



Chandigarh University

NAAC A+, UGC-Entitled, NIRF #19, QS World Global Universities #Top  
1%

# BBA (Business Analytics)

Type

Ug Program

Mode

Online

Duration

3 Years

Total fees

₹ 166,300

# Chandigarh University

Accredited by NAAC with the prestigious A+ Grade in the first cycle itself, CU is an institution committed to excellence in research, innovation, interdisciplinary education and active promotion of promising young talent. CU is the best Online Education University in Punjab, India which couples the experience of top industry leaders and renowned academicians and fosters a worldly approach. CU has been envisioned to provide inspirational and experiential learning through internationally recognized curriculum matching the challenging industrial needs. CU has been emerging as the best Online Education University in Punjab, India and the most preferred destination for the students as well as renowned faculty, and recruiting companies of the country. The university has been bestowed with many awards and recognitions, including Asia's Fastest Growing Private Institution, Outstanding Engineering Institute, and the Limca Book of Records for inviting the most number of companies in a single year for campus placements. The University has signed MoUs with over 250 foreign universities and institutions from countries like USA, Canada, UK, Australia, Italy, Russia, South Korea, Spain, Thailand, etc.

# BBA (Business Analytics)

## Highlights

- ◆ UGC-Recognised Degree
- ◆ Curriculum Focused on Data-Driven Decision Making
- ◆ Live Sessions, Recorded Lectures & LMS
- ◆ Academic and Technical Support
- ◆ Practical Learning with Industry Tools
- ◆ Projects and Case Studies for Practical Exposure

## Learning outcomes

- ◆ Analyse Business Problems Using Data
- ◆ Create Dashboards and Visual Reports
- ◆ Use Statistical Techniques for Business Insights
- ◆ Present Findings Clearly and Professionally
- ◆ Assist in Data-Based Decision Making

## Eligibility Criteria

10+2 or its equivalent examination in any stream conducted by a recognised board with at least 50% marks in the aggregate.

## Curriculum Overview

### Semester 1 (5 subjects)

- ◆ Microeconomics
- ◆ Management Principles and Organizational Behaviour
- ◆ Communication Skills
- ◆ Introduction to Business Analytics and Computer programming
- ◆ Basic to Advance Excel

### Semester 2 (5 subjects)

- ◆ Macroeconomics
- ◆ Human Resource Management
- ◆ Business Mathematics and Statistics
- ◆ Data Mining
- ◆ Introduction to Programming - I (using Python)



## Curriculum Overview (continued)

### Semester 3 (5 subjects)

- ◆ Marketing Management
  - ◆ Research Methodology
  - ◆ Data Visualization
  - ◆ Database Management
  - ◆ Introduction to Programming - II (using R)
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### Semester 4 (5 subjects)

- ◆ Operations Research
  - ◆ Commercial & Company Law
  - ◆ Social Media Analytics
  - ◆ Business Modeling
  - ◆ Predictive Analytics
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### Semester 5 (5 subjects)

- ◆ Strategic Management
- ◆ Business Environment
- ◆ Big Data Analytics
- ◆ Machine Learning for Business (Unsupervised)
- ◆ Case Study / Mini Project



## Curriculum Overview (continued)

### Semester 6 (6 subjects)

- |                                     |                        |
|-------------------------------------|------------------------|
| ◆ Industrial Relation and labor law | ◆ Business Tools - SAS |
| ◆ Dissertation 1/ Capstone project  | ◆ SPSS                 |
| ◆ Time Series Forecasting           | ◆ Orange 3             |



## Curriculum Overview (continued)

### Elective Category : Specialization (31 subjects)

- |                                                                          |                                                                                    |
|--------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| ◆ Entrepreneurship (Entrepreneurship)                                    | ◆ Introduction to Business Analytics and Computer programming (Business Analytics) |
| ◆ Behavioral and Personal Finance (Entrepreneurship)                     | ◆ Basic to Advance Excel (Business Analytics)                                      |
| ◆ Innovation and expansion in family managed business (Entrepreneurship) | ◆ Data Mining (Business Analytics)                                                 |
| ◆ Internationalization of Family Managed Business (Entrepreneurship)     | ◆ Introduction to Programming - I (using Python) (Business Analytics)              |
| ◆ Training and Development (HRM)                                         | ◆ Data Visualization (Business Analytics)                                          |
| ◆ Compensation Management (HRM)                                          | ◆ Database Management (Business Analytics)                                         |
| ◆ HR Analytics (HRM)                                                     | ◆ Introduction to Programming - II (using R) (Business Analytics)                  |
| ◆ Organizational change and development (HRM)                            | ◆ Social Media Analytics (Business Analytics)                                      |
| ◆ Advertising & Brand Management (Marketing)                             | ◆ Business Modelling (Business Analytics)                                          |
| ◆ Sales and Distribution Management (Marketing)                          | ◆ Predictive Analytics (Business Analytics)                                        |
| ◆ Services Marketing (Marketing)                                         | ◆ Big Data Analytics (Business Analytics)                                          |
| ◆ Rural marketing (Marketing)                                            | ◆ Machine Learning for Business (Unsupervised) (Business Analytics)                |
| ◆ Foreign exchange Management for business (IB)                          | ◆ Time Series Forecasting (Business Analytics)                                     |
| ◆ Treasury Management (IB)                                               | ◆ Business Tools - SAS; SPSS; Orange 3 (Business Analytics)                        |
| ◆ Global Financial Environment (IB)                                      | ◆ Unstructure Data Analysis - Image; Audio and Video (Business Analytics)          |
| ◆ International Economics and Trade (IB)                                 |                                                                                    |

## Fee Structure

| Fee heads     | Year 1          | Year 2          | Year 3          | Total            |
|---------------|-----------------|-----------------|-----------------|------------------|
| Admission Fee | ₹ 1,000         | —               | —               | ₹ 1,000          |
| Course Fee    | ₹ 55,100        | ₹ 55,100        | ₹ 55,100        | ₹ 165,300        |
| <b>Total</b>  | <b>₹ 56,100</b> | <b>₹ 55,100</b> | <b>₹ 55,100</b> | <b>₹ 166,300</b> |