

### Institute of Management Studies CHOICE BASED CREDIT SYSTEM

### PROGRAM STRUCTURE

**Effective from Academic Session: 2024-25** 

Program: Bachelor of Business Administration in Business Analytics

Semester: I

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

Subject wise Distribution of Marks and corresponding Credits

									ximum Mark	s Allotted								
					Theory(100 Ma	arks)	Practica	d/Studio (5	0 Marks)					Hours/week				
S. No.	Subject Code	Category	Subject Title	End	Continuous Internal Evaluation Mid Sem Test	Attendance/ Quiz /Assig./Prese ntations	End Sem. Exam (ESE)ForP ractical and		ious Internal aluation	Total Marks	L	Т	P	S (only for	S/M	NTCC	Credits	Credit Hours
				Sem	(MST)		Viva	Lab Work / WPR	Attendance/ Assignment /viva/Lab					design )				
1	MGTDCFIN003T	DC	Fundamentals of Financial Accounting	60	20	20	=	1	-	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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Subject wise Distribution of Marks and corresponding Credits

_				Maximum Marks Allotted													
				Theo	ory(100 Marks)		Practica	l/Studio (50 Mar	·ks)				Hours	/week			
S. No.	Subject Code	Category	Subject Title	End Sem	Continuous Internal Evaluation	Attendance/ Quiz /Assig./Prese	End Sem. Exam (ESE)ForPractical and	Continuous I	nternal Evaluation	Total Marks	L	Т	P	S/M	NTCC	Credits	Credit Hours
					Mid Sem Test (MST)	ntations	Viva	Lab Work / WPR	Attendance/Assign ment /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
ſ	2	MGTDSSFS001P	Soft Skills

OFFERE	ED GE SUBJECT
Subject Code	Subject Name
MGTGEOBE002B	Organizational Behaviour
-	Subject Code



# 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** 

Semester:

Subject wise Distribution of Marks and corresponding Credits

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

Subject wise Distr	ibution of Marks and corresponding Credits	<u> </u>		Maximum Marks Allotted														
				The	ory(100 Marks)					Total Marks			Hours	/week				
S. No.	Subject Code	Category	Subject Title		Continuous Internal		End Sem. Exam		us Internal nation					S (onl	S/M		Credit	Credit
			·	End Sem	Evaluation Mid Sem Test (MST)	Attendance/Quiz /Assig./Presentations	(ESE)ForPractical and Viva	Lab Work / WPR	Attendance/ Assignment /viva/Lab manual		L	Т	P	y for desi gn)		NTC C	S	Hours
1	MGTDCMKT001T	DC	Marketing Management	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
2	MGTDCPFA001T	DC	Programming for Analytics	60	20	20	-	-	-	100	4	-	-	-	-	-	4	4
3	MGTDCOPR002T	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	-
	Tot	tal		420	140	140	30	30	40	800	24	-	4	-	4	-	30	32
LIST OF SUBJECT	S FOR DEPARTMENTAL SKILL ENHANCEM	IENT ELECTIVE COU	JRSE	LIST OF SUBJ	ECTS FOR DEPARTMENT	TAL ELECTIVE COURSE			•							•		
S. No.	Subject Code	Subject Name Enterprise			Subject Name Business Statistics	Subject Code		-										
1	MGTDSERP001P	Resource		C.I. 46 DE	with R	MGTDERPR001T												
2	MGTDSMGS002P	Managerial Skills		Subject for DE 1	Business Environment for Entrepreneurship	MGTDEMOA022T												
	OFFERED GE SUBJECT						]											
S. No.	Subject Code	Subject Name		Subject for DE	Multivariate Data Analysis	MGTDEMDA001T												
1	MGTGEOPR001B	Operation Research		2	Commercial Correspondence	MGTDEITM025T												
				<u> </u>														



#### **Institute of Management Studies** CHOICE BASED CREDIT SYSTEM PROGRAM STRUCTURE

**Effective from Academic Session: 2024-25** 

Program: **Bachelor of Business Administration in Business Analytics** 

Semester: IV

Subject wise Distribution of Marks and corresponding Credits

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

							Ma	ximum Mark	s Allotted									
					Theory(100 M	Iarks)	Practica	al/Studio (50 Ma	rks)				I	Iours/weel	i.			
S. No.	Subject Code	Category	Subject Title	End	Continuous Internal	Attendance/Quiz	End Sem. Exam	Continuous Evalua	tion	Total Marks	L	Т	P	S (only	S/M	NTCC	Credits	Credit Hours
				Sem	Evaluation Mid Sem Test (MST)	/Assig./Presentations	(ESE)ForPrac tical and Viva	Lab Work / WPR	Attendan ce/Assign ment /viva/Lab		L	•	•	for design)		Mee		
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	MGTDPPRO002N	DAP	Project II	-	-	-		20	30	50	-	-	-	-	-	4	2	-
	•	Total		300	100	100	30	30	40	600	18	-	4	-	4	4	24	26
	SUBJECTS FOR DEPARTMEN NHANCEMENT ELECTIVE CO			LIST OF SUBJECTS FOR DEPARTMENTAL				VE COURSE			•			•				•
S. No.	Subject Code	Subject Name			S.NO	Subject Name	Subjec	ct Code	] '									
1	MGTDSQQA001P	Quantitative and Qualitative Aptitude			Subject for DE	Business Intelligence	MGTDEBUI0	01T										
2	MGTDSMIS001P	Management Information System			1	Digital Marketing	MGTDEDM	R005T										

Subject for DE-2

Data Mining with MGTDEDMR001T

Fintech Operations MGTDEDM020T

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

Subject Name

Digital Marketing &

OFFERED GE SUBJECT

**Subject Code** 

MGTGEDMM001B

S. No.

1



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**Effective from Academic Session: 2024-25** 

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Program: Bachelor of Business Administration in Business Analytics

Semester:

Subject wise Distribution of Marks and corresponding Credits

							Maxim	um Marks	Allotted									
					Theory(100 Marks)		Practical	/Studio (50 M	farks)					Hours/wee	k			
S. No.	Subject Code	Category	Subject Title	End Sem	Continuous Internal Evaluation Mid Sem	Attendance/Qu iz/Assig./	End Sem. Exam	Eval	us Internal uation	Total Marks	L	Т	P	S (only	S/M	NTCC	Credits	Credit Hours
					Test (MST)	Presentations	(ESE)ForPract ical and Viva		Attendance/ Assignment /viva/Lab manual					for design )				
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	-	1	-	-	-	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	1	1	-	-	-	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	-	1	-	-	-	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
	OF SUBJECTS FOR DEPAR ENHANCEMENT ELECTIV			LIST OF S	UBJECTS FOR DEPART	TMENTAL EL	ECTIVE											
1	Digital Business Skill	MGTDSDBS001P		Subject 1	Financial Modelling	MGTDE	FIM002T											
2	Decision Making Skill	MGTDSDMS001P		Subject 2	Predictive Analysis	MGTDEI	PAN001T											
			Subject 3	Big Data Analytics	MGTDEI	BDA001T												



# Institute of Management Studies CHOICE BASED CREDIT SYSTEM

### PROGRAM STRUCTURE

**Effective from Academic Session: 2024-25** 

Program: Bachelor of Business Administration in Business Analytics

Semester: VI

Subject wise Distribution of Marks and corresponding Credits

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

				Maximum Marks Allotted														
					Theory(100 Ma	rks)	Pr	actical/Studio (5	0 Marks)	Total			Credits	Credit				
										Marks								Hours
				<b>End Sem</b>	Continuous	Attendance/	End Sem.	Continuous I	nternal Evaluation		L	T	P	S	S/M	NTCC		
					Internal	Quiz	Exam							(only for				
S. No.	Subject Code	Category	Subject Title		Evaluation	/Assig./Prese	(ESE)ForPra							design )				
					Mid Sem Test	ntations	ctical and							8 /				
					(MST)		Viva	Lab Work /	Attendance/Assign									
								WPR	ment /viva/Lab									
									manual									
1	MGTDPOJT004N	DAP	On The Job Training	_			_	40	60	100				_		36	18	
1	MG1DFOJ1004N	DAF	Project		-	-		40	00	100	_	-	-	-	,	30	10	_
	Tota	al		-	-	-	-	40	60	100	-	-	-	-	-	36	18	-