Chhatrapati Shahu Institute of Business Education and Research (CSIBER), Kolhapur

An Autonomous Institute under UGC, Government of India
College with Potential for Excellence (CPE) Phase III
Reaccredited by NAAC with 'A+' Grade, RUSA 2.0

SCHOOL OF BUSINESS

BACHELOR IN BUSINESS ADMINISTRATION (BBA) – BUSINESS ANALYTICS

Programme Structure and Syllabus
To be implemented from the academic year 2026-27

PROGRAMME STRUCTURE

SEMESTER-WISE STRUCTURE AND CURRICULUM FOR B.B.A (Business Analytics) FIRST YEAR

Semester I									
S. No.	**Course Code**	**Course Title**	**L**	**T**	**P**	**Credit**	**Internal Marks**	**External Marks**	**Total Marks**
3 WEEKS COMPULSORY INDUCTION PROGRAM (UHV-I)									
1	CC 101	Principles of Management	3	1	0	4	40	60	100
2	CC 102	Financial Accounting	3	1	0	4	40	60	100
3	CC 103	RDBMS with SQL (Lab-Based)	3	1	0	4	40	60	100
4	MDE 101	Indian Knowledge System- Chh. Shivaji Maharaj "The Management Guru"(Internal Exam)	1	1	0	2	20	30	50
5	VAC 101	Introduction to Environmental Sustainability	2	0	0	2	20	30	50
6	AEC 101	Business Modelling with Excel I (Lab-Based)	3	1	0	4	40	60	100
7	AEC 102	Presentation Skills (Practical)	1	1	0	0	Non Credit	-	-
Total						**20**	**200**	**300**	**500**

Semester II									
S. No.	**Course Code**	**Course Title**	**L**	**T**	**P**	**Credit**	**Internal Marks**	**External Marks**	**Total Marks**
1	CC 104	Principles of Marketing	3	1	0	4	40	60	100
2	CC 105	Principles of Economics	3	1	0	4	40	60	100
3	CC 106	Data visualization with Tableau and Power BI (Lab-Based)	3	1	0	4	40	60	100
4	CC 107	Business Statistics and Mathematics	3	1	0	4	40	60	100
5	VAC 102	Introduction to Disaster Management	2	0	0	2	20	30	50
6	SEC 101	Introduction to R (Lab-Based)	1	1	0	2	20	30	50
Total						**20**	**200**	**300**	**500**

SEMESTER-WISE STRUCTURE OF B.B.A. (Business Analytics) SECOND YEAR

Semester III									
S. No.	**Course Code**	**Course Title**	**L**	**T**	**P**	**Credit**	**Internal Marks**	**External Marks**	**Total Marks**
1	CC 201	Research Methodology - I	3	1	0	4	40	60	100
2	CC 202	Python Programming for Analytics (Lab-Based)	3	1	0	4	40	60	100
3	CC 203	Human Resource Management	3	1	0	4	40	60	100
4	SEC 201	Business Analytics Using R (Lab Based)	4	0	0	4	40	60	100
5	VAC 201	Capstone Project	-	-	-	4	40	60	100
Total						**20**	**200**	**300**	**500**

Semester IV									
S. No.	**Course Code**	**Course Title**	**L**	**T**	**P**	**Credit**	**Internal Marks**	**External Marks**	**Total Marks**
1	CC 204	Business Research Tools (Lab Based)	2	0	0	2	20	30	50
2	CC 205	Financial Management	3	1	0	4	40	60	100
3	CC 206	Operations Management	3	1	0	4	40	60	100
4	CC 207	Introduction to ERP	2	0	0	2	20	30	50
5	AEC 201	Applications of A.I. for Business (Lab-Based)	2	0	0	2	20	30	50
6	VAC 202	Advanced Excel (Lab based)	3	1	0	4	40	60	100
7	SEC 202	Selling and negotiation skills (Practical)				2	20	30	50
Total						**20**	**200**	**300**	**500**

SEMESTER-WISE STRUCTURE OF B.B.A. (Business Analytics) THIRD YEAR

Semester V									
S. No.	**Course Code**	**Course Title**	**L**	**T**	**P**	**Credit**	**Internal Marks**	**External Marks**	**Total Marks**
1	CC 301	MIS Dashboarding (Lab-Based)	3	1	0	4	40	60	100
2	CC 302	Data Mining and warehousing	3	1	0	4	40	60	100
3	DSE 301	DSE- I Cyber Security	3	1	0	4	40	60	100
4	DSE 302	DSE-II Machine Learning with Python (Lab-Based)	3	1	0	4	40	60	100
5	SEC 301	Capstone Project	-	-	-	4	40	60	100
6	SEC 302	Workshop on Soft Skills	-	-	-	-			
Total						**20**	**200**	**300**	**500**

Semester VI									
S. No.	**Course Code**	**Course Title**	**L**	**T**	**P**	**Credit**	**Internal Marks**	**External Marks**	**Total Marks**
1	CC 303	Operations research	3	1	0	4	40	60	100
2	CC 304	Business Laws	2	0	0	2	20	30	50
3	DSE 303	DSE – III Advanced Analytics (Lab-Based)	3	1	0	4	40	60	100
4	DSE 304	DSE – IV Cloud Computing	3	1	0	4	40	60	100
5	AEC 301	Social Media Analytics	3	1	0	4	40	60	100
6	SEC 303	Basic Econometrics	2	0	0	2	20	30	50
Total						**20**	**200**	**300**	**500**

SEMESTER-WISE STRUCTURE OF B.B.A. (Business Analytics) FOURTH YEAR

Semester VII (BBA (Honours))									
S. No.	**Course Code**	**Course Title**	**L**	**T**	**P**	**Credit**	**Internal Marks**	**External Marks**	**Total Marks**
1	CC 401	Seminar Paper (Review Based)				4	40	60	100
2	CC 402	Business Ethics and corporate governance/ Data Privacy, Ethics & Governance	3	1	0	4	40	60	100
3	CC 403	Cyber Laws	2	0	0	2	20	30	50
4	DSE 401	DSE – V Big Data Analytics (Lab-Based)	3	1	0	4	40	60	100
5	DSE 402	DSE – VI Module Building with VBA (Lab-Based)	3	1	0	4	40	60	100
6	SEC 401	Yoga and Meditation	2	0	0	2	20	30	50
Total						**20**	**200**	**300**	**500**

L-T-P w.r.t Open Elective and Discipline Specific Elective depends on the Courses offered by the University

Semester VIII (BBA(Business Analytics) (Honours))									
S. No.	**Course Code**	**Course Title**	**L**	**T**	**P**	**Credit**	**Internal Marks**	**External Marks**	**Total Marks**
1	DSE 403	Internship (4 Months)				16	160	240	400
2	OE 401	Online Course/ MOOC				4	40	60	100
Total						**20**	**200**	**300**	**500**