GLA UNIVERSITY
MATHURA
Recognised by UGC Under Section 2(f)

Accredited with A+ Grade by NAAC

12-B Status from UGC

COURSE STRUCTURE

BACHELOR OF BUSINESS ADMINISTRATION

(DATA ANALYTICS & BUSINESS INTELLIGENCE)

I, II & III YEARS

EFFECTIVE FROM BATCH 2025-28

First Semester

S. No.	Code	Subject	Cat	L	T	P	C
1	BMSC 2021	FUNDAMENTALS OF ACCOUNTING	MAJOR	4	0	0	3
2	BMSC 2022	QUANTITATIVE ASPECTS OF BUSINESS	MAJOR	4	0	0	3
3	BBDC 2018	INTRODUCTION TO DATA ANALYTICS (THEORY)	MAJOR	4	0	0	3
4	BMSE 2001	MICRO ECONOMICS	MINOR	4	0	0	3
5	BMSC 2025	ESSENTIALS OF MANAGEMENT	MAJOR	4	0	0	3
6	BMSO 2003	MANAGERIAL COMMUNICATION OR FUNDAMENTALS OF ENVIRONMENTAL SCIENCE OR INTRODUCTION TO HISTORICAL LINGUISTICS	MULTIDISCIPLINARY	4	0	0	3
7	BBAO 2801	FUNDAMENTALS OF MS EXCEL (PRACTICAL)	SEC	0	0	4	3
8	BPSO 0002	FIRST AID AND HEALTH	VAC	2	0	0	2
		Total					23

Second Semester

S. No.	Code	Subject	Cat	L	T	P	C
1	BMSC 2027	COST ACCOUNTING	MAJOR	4	0	0	3
2	BBDC 2004	MARKETING MANAGEMENT	MAJOR	4	0	0	3
3	BMSC 2026	MANAGING EQUALITY AND DIVERSITY	MAJOR	4	0	0	3
4	BBAC 2019	BUSINESS ETHICS AND GOVERNANCE	MAJOR	4	0	0	3
5	MATHS DEPT.	FUNDAMENTALS OF STATISTICS	MINOR	4	0	0	3
6	BMSE 2003	MACRO ECONOMICS	MINOR	4	0	0	3
7	BMSO 2811	ADVANCED MS- EXCEL	SEC	0	0	4	3
8	BCHO 0012	HUMAN VALUES AND ENVIRONMENTAL STUDIES	VAC	2	0	0	2
		Total					**23**

Third Semester

S. No.	Code	Subject	Cat	L	T	P	C
1		HUMAN RESOURCE MANAGEMENT	MAJOR	4	0	0	3
2		CONSUMER BEHAVIOUR	MAJOR	4	0	0	3
3		PYTHON PROGRAMMING (PRACTICAL)	MAJOR	0	0	4	3
4		INTERNATIONAL BUSINESS MANAGEMENT	MINOR	4	0	0	3
5		BUSINESS ENVIRONMENT	MINOR	4	0	0	3
6		DATA VISUALIZATION WITH TABLEAU (PRACTICAL)	SEC	0	0	4	3
		PHYSICAL EDUCATION AND YOGA	VAC	2	0	0	2
		SOCIAL INTERNENSHIP PROJECT	PROJECT	0	0	0	1
		Total					**21**

Fourth Semester

S. No.	Code	Subject	Cat	L	T	P	C
1		FINANCIAL MANAGEMENT	MAJOR	4	0	0	3
2		R PROGRAMMING (PRACTICAL)	MAJOR	0	0	4	3
3		OPERATION MANAGEMENT	MAJOR	4	0	0	3
4		RESEARCH METHODOLOGY	MAJOR	4	0	0	3
5		BUSINESS LAW	MINOR	4	0	0	3
6		MASS COMMUNICATION OR BIODIVERSITY AND ITS CONSERVATION OR INTRODUCTION TO APPLIED LINGUSITICS	MULTIDISCIPLINARY	0	0	4	3
7		DATA VISUALIZATION WITH POWERBI (PRACTICAL)	AEC	0	0	4	3
8		SOCIAL RESPONSIBILITY AND COMMUNITY ENAGAGEMENT	VAC	2	0	0	2
		Total					**23**

Fifth Semester

S. No.		Subject	Cat	L	T	P	C
1		ANALYTICS WITH PYTHON (PRACTICAL)	MAJOR	0	0	4	3
2		SQL (PRACTICAL)	MAJOR	0	0	4	3
3		COMPANY LAW	MINOR	4	0	0	3
4		Specialization Elective 1 (Group B)	DSE	4	0	0	3
5		Specialization Elective 2 (Group B)	DSE	4	0	0	3
6		ENVRIONMENTAL POLLUTION & MANAGEMENT OR HISTORY & POLITICS OF ENGLISH IN INDIA	MULTIDISCIPLINARY	4	0	0	3
7		RESEARCH PROJECT	PROJECT	0	0	0	3
		Total					**21**

Sixth Semester

S. No.	Code	Subject	Cat	L	T	P	C
1		INTRODUCTION TO ARTIFICIAL INTELLIGENCE (THEORY)	MAJOR	4	0	0	3
2		INTRODUCTION TO MACHINE LEARNING (THEORY)	MAJOR	4	0	0	3
3		STRATEGIC MANAGEMENT	MAJOR	4	0	0	3
4		ENTREPRENEURSHIP MANAGEMENT	MAJOR	4	0	0	3
5		Specialization Elective 3 (Group B)	DSE	4	0	0	3
6		Specialization Elective 4 (Group B)	DSE	4	0	0	3
		Total					**18**

ELECTIVES - Fifth Semester

S. No.	Subject	Cat	L	T	P	C
GROUP 1: HUMAN RESOURCE						
1	Strategic Human Resource management	DSE	4	0	0	3
2	INDUSTRIAL RELATIONS AND LABOUR LAWS	DSE	4	0	0	3
3	Group Dynamics & Team Building	DSE	4	0	0	3
4	Compensation & Reward Management	DSE	4	0	0	3
GROUP 2: MARKETING						
5	SALES MANAGEMENT	DSE	4	0	0	3
6	Rural Marketing	DSE	4	0	0	3
7	International Marketing	DSE	4	0	0	3
8	Digital Marketing	DSE	4	0	0	3
GROUP 3: FINANCE						
9	INVESTMENT ANALYSIS & PORTFOLIO MANAGEMEMT	DSE	3	1	0	3
10	GOODS AND SERVICE TAX	DSE	3	1	0	3
11	INCOME TAX	DSE	3	1	0	3
12	Working Capital Management	DSE	3	1	0	3
GROUP 4: BUSINESS LOGISTICS & SUPPLY CHAIN MANAGEMENT						
13	Logistic Management	DSE	4	0	0	3
14	SUPPLY CHAIN MANAGEMENT	DSE	4	0	0	3
15	Store Keeping and Warehousing	DSE	4	0	0	3
16	Purchasing and Inventory Management	DSE	4	0	0	3
GROUP 5: INTERNATIONAL BUSINESS						
17	International Business Environment	DSE	4	0	0	3
18	Management of International Trade	DSE	4	0	0	3
19	International Logistics	DSE	4	0	0	3
20	International Treaties and Conventions	DSE	4	0	0	3

ELECTIVES - Sixth Semester						
GROUP 1: HUMAN RESOURCE						
1	Negotiation & Counselling	DSE	4	0	0	3
2	International Human Resource Management	DSE	4	0	0	3
3	Change Management & Organization Development	DSE	4	0	0	3
4	TRAINING AND DEVELOPMENT	DSE	4	0	0	3
GROUP 2: MARKETING						
5	Marketing of Services	DSE	4	0	0	3
6	Retail Management	DSE	4	0	0	3
7	MARKETING COMMUNICATION	DSE	4	0	0	3
8	Marketing Analytics	DSE	4	0	0	3
GROUP 3: FINANCE						
9	Management of Financial Services and Institution	DSE	3	1	0	3
10	COMPANY ACCOUNTS	DSE	3	1	0	3
11	Personal Financial Planning	DSE	3	1	0	3
12	AUDITING	DSE	3	1	0	3
GROUP 4: BUSINESS LOGISTICS & SUPPLY CHAIN MANAGEMENT						
13	Green Supply Chain Management	DSE	4	0	0	3
14	Strategic and Implementation Issues in SCM	DSE	4	0	0	3
15	Performance Metrics and Modeling	DSE	4	0	0	3
16	PROJECT MANAGEMENT	DSE	4	0	0	3
GROUP 5: INTERNATIONAL BUSINESS						
17	Cross Cultural Issues in International Business	DSE	4	0	0	3
18	International Ethical and Legal Issues	DSE	4	0	0	3
19	International Marketing	DSE	4	0	0	3
20	International HR & Strategic Issues	DSE	4	0	0	3