



ACHARYA INSTITUTE OF GRADUATE STUDIES

Affiliated to BCU



- Engage with renowned faculty and access LinkedIn extensive programs.
- Gain hands-on experience with certifications in AWS, ACCA, and more.
- Expand horizons with international immersion and global exposure.
- Benefit from personalized mentorship for tailored academic support.
- Access a digital library with rich resources for research and growth.
- Enjoy top sports facilities and expert training for holistic development.
- Achieve career success with 550+ companies visiting for placements annually.

B.B.A
BUSINESS ANALYTICS



About

BBA - Business Analytics is a three-year undergraduate program that encompasses both business intelligence and data analytics. It serves as a gateway to a thriving career in the booming data analytics industry. Our collaboration with IBM further enriches this program, offering students valuable insights into current industry trends. The partnership with IBM also provides internships and job placement aid, facilitating students in acquiring work experience and transitioning seamlessly into the workforce post-training.

Career Scope

After completing a BBA in Business Analytics, students can access a diverse array of opportunities both in India and internationally. Graduates are well-prepared for roles such as business analyst manager, data business analyst, and data scientist, as well as positions like financial or marketing analyst, project manager, and retail sales analyst. Additionally, they can pursue careers as quantitative analysts or business intelligence and analytics consultants, making them valuable assets in today's data-driven business landscape.

Eligibility

Pass in Pre-University / Higher Secondary / 10+2 / 'A' Level or equivalent of any recognized board or council in any discipline with English as one of the languages.

Duration
3 years

COURSE CONTENT

Semester 1

- Financial Accounting
- Principles of Management
- Corporate Administration
- Production and Operation Management
- Indian Constitution and Human rights
- Industrial Visit
- Introduction To Materials Management
- Production Planning System
- Master Scheduling
- Module 1: Data Visualisation using R, Python, Watson

Semester 2

- Corporate Accounting
- Quantitative Analysis
- Organisational Behaviour
- Marketing Management
- Environmental Science
- Community Services
- Capacity Management
- Production Activity Control
- Marketing Principles
- Marketing Mix Decisions
- Module 2: Business Intelligence using Cognos
- Material Requirements Planning

Semester 3

- Corporate Communication Skills 1
- Cost Accounting
- Business Data Analysis
- Corporate Financial Management
- Personality Development
- Case Study
- Purchasing
- Forecasting And Demand Management
- Inventory Fundamentals
- Marketing Analytics
- Module 3: Predictive Modelling using SPSS
- Branding Marketing and PR Communications
- Human Resources Management
- Financial Market & Services

Semester 4

- Corporate Communication Skills 2
- Business Research Methods
- Banking Law & Operations
- Entrepreneurship Development
- Management Accounting
- Customer Relationship Management
- Science & Society
- Business Plan for Start Ups
- Order Quantities
- Independent Demand Ordering Systems
- Physical Inventory and Warehouse Management
- Module 4: Cognitive Analytics - Watson Services
- Module 5: Text Analytics



Semester 5

- Income Tax 1
- Business Regulation
- Indirect Taxes
- Information Technology for Business 1
- Advance Corporate Financial Management
- Security Analysis & Portfolio Management
- Consumer Behaviour
- Integrated Marketing Communication
- Industrial Relation & Employee Legislation
- Compensation & Performance Management
- Business Analytics
- Marketing Analytics
- Culture Diversity & Society
- Employability Skills Training
- Introduction to Quality
- Introduction to Process
- Module 6: Predictive Modelling
- Module 7: Spark/ Scala Fundamentals

Semester 6

- Income Tax 2
- Strategic Management
- International Business
- Information Technology for Business 2
- International Finance
- Digital Marketing
- International Hrm
- Financial Analytics
- Hr. Analytics
- Placement Training
- Total Quality Management
- Lean Production
- Module 8: Capstone Project
- Creativity & Innovation
- Organisational Development & Change Management
- Supply Chain & Logistics Management
- Risk Management & Derivatives



Acharya Legacy

Founded in 1990, Acharya aims to revolutionize education. With over 12,000 students and 100+ academic programs annually, it stands among the global education elite. Located in India's technical hub, Bangalore, Acharya prioritizes innovation and knowledge. The institution fosters experiential and collaborative learning, shaping well-rounded individuals, evident in its diverse student population from 75+ countries.

11 Institutions

15 Research Centers

100+ Programmes

75+ Nationalities

12000+ Students

1000+ Eminent Faculties

120 Acres State-of-the-Art Campus

B Premnath Reddy
Founder Chairman
Acharya Group

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Center of Excellence



Clubs



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Research



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Habba



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