
CHOICE BASED CREDIT SYSTEM
PROGRAM STRUCTURE

Effective from Academic Session: 2024-25

Program: Bachelor of Business Administration in Business Analytics

Program Code- BBA (BAN)

Semester: I

Admission Batch -2024-25

Subject wise Distribution of Marks and corresponding Credits

S. No.	Subject Code	Category	Subject Title	Maximum Marks Allotted													Credits	Credit Hours
				Theory(100 Marks)			Practical/Studio (50 Marks)			Total Marks	Hours/week							
				End Sem	Continuous Internal Evaluation /Mid Sem Test (MST)	Attendance/ Quiz /Assig./Presentations	End Sem. Exam (ESE)ForPractical and Viva	Continuous Internal Evaluation			L	T	P	S (only for design)	S/M	NTCC		
1	MGTDCFIN003T	DC	Fundamentals of Financial Accounting	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
2	MGTDCMGM007T	DC	Fundamentals of Management	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
3	MGTDCFBA001T	DC	Fundamentals of Business Analytics	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
4	MGTDCFOC001T	DC	Fundamentals of Computers	60	20	20	-	-	-	100	3	-	-	-	-	-	3	3
5	MGTDCFOC001P	DC	Fundamentals of Computers (Lab)	-	-	-	30	10	10	50	-	-	2	-	-	-	1	2
6	To be selected from the list given	DSEC	Departmental Skill Enhancement One Elective Course to be selected from the list given Below	-	-	-	30	10	10	50	-	-	4	-	-	-	2	4
7	General Elective to be selected from University List	GE	General Elective to be selected from University List	60	20	20	-	-	-	100	2	-	-	-	4	-	4	6
8	AECACUHV001T	AECC	Universal Human Values & Professional Ethics	60	20	20	-	-	-	100	2	-	-	-	-	-	2	2
9	AECACUHV001N	AECC	Universal Human Values & Professional Ethics	-	-	-	-	20	30	50	-	-	-	-	-	4	2	-
Total				360	120	120	60	40	50	750	17	-	6	-	4	4	26	29

LIST OF SUBJECTS FOR DEPARTMENTAL SKILL ENHANCEMENT ELECTIVE COURSE

S. No.	Subject Code	Subject Name
1	MGTDSBCM002P	Business Communication
2	MGTDSITM005P	E-Business Fundamentals

OFFERED GE SUBJECT

S. No.	Subject Code	Subject Name
1	MGTGEMGM022B	Fundamentals of Management



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CHOICE BASED CREDIT SYSTEM
PROGRAM STRUCTURE
Effective from Academic Session: 2024-25

Program: Bachelor of Business Administration in Business Analytics
Semester: II

Program Code- BBA (BAN)
Admission Batch -2024-25

Subject wise Distribution of Marks and corresponding Credits

S. No.	Subject Code	Category	Subject Title	Maximum Marks Allotted												Credits	Credit Hours
				Theory(100 Marks)			Practical/Studio (50 Marks)			Total Marks	Hours/week						
				End Sem	Continuous Internal Evaluation Mid Sem Test (MST)	Attendance/ Quiz /Assig./Presentations	End Sem. Exam (ESE)ForPractical and Viva	Continuous Internal Evaluation			L	T	P	S/M	NTCC		
								Lab Work / WPR	Attendance/Assignment /viva/Lab manual								
1	MGTDCMSB002T	DC	Mathematics & statistics for Business	60	20	20	-	-	-	100	4	-	-	-	-	4	4
2	MGTDCBEN002T	DC	Business Environment	60	20	20	-	-	-	100	4	-	-	-	-	4	4
3	MGTDCOGB001T	DC	Organizational Behavior	60	20	20	-	-	-	100	4	-	-	-	-	4	4
4	To be selected from the list given	DSEC	Departmental Skill Enhancement One Elective Course to be selected from the list given Below	-	-	-	30	10	10	50	-	-	4	-	-	2	4
5	General Elective to be selected from University List	GE	General Elective to be selected from University List	60	20	20	-	-	-	100	2	-	-	4	-	4	6
6	MGTDPPRO001N	DAP	Project I	-	-	-	-	20	30	50	-	-	-	-	4	2	-
7	AECACCOS001T	AECC	Communication Skills & Personality Development	60	20	20	-	-	-	100	3	-	-	-	-	3	3
8	AECACCOS001P	AECC	Communication Skills LAB	-	-	-	30	10	10	50	-	-	2	-	-	1	2
Total				300	100	100	60	40	50	650	17	-	6	4	4	24	27

LIST OF SUBJECTS FOR DEPARTMENTAL SKILL ENHANCEMENT ELECTIVE COURSE

S. No.	Subject Code	Subject Name
1	MGTDSVAE001P	Value & Ethics
2	MGTDSSFS001P	Soft Skills

OFFERED GE SUBJECT

S. No.	Subject Code	Subject Name
1	MGTGEOBE002B	Organizational Behaviour



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Program: Bachelor of Business Administration in Business Analytics

Program Code- BBA (BAN)

Semester: III

Admission Batch -2024-25

Subject wise Distribution of Marks and corresponding Credits

S. No.	Subject Code	Category	Subject Title	Maximum Marks Allotted										Credits	Credit Hours			
				Theory(100 Marks)						Total Marks	Hours/week							
				End Sem	Continuous Internal Evaluation Mid Sem Test (MST)	Attendance/Quiz /Assig./Presentations	End Sem. Exam (ESE)For Practical and Viva	Continuous Internal Evaluation			L	T	P			S (only for design)	S/M	NTC C
Lab Work / WPR	Attendance/ Assignment /viva/Lab manual																	
1	MGTDCKMT001T	DC	Marketing Management	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
2	MGTDPCFA001T	DC	Programming for Analytics	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
3	MGTDOPR002T	DC	Operation Research	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
4	To be selected from the list given	DE	Departmental Elective Course: One Subject to be selected from the list given Below in DE Subject 1	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
5	To be selected from the list given	DE	Departmental Elective Course: One Subject to be selected from the list given Below in DE Subject 2	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
6	To be selected from the list	DSEC	Course to be selected from the list given Below	-	-	-	30	10	10	50	-	-	4	-	-	-	2	4
7	General Elective to be selected from University List	GE	General Elective to be selected from University List	60	20	20	-	-	-	100	2	-	-	-	4	-	4	6
8	AECACUHV001T	AECC	Universal Human Values & Professional Ethics	60	20	20	-	-	-	100	2	-	-	-	-	-	2	2
9	AECACUHV001N	AECC	Universal Human Values & Professional Ethics	-	-	-	-	20	30	50	-	-	-	-	-	4	2	-
Total				420	140	140	30	30	40	800	24	-	4	-	4	-	30	32

LIST OF SUBJECTS FOR DEPARTMENTAL SKILL ENHANCEMENT ELECTIVE COURSE

LIST OF SUBJECTS FOR DEPARTMENTAL ELECTIVE COURSE

S. No.	Subject Code	Subject Name	Subject Name	Subject Code
1	MGTDSEPR001P	Enterprise Resource Planning	Business Statistics with R Programming	MGTDSEPR001T
2	MGTDSEMG002P	Managerial Skills	Business Environment for Entrepreneurship	MGTDSEMOA022T
OFFERED GE SUBJECT				
S. No.	Subject Code	Subject Name		
1	MGTGEOPR001B	Operation Research	Multivariate Data Analysis	MGTDEMDA001T
			Commercial Correspondence	MGTDEITM025T



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Effective from Academic Session: 2024-25

Program: Bachelor of Business Administration in Business Analytics
Semester: IV

Program Code- BBA (BAN)
Admission Batch -2024-25

Subject wise Distribution of Marks and corresponding Credits

S. No.	Subject Code	Category	Subject Title	Maximum Marks Allotted													Credits	Credit Hours
				Theory(100 Marks)			Practical/Studio (50 Marks)			Total Marks	Hours/week							
				End Sem	Continuous Internal Evaluation Mid Sem Test (MST)	Attendance/Quiz /Assig./Presentations	End Sem. Exam (ESE)ForPractical and Viva	Continuous Internal Evaluation			L	T	P	S (only for design)	S/M	NTCC		
1	MGTDCFIM002T	DC	Financial Management	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
2	MGTDCOPM002T	DC	Operations Management	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
3	To be selected from the list given	DE	Departmental Elective Course: One Subject to be selected from the list given Below in DE Subject 1	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
4	To be selected from the list given	DE	Departmental Elective Course: One Subject to be selected from the list given Below in DE Subject 2	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
6	To be selected from the list given	DSEC	Departmental Skill Enhancement One Elective Course to be selected from the list given Below	-	-	-	30	10	10	50	-	-	4	-	-	-	2	4
7	General Elective to be selected from University List	GE	General Elective to be selected from University List	60	20	20	-	-	-	100	2	-	-	-	4	-	4	6
8	MGTDPPE002N	DAP	Project II	-	-	-	-	20	30	50	-	-	-	-	-	4	2	-
Total				300	100	100	30	30	40	600	18	-	4	-	4	4	24	26

LIST OF SUBJECTS FOR DEPARTMENTAL SKILL ENHANCEMENT ELECTIVE COURSE		
S. No.	Subject Code	Subject Name
1	MGTDSQQA001P	Quantitative and Qualitative Aptitude
2	MGTDSMIS001P	Management Information System
OFFERED GE SUBJECT		
S. No.	Subject Code	Subject Name
1	MGTGEDMM001B	Digital Marketing & Social Media

LIST OF SUBJECTS FOR DEPARTMENTAL ELECTIVE COURSE		
S.NO	Subject Name	Subject Code
Subject for DE-1	Business Intelligence	MGTDEBU1001T
	Digital Marketing	MGTDEDMR005T
Subject for DE-2	Data Mining with R	MGTDEDMR001T
	Fintech Operations	MGTDEDM020T

Note: Students will undergo internship after IV Semester which will be evaluated in V Semester



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Program: Bachelor of Business Administration in Business Analytics
Semester: V

Program Code- BBA (BAN)
Admission Batch -2024-25

Subject wise Distribution of Marks and corresponding Credits

S. No.	Subject Code	Category	Subject Title	Maximum Marks Allotted												Credits	Credit Hours	
				Theory(100 Marks)			Practical/Studio (50 Marks)			Total Marks	Hours/week							
				End Sem	Continuous Internal Evaluation Mid Sem Test (MST)	Attendance/Quiz /Assig./ Presentations	End Sem. Exam (ESE)ForPractical and Viva	Continuous Internal Evaluation Lab Work / WPR	Attendance/Assignment /viva/Lab manual		L	T	P	S (only for design)	S/M			NTCC
1	MGTDCDML031T	DC	Data Modelling	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
2	To be selected from the list given	DE	Departmental Elective Course: One Subject to be selected from the list given Below in DE Subject 1	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
3	To be selected from the list given	DE	Departmental Elective Course: One Subject to be selected from the list given Below in DE Subject 2	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
4	To be selected from the list given	DE	Departmental Elective Course: One Subject to be selected from the list given Below in DE Subject 3	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
4	To be selected from the list given	DSEC	Departmental Skill Enhancement One Elective Course to be selected from the list given Below	-	-	-	30	10	10	50	-	-	4	-	-	-	2	4
6	MGTDSINT003N	DSEC	Internship	-	-	-	-	20	30	50	-	-	-	-	-	8	4	-
Total				240	80	80	30	30	40	500	16	-	4	-	-	8	22	20

LIST OF SUBJECTS FOR DEPARTMENTAL SKILL ENHANCEMENT ELECTIVE COURSE

1	Digital Business Skill	MGTDSDBS001P
2	Decision Making Skill	MGTSDSMS001P

LIST OF SUBJECTS FOR DEPARTMENTAL ELECTIVE COURSE

Subject 1	Financial Modelling	MGTDEFIM002T
Subject 2	Predictive Analysis	MGTDEPAN001T
Subject 3	Big Data Analytics	MGTDEBDA001T



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Program Code- BBA (BAN)

Semester: VI

Admission Batch -2024-25

Subject wise Distribution of Marks and corresponding Credits

S. No.	Subject Code	Category	Subject Title	Maximum Marks Allotted													Credits	Credit Hours	
				Theory(100 Marks)			Practical/Studio (50 Marks)				Total Marks	Hours/week							
				End Sem	Continuous Internal Evaluation Mid Sem Test (MST)	Attendance/ Quiz /Assig./Presentations	End Sem. Exam (ESE)ForPractical and Viva	Continuous Internal Evaluation	Lab Work / WPR	Attendance/Assignment /viva/Lab manual		L	T	P	S (only for design)	S/M			NTCC
1	MGTDPOJT004N	DAP	On The Job Training Project	-	-	-	-	40			60						100	-	
Total				-	-	-	-	40	60	100	-	-	-	-	-	36	18	-	