

**Navrachana University, Vadodara**  
**School of Business and Law**  
**BBA (Hons) Business Analytics Program - 2026-27: Curriculum (Proposed)**

Semester - I			Semester - II		
Sr.	Subject	Credits	Sr.	Subject	Credits
1	Introduction to Business Management	3	1	Introduction to Business Analytics	3
2	Microeconomic Analysis & Application	3	2	Foundations of HRM & OB	3
3	Business Accounting and Reporting	3	3	Business Finance & Management	3
4	Business Statistics	3	4	Marketing Management	3
				Social Internship	2
	<b>Total Credits</b>	<b>12</b>		<b>Total Credits</b>	<b>14</b>
Semester - III			Semester - IV		
1	AI Applications in Business	3	1	Data Analysis using Excel	4
2	Business Mathematics	3	2	MacroEconomics Analysis & Application	4
3	Data Management & Database Systems	4	3	Introduction to Operations Management	3
4	Legal Aspects of Business	3	4	Business Research Methods	3
5	Corporate Communication	3	5	Corporate Internship	4
	<b>Total Credits</b>	<b>16</b>		<b>Total Credits</b>	<b>18</b>
Semester - V			Semester - VI		
1	Project Management	3	1	Business Strategy & Analytics	3
2	Business Intelligence Tools for Data Visualisation	4	2	Business Decision Modeling and Optimization	3
3	Ethics & Data Governance	3	3	Programming for Analytics	3
4	Business Forecasting	3	4	Data Mining & Predictive Analytics	4
5	Project Khoj	3	5	Capstone Project	6
	<b>Total</b>	<b>16</b>		<b>Total</b>	<b>19</b>
Semester - VII			Semester - VIII		
1	Design Thinking & Innovation	4	1	Big Data Analytics	3
2	Machine Learning for Business	4	2	Advance Level Elective	6
3	Analytical Writing	3	3	Internship/ Entrepreneurship/ Research Project	12
4	Advance Level Elective	9			
	<b>Total</b>	<b>20</b>		<b>Total</b>	<b>21</b>
<b>Core Credit = 136</b> <b>Common Foundation Credits = 15</b> <b>Elective Credits = 23</b> <b>Total Credits = 174</b>					
<b>Proposed List of Electives for Year 4</b>					
	<b>Course Title</b>	<b>Credit</b>		<b>Course Title</b>	<b>Credit</b>
	Marketing Analytics	3		Digital Marketing and Ecommerce	3

Financial Analytics	3	Customer Relationship & Loyalty Analyt	3
HR Analytics	3	Risk Analytics & Credit Modelling	3
Operations Analytics	3	FinTech & Financial Data Analytics	3
Financial Investment and Trading	3	Talent & Workforce Analytics	3
Social Media Marketing		Performance & Compensation Analytics	
Financial Time Series Analysis	3	Supply Chain Analytics	3
Customer Relationship Management	3	Quality & Process Analytics	3