



School of Commerce and Management studies  
Department of Commerce and Management

**NEP 2020 - Course Structure**

Programme Name: Bachelor of Business Administration (Business Analytics)(Honos./Honos. with Research) Semester – I  
For the Batch: AY 23-24 onwards

Sr. No.	Core	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
				L	T	P	C	Formative Assessment		Summative Assessment		
								CIA		ESE		
								Course	Lab	Course	Lab	
MAJOR(MANDATORY + ELECTIVES)												
1	Major	NYBA101	Fundamentals of Data Science	2	1		3	50	--	100	--	100
2	Major	NYBA102	Introduction to IT	2	1		3	50	--	100	--	100
MINOR: NA												
NA												
Open Electives(OE)*												
3	OE		Open Electives	4	--	--	4	50	--	100	--	100
Vocational and Skill Enhancement (VSEC)												
4	SEC	NMGS01	Basic of Excel	--	--	4	2	--	50	--	50	100
5	VSC	NYBA111	Introduction to SQL	--	--	4	2	--	50	--	50	100
Ability/Value Education Courses/ Indian Knowledge System(AEC/VEC/IKS)*												
6	AEC		Ability Enhancement Courses - I	--	--	4	2	--	50	--	50	100
7	VEC		Value Education Courses- I	--	--	4	2	--	50	--	50	100
8	IKS		Indian Knowledge System - I	--	--	4	2	--	50	--	50	100
OJT/FP/CEP/CC/RP												
9	CC	NYBA112	Yoga and Meditation	--	--	4	2	--	50	--	50	100
Total							22					

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 Project CC – Co-Curricular Course RP – Research Project * - Refer University Notification	CIA	Weightage	Description
		CIA 1	10%	Home Assignment
		CIA 2	20%	Written Exam Components Comprising of 20% weightage
		CIA 3	10%	Activity / Project and research Based Learning Along with Seminar Presentations
		CIA 4	10%	HoD +Faculty Concern (Discipline and Attendance)
		CIA TOTAL	50%	
		Written Examination – End Semester Exam (ESE)		50%
TOTAL		100%		

*[Signature]*  
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Chairperson

*[Signature]*  
Dean  
SOCMS

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Associate Dean  
Curriculum  
Development

*[Signature]*  
Registrar  
SUN







School of Commerce and Management studies  
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**NEP 2020 - Course Structure**

Programme Name with Specialization: BBA (Business Analytics) (Honos./Honos. with Research) Semester - II

Sr. No.	Core	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	Lab	Course	Lab	
MAJOR(MANDATORY + ELECTIVES)												
1	Major	NYBA201	Marketing Management	2	1		3	50	--	100	--	100
2	Major	NYBA202	Data Management and Data warehousing	2	1		3	50	--	100	--	100
MINOR:												
3	Minor	NYBAM-	Minor	3			3	50	--	100	--	100
Open Electives(OE)*												
4	OE		Open Electives	3			3	50	--	100	--	100
Vocational and Skill Enhancement (VSEC)												
5	SEC	NMGS01	Advance Excel	--	--	4	2	--	50	--	50	100
6	VSC	NYBB211	Digital Marketing	--	--	4	2	--	50	--	50	100
Ability/Value Education Courses/ Indian Knowledge System(AEC/VEC/IKS)*												
7	AEC		Ability Enhancement Courses - II	--	--	4	2	--	50	--	50	100
8	VEC		Value Education Courses- II	--	--	4	2	--	50	--	50	100
OJT/FP/CEP/CC/RP												
9	CC	NYBA212	SUN Clubs	--	--	4	2	--	50	--	50	100
			TOTAL				22					

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 Project CC – Co-Curricular Course RP – Research Project * - Refer University Notification	CIA	Weightage	Description	
		CIA 1	10%	Home Assignment	
		CIA 2	20%	Written Exam Components Comprising of 20% weightage	
		CIA 3	10%	Activity / Project and research Based Learning Along with Seminar Presentations	
		CIA 4	10%	HoD +Faculty Concern (Discipline and Attendance)	
		CIA TOTAL		50%	
		Written Examination – End Semester Exam (ESE)		50%	
TOTAL		100%			

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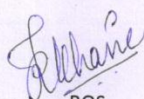


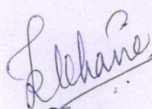


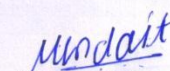
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MINOR			
Sr. No	Semester	Course Code	Name of the course (Choose any One)
1	II	NYBAM01	Cyber Security
2	II	NYBAM02	Knowledge Management

Exit Option : Award of UG certificate in Major with 44 credits and additional 4 credits of Internship or Continue with Major and Minor.

  
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