

# Online BBA in Data Science & Analytics



An online BBA in Data Science & Analytics prepares students to harness the power of data to drive business decisions and strategies. The program covers essential topics such as data mining, statistical analysis, machine learning, and big data technologies. Students learn to collect, analyse, and interpret complex data sets, transforming them into actionable insights. The curriculum also includes courses on data visualisation, database management, and programming languages like Python and R. This degree is ideal for individuals looking to enter the rapidly growing field of data analytics, offering flexibility to balance studies with other professional and personal responsibilities. Graduates are well-prepared for roles such as data analysts, business intelligence analysts, and data consultants.

## Syllabus of Online BBA in Data Science & Analytics

<b>1<sup>st</sup> Semester Syllabus of Online BBA in Data Science &amp; Analytics</b>	<b>2<sup>nd</sup> Semester Syllabus of Online BBA in Data Science &amp; Analytics</b>
English	Business Foundations with Excel
Organizational Behaviour	Financial Markets and Instruments
Financial Accounting	Business Management
Modern Business Environment	Managerial Economics
Financial Literacy and Planning	Communication Skills

<b>3<sup>rd</sup> Semester Syllabus of Online BBA in Data Science &amp; Analytics</b>	<b>4<sup>th</sup> Semester Syllabus of Online BBA in Data Science &amp; Analytics</b>
Human Resource Management	Entrepreneurship
Marketing Management	Operations Management
Python Foundations	Predictive Analytics Using Machine Learning
Personality Development and Leadership skills	Text Mining
Data Visualisation	Quantitative Techniques for Business

<b>5<sup>th</sup> Semester Syllabus of Online BBA in Data Science &amp; Analytics</b>	<b>6<sup>th</sup> Semester Syllabus of Online BBA in Data Science &amp; Analytics</b>
Cost and Management Accounting	Strategic Management
Environmental Science	Introduction to Business Analytics
Data Mining	Web, Mobile and Social Media Analytics
Time Series Forecasting	Marketing Analytics
Digital Marketing and E-Commerce	Project Work
Artificial Intelligence	

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