School of Commerce and Management Studies

Department of Commerce and Management

- NEP-2020 Course Structure-

Programme Name: BBA (Business Analytics) (Hons. / Hons. with Research)

Semester – I   **For the Batch: AY 24-25 onwards**

Sr. No.	Category	Course Code	Course Name	Teaching Scheme (Hrs./Week) L	T	P	C	Formative Assessment CIA Course	Lab	Summative Assessment ESE Course	Lab	Total Marks
Major (Mandatory + Electives)												
1	Major	NYBB101	Principles of Management	3	--	--	3	50	--	100	--	100
2	Major	NYBA101	Data Management and Data Warehousing	3	--	--	3	50	--	100	--	100
Minor: NA												
			NA									
Open Elective (OE) *												
3	OE	NCAO03	Open Elective – I	4	--	--	4	50	--	100	--	100
Vocational and Skill Enhancement (VSEC)												
4	SEC	NMGS12	Skill Enhancement Course I	1	--	2	2	--	50	--	50	100
5	VSC	NMGV01	Vocational Skill Course I	1	--	2	2	--	50	--	50	100
Ability/ Value Education Courses / Indian Knowledge System(AEC/VEC/IKS) *												
6	AEC	NHSA09	Ability Enhancement Courses – I	--	--	4	2	--	50	--	50	100
7	VEC	NLWV01	Value Education Course – I	2	--	--	2	--	50	--	50	100
8	IKS	NMGI02	Indian Knowledge System – I	2	--	--	2	--	50	--	50	100
OJT/FP/CEP/CC/RP												
9	CC	NMGC01	Co-Curricular Course-I	--	--	4	2	--	50	--	50	100
TOTAL				16	0	12	22	150	300	300	300	900

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CIA: Continuous Internal Assessment **ESE**: End Semester Theory Exam. **L**: Theory Lecture, **T**: Tutorial, **P**: Practical	**OJT** – On Job Training **FP** – Field Project **CEP** – Community Engagement Projects **CC** – Co-Curricular Course **RP** – Research Project **AEC**- Ability Enhancement Courses **IKS**- Indian Knowledge System **VEC**- Value Education Courses	**CIA**	**Weightage**	**Description**
		CIA 1	10%	Home Assignment
		CIA 2	20%	Written Exam
		CIA 3	10%	Activity /Project and Research Based Learning along with Seminar Presentations
		CIA 4	10%	Behavioral Attitude +General Discipline Theory +Practical attendance
	* - Refer University Notification	**CIA TOTAL**	**50%**	
	Written Examination – End Semester Exam (ESE)		50%	
		TOTAL	**100%**	

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School of Commerce and Management Studies

Department of Commerce and Management

- NEP-2020 Course Structure-

Programme Name: BBA (Business Analytics) (Hons. / Hons. with Research)

Semester – II   **For the Batch: AY 24-25 onwards**

Sr. No.	Category	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
								Formative Assessment CIA		Summative Assessment ESE		
				L	T	P	C	Course	Lab	Course	Lab	
Major(Mandatory + Electives)												
1	Major	NYBA201	Fundamentals of Data Science	2	1	--	3	50	--	100	--	100
2	Major	NYBA202	Introduction to SQL	1	--	4	3	50	--	100	--	100
Minor:												
3	Minor	NYBAM03	Minor-I	2	--	--	2	50	--	100	--	100
Open Electives (OE) *												
4	OE	NMGO10S	Open Elective – II	4	--	--	4	50	--	100	--	100
Vocational and Skill Enhancement (VSEC)												
5	VSC	NMGV02	Vocational Skill Course II	--	--	4	2	--	50	--	50	100
6	SEC	NMGS11	Skill Enhancement Course II	1	--	2	2	--	50	--	50	100
Ability/ Value Education Courses / Indian Knowledge System(AEC/VEC/IKS) *												
7	AEC	NHSA10	Ability Enhancement Courses - II	--	--	4	2	--	50	--	50	100
8	VEC	NSSV01	Value Education Course - II	--	--	4	2	--	50	--	50	100
OJT/FP/CEP/CC/RP												
9	CC	NMGC02	Co-Curricular Course-II	--	--	4	2	--	50	--	50	100
TOTAL				10	1	22	22	200	250	400	250	900

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<td rowspan="7">CIA: Continuous Internal Assessment

ESE: End Semester Theory Exam.

L: Theory Lecture,

T: Tutorial,

P: Practical</td>
<td rowspan="6">OJT – On Job Training
FP – Field Project
CEP – Community Engagement Projects
CC – Co-Curricular Course
RP – Research Project
AEC- Ability Enhancement Courses
IKS- Indian Knowledge System
VEC- Value Education Courses</td>
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<td>Weightage</td>
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<td>Home Assignment</td>
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<tr>
<td>CIA 3</td>
<td>10%</td>
<td>Activity /Project and Research Based Learning along with Seminar Presentations</td>
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<tr>
<td>CIA 4</td>
<td>10%</td>
<td>Behavioral Attitude +General Discipline
Theory +Practical attendance</td>
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<td rowspan="2">* - Refer University Notification</td>
<td>CIA TOTAL</td>
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<tr>
<td colspan="2">Written Examination – End Semester Exam (ESE)</td>
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<td>TOTAL</td>
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Exit option: Award of UG Certificate in Major with 40-44 credits and an additional 4 credits core NSQF course/ Internship OR Continue with Major and Minor.

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- NEP-2020 Course Structure-

Programme Name: BBA (Business Analytics) (Hons. / Hons. with Research)

Semester – III **For the Batch: A.Y. 24-25 onwards**

Sr. No.	Category	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
								Formative Assessment CIA		Summative Assessment ESE		
				L	T	P	C	Course	Lab	Course	Lab	
Major (Mandatory)												
1	Major	NYBA301	Business Analytics Using R	3	--	2	4	50	--	100	--	100
2	Major	NYBA302	Introduction to Business Analytics	3	1	--	4	50	--	100	--	100
Minor												
3	Minor	NYBB301	Minor-II	3	1	--	4	50	--	100	--	100
Open Elective (OE) *												
4	OE	NMGO11S	Open Elective – III	2	--	--	2	50	--	100	--	100
Vocational and Skill Enhancement (VSEC)												
5	VSC	NMGV07	Vocational Skill Course III	1	--	2	2	--	50	--	50	100
Ability/ Value Education Courses / Indian Knowledge System (AEC/VEC/IKS) *												
6	AEC	NHSA11	Ability Enhancement Courses - III	--	--	4	2	--	50	--	50	100
OJT/FP/CEP/CC/RP												
7	CC	NMGC03	Co-Curricular Course-III	--	--	4	2	--	50	--	50	100
8	FP	NYBA311	Field project I	--	--	4	2	--	50	--	50	100
			TOTAL	12	02	16	22	200	200	400	200	800

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CIA: Continuous Internal Assessment **ESE**: End Semester Theory Exam. **L**: Theory Lecture, **T**: Tutorial, **P**: Practical	**OJT** – On Job Training **FP** – Field Project **CEP** – Community Engagement Projects **CC** – Co-Curricular Course **RP** – Research Project **AEC**- Ability Enhancement Courses **IKS**- Indian Knowledge System **VEC**- Value Education Courses * - Refer University Notification	**CIA**	**Weightage**	**Description**
		CIA 1	10%	Home Assignment
		CIA 2	20%	Written Exam
		CIA 3	10%	Activity /Project and Research Based Learning along with Seminar Presentations
		CIA 4	10%	Behavioral Attitude +General Discipline Theory +Practical attendance
		CIA TOTAL	**50%**	
	Written Examination – End Semester Exam (ESE)		50%	
		TOTAL	**100%**	

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- NEP-2020 Course Structure-

Programme Name: BBA (Business Analytics) (Hons. / Hons. with Research)

Semester – IV   **For the Batch: A.Y. 24-25 onwards**

Sr. No.	Core	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
								Formative Assessment CIA		Summative Assessment ESE		
				L	T	P	C	Course	Lab	Course	Lab	
Major (Mandatory)												
1	Major	NYBA401	Artificial Intelligence & Machine Learning	3	--	2	4	50	--	100	--	100
2	Major	NYBA402	Python for Business Analytics	3	--	2	4	50	--	100	--	100
Minor												
3	Minor	NYBAM04	Minor III	4	--	--	4	50	--	100	--	100
Open Electives (OE)												
4	OE	NMGO12S	Open Elective IV	2	--	--	2	50	--	100	--	100
Vocational and Skill Enhancement (VSEC)												
5	SEC	NMGS13	Skill Enhancement Course III	2	--	--	2	--	50	--	50	100
Ability/Vocational Enhancement Courses / Indian Knowledge System (AEC/VEC/IKS)												
6	AEC	NHSA12	Ability Enhancement Course-IV	--	--	4	2	--	50	--	50	100
OJT/FP/CEP/CC/RP												
7	FP	NYBA411	Field Project II	--	--	4	2	--	50	--	50	100
8	CC	NMGC04	Co-Curricular Course-IV	--	--	4	2	--	50	--	50	100
TOTAL				14	0	16	22	200	200	400	200	800

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AEC- Ability Enhancement Courses
IKS- Indian Knowledge System
VEC- Value Education Courses

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<td>CIA</td>
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<td>Description</td>
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<td>CIA 1</td>
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<td>Home Assignment</td>
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</table>

CIA	Weightage	Description
CIA 2	20%	Written Exam
CIA 3	10%	Activity /Project and Research Based Learning along with Seminar Presentations
CIA 4	10%	Behavioral Attitude +General Discipline Theory +Practical attendance
CIA TOTAL	**50%**	
Written Examination – End Semester Exam (ESE)	50%	
TOTAL	**100%**	

Exit option: Award of UG Diploma in Major and Minor with 80-88 credits and an additional 4 credits core NSQF course/ Internship OR Continue with Major and Minor

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| Chairperson | SOCMS | Academics | SUN |

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- NEP-2020 Course Structure-

Programme Name: BBA (Business Analytics) (Hons. / Hons. with Research)

Semester – V   **For the Batch: A.Y. 23-24 onwards**

Sr. No.	Core	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
								Formative Assessment CIA		Summative Assessment ESE		
				L	T	P	C	Course	Lab	Course	Lab	
Major (Mandatory)												
1	Major	NYBA501	Digital Transformation	4	--	--	4	50	--	100	--	100
2	Major	NYBA502	Financial Analytics	3	1	--	4	50	--	100	--	100
3	Major	NYBA503	Tableau for Business Intelligence	1	--	2	2	50	--	100	--	100
Major Electives (ME)												
4	ME	NYBAE01	Major Elective I	4	--	--	4	50	--	100	--	100
Minor												
5	Minor	NYBAM05	Minor IV	4	--	--	4	50	--	100	--	100
Vocational and Skill Enhancement (VSEC)												
6	VSC	NMGV08	Vocational Skill Course III	2	--	--	2	--	50	--	50	100
Ability/Vocational Enhancement Courses / Indian Knowledge System (AEC/VEC/IKS)												
7	AEC	NHSA13	Ability Enhancement Course-V	--	--	4	2	--	50	--	50	100
OJT/FP/CEP/CC/RP												
8	FP	NYBA511	Field Project III	--	--	4	2	--	50	--	50	100
	TOTAL			18	1	10	24	250	150	500	150	800

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CIA: Continuous Internal Assessment ESE: End Semester Theory Exam. L: Theory Lecture, T: Tutorial, P: Practical	OJT – On Job Training FP – Field Project CEP – Community Engagement Projects CC – Co-Curricular Course RP – Research Project AEC- Ability Enhancement Courses IKS- Indian Knowledge System VEC- Value Education Courses	CIA	Weightage	Description
		CIA 1	10%	Home Assignment
		CIA 2	20%	Written Exam
		CIA 3	10%	Activity /Project and Research Based Learning along with Seminar Presentations
		CIA 4	10%	Behavioral Attitude +General Discipline Theory +Practical attendance
	* - Refer University Notification	**CIA TOTAL**	**50%**	
	Written Examination – End Semester Exam (ESE)		50%	
		TOTAL	**100%**	

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NEP-2020 Course Structure

Programme Name: BBA (Business Analytics) (Hons. / Hons. with Research)

Semester – VI   **For the Batch: A.Y. 23-24 onwards**

Sr. No.	Core	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
								Formative Assessment CIA		Summative Assessment ESE		
				L	T	P	C	Course	Lab	Course	Lab	
Major (Mandatory)												
1	Major	NYBA601	Decision Support System with SPSS	3	-	2	4	50	-	100	-	100
2	Major	NYBA602	Marketing Analytics	4	-	-	4	50	-	100	-	100
3	Major	NYBA603	Data Visualization Using Power BI	1	-	2	2	50	-	100	-	100
Major Electives (ME)												
4	ME	NYBAE02	Major Elective II	4	-	-	4	50	-	100	-	100
Minor												
5	Minor	NYBAM06	Minor V	4	-	-	4	50	-	100	-	100
Ability/Vocational Enhancement Courses / Indian Knowledge System (AEC/VEC/IKS)												
6	AEC	NHSA14	Ability Enhancement Course-VI	--	--	4	2	--	50	--	50	100
OJT/FP/CEP/CC/RP												
7	OJT	NYBA611	On job Training I	-	-	8	4	-	50	-	50	100
		TOTAL		16	-	12	24	250	100	500	100	700

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CIA: Continuous Internal Assessment

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OJT – On Job Training
FP – Field Project
CEP – Community Engagement Projects
CC – Co-Curricular Course
RP – Research Project
AEC- Ability Enhancement Courses
IKS- Indian Knowledge System
VEC- Value Education Courses

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<td>CIA 2</td>
<td>20%</td>
<td>Written Exam</td>
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<td>CIA 3</td>
<td>10%</td>
<td>Activity /Project and Research Based Learning along with Seminar Presentations</td>
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<td>**CIA TOTAL**</td>
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<tr>
<td colspan="3">Written Examination – End Semester Exam (ESE)</td>
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<td>**TOTAL**</td>
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Exit option: Award of UG Degree in Major with 120-132 credits OR Continue with Major and Minor

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NEP-2020 Course Structure

Programme Name: BBA (Business Analytics) (Hons. with Research)

Semester – VII   **For the Batch: A.Y. 23-24 onwards**

Sr. No.	Core	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
								Formative Assessment CIA		Summative Assessment ESE		
				L	T	P	C	Course	Lab	Course	Lab	
Major (Mandatory)												
1	Major	NYBA704	SWAYAM	4	-	-	4	50	-	100	-	100
2	Major	NYBA705	SWAYAM	4	-	-	4	50	-	100	-	100
3	Major	NRDP101	Research Methodology	4	-	-	4	50	-	100	-	100
Major Electives (ME)												
4	ME	NYBAE04	Journal Paper Publication (min.4)	4	-	-	4	50	-	100	-	100
Ability/Vocational Enhancement Courses / Indian Knowledge System (AEC/VEC/IKS)												
5	AEC	NHSA14	Ability Enhancement Course-VII	--	--	4	2	--	50	--	50	100
OJT/FP/CEP/CC/RP												
6	RP	NYBA711	Research Project I	-	-	8	4	-	50	-	50	100
		TOTAL		16	-	12	22	200	50	400	50	600

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CIA: Continuous Internal Assessment	OJT – On Job Training	CIA	Weightage	Description
ESE: End Semester Theory Exam.	**FP** – Field Project **CEP** – Community Engagement Projects	CIA 1	10%	Home Assignment
L: Theory Lecture,	**CC** – Co-Curricular Course **RP** – Research Project **AEC**- Ability Enhancement Courses	CIA 2	20%	Written Exam
T: Tutorial,	**IKS**- Indian Knowledge System **VEC**- Value Education Courses	CIA 3	10%	Activity /Project and Research Based Learning along with Seminar Presentations
P: Practical	* - Refer University Notification	CIA 4	10%	Behavioral Attitude +General Discipline Theory +Practical attendance
		CIA TOTAL	**50%**	
Written Examination – End Semester Exam (ESE)			50%	
		TOTAL	**100%**	

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NEP-2020 Course Structure

Programme Name: BBA (Business Analytics) (Hons)

Semester – VII   **For the Batch: A.Y. 23-24 onwards**

Sr. No.	Core	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
								Formative Assessment CIA		Summative Assessment ESE		
				L	T	P	C	Course	Lab	Course	Lab	
Major (Mandatory)												
1	Major	NYBA701	Business Storytelling with data	3	-	2	4	50	-	100	-	100
2	Major	NYBA702	Data analytics using Orange	3	-	2	4	50	-	100	-	100
3	Major	NYBA703	Data Ethics Privacy & Governance	3	1	-	4	50	-	100	-	100
4	Major	NRDP101	Research Methodology	4	-	-	4	50	-	100	-	100
Major Electives (ME)												
5	ME	NYBAE03	Healthcare Analytics	3	-	2	4	50	-	100	-	100
Ability/Vocational Enhancement Courses / Indian Knowledge System (AEC/VEC/IKS)												
6	AEC	NHSA14	Ability Enhancement Course-VII	--	-	4	2	-	50	-	50	100
TOTAL				16	1	10	22	250	50	500	50	600

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		CIA	Weightage	Description
CIA: Continuous Internal Assessment **ESE**: End Semester Theory Exam. **L**: Theory Lecture, **T**: Tutorial, **P**: Practical	**OJT** – On Job Training **FP** – Field Project **CEP** – Community Engagement Projects **CC** – Co-Curricular Course **RP** – Research Project **AEC**- Ability Enhancement Courses **IKS**- Indian Knowledge System **VEC**- Value Education Courses * - Refer University Notification	CIA 1	10%	Home Assignment
		CIA 2	20%	Written Exam
		CIA 3	10%	Activity /Project and Research Based Learning along with Seminar Presentations
		CIA 4	10%	Behavioral Attitude +General Discipline Theory +Practical attendance
		CIA TOTAL	**50%**	
	Written Examination – End Semester Exam (ESE)		50%	
		TOTAL	**100%**	

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NEP-2020 Course Structure

Programme Name: (Business Analytics) (Hons. with Research)

Semester – VIII   **For the Batch: A.Y. 23-24 onwards**

Sr. No.	Core	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
								Formative Assessment CIA		Summative Assessment ESE		
				L	T	P	C	Course	Lab	Course	Lab	
Major (Mandatory)												
1	Major	NYBA804	SWAYAM	4	-	-	4	50	-	100	-	100
2	Major	NYBA805	SWAYAM	4	-	-	4	50	-	100	-	100
Major Electives (ME)												
4	ME	NYBAE06	International conference presentation and research publication	4	-	-	4	50	-	100	-	100
OJT/FP/CEP/CC/RP												
6	RP	NYBA812	Research Project II	-	-	16	8	-	100	-	100	200
			TOTAL	12	-	16	20	150	100	300	100	500

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SUN/SOCMS/ /2024-25	R / 27th June 2024		

School of Commerce and Management Studies

Department of Commerce and Management

<table>
<tr>
<td rowspan="2">CIA: Continuous Internal Assessment

ESE: End Semester Theory Exam.

L: Theory Lecture,

T: Tutorial,

P: Practical</td>
<td rowspan="2">OJT – On Job Training
FP – Field Project
CEP – Community Engagement Projects
CC – Co-Curricular Course
RP – Research Project
AEC- Ability Enhancement Courses
IKS- Indian Knowledge System
VEC- Value Education Courses

* - Refer University Notification</td>
<td>CIA</td>
<td>Weightage</td>
<td>Description</td>
</tr>
<tr>
<td>CIA 1</td>
<td>10%</td>
<td>Home Assignment</td>
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<tr>
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<td>CIA 2</td>
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<td>Written Exam</td>
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<td>CIA 3</td>
<td>10%</td>
<td>Activity /Project and Research Based Learning along with Seminar Presentations</td>
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<td>CIA 4</td>
<td>10%</td>
<td>Behavioral Attitude +General Discipline Theory +Practical attendance</td>
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<td>CIA TOTAL</td>
<td>50%</td>
<td></td>
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<tr>
<td colspan="3">Written Examination – End Semester Exam (ESE)</td>
<td>50%</td>
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<tr>
<td colspan="3"></td>
<td>TOTAL</td>
<td>100%</td>
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Chairperson	SOCMS	Academics	SUN

School of Commerce and Management Studies
Department of Commerce and Management

NEP-2020 Course Structure

Programme Name: (Business Analytics) (Hons.)

Semester – VIII   **For the Batch: A.Y. 23-24 onwards**

Sr. No.	Core	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
								Formative Assessment CIA		Summative Assessment ESE		
				L	T	P	C	Course	Lab	Course	Lab	
Major (Mandatory)												
1	Major	NYBA801	Start-up Analytics & Entrepreneurial Intelligence	3	-	2	4	50	-	100	-	100
2	Major	NYBA802	Fraud Detection & Cyber Security Analysis	4	-	-	4	50	-	100	-	100
3	Major	NYBA803	Data Driven Strategic Management	3	-	2	4	50	-	100	-	100
Major Electives (ME)												
4	ME	NYBAE05	Sustainable Business Analytics	3	1	-	4	50	-	100	-	100
OJT/FP/CEP/CC/RP												
6	RP	NYBA811	On the Job Training	-	-	16	8	-	100	-	100	200
		TOTAL		16	-	16	24	200	100	400	100	600

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		CIA	Weightage	Description
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		CIA 2	20%	Written Exam
		CIA 3	10%	Activity /Project and Research Based Learning along with Seminar Presentations
		CIA 4	10%	Behavioral Attitude +General Discipline Theory +Practical attendance
		CIA TOTAL	**50%**	
	Written Examination – End Semester Exam (ESE)		50%	
		TOTAL	**100%**	

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