



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Shri Vaishnav School of Management

Choice Based Credit System (CBCS)

BBA-Business Analytics (In Association with IBM)

I SEMESTER (2025-2028)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME						L	T	P	CREDITS
			Marks	THEORY			PRACTICAL					
				END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAIBM102	MAJ	Programming Using Python (Theory and Lab)	Max	60	20	20	30	20	2	-	2	3
			Min	24	16		30	20				

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ- Major

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE OBJECTIVES:

The student will have ability to:

1. To introduce students to the fundamentals of Python programming, including syntax, data types, and basic operations, to build a strong programming foundation.
2. To develop logical and analytical thinking through the use of control statements, loops, and data structures for problem-solving.
3. To familiarize students with Python's data handling capabilities, enabling them to organize, manipulate, and analyze business-related data efficiently.
4. To provide hands-on experience with Python applications relevant to business, management, and marketing domains.
5. To enhance employability by exposing students to real-world use cases and the growing career opportunities in data-driven management roles.

COURSE ALIGNMENT WITH UNSDG:

The Course aims to fulfill the United Nations Sustainable Development Goals, **SDG 4 (Quality Education)**.

COURSE OUTCOMES:

After completion of the course, the student will be able to:

- CO1** Write and execute Python programs using basic syntax and logic.
- CO2** Understand the data types to solve business-related problems.
- CO3** Analyze and manipulate datasets using Python's built-in data structures for decision-making.
- CO4** Write and execute Python programs using control structures and loops.
- CO5** Demonstrate awareness of career opportunities and practical applications of Python in business analytics, marketing, and management decision-making.

TEACHING PEDAGOGY:

- T1** Classroom teaching (white board), Power Point Presentations, Interactive lectures, Inquiry-based teaching
- T2** ABL activities, Assignments, Seminars, Quizzes, Oral Viva-voce examination

ASSESSMENT TOOLS:

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ATL1	Quiz
ATL2	Activity Based Learning
ATL3	Midterm Exams
ATL4	Seminar Presentation
ATL5	Assignments
ATL6	Poster
ATL7	Industrial Visit Report

PREREQUISITES:

Basic knowledge of Python

SYLLABUS:

Unit	Descriptors/Topics	Hours	Assessment Tools
I	Introduction to Python: 1. Introduction to Programming Languages 2. Features and Advantages of Python 3. Installing Python and IDEs (IDLE / Jupyter / Google Colab) 4. Writing and Executing Python Programs 5. Basic Syntax, Keywords, and Identifiers 6. Input and Output Statements 7. Comments and Indentation.	6	ATL1 ATL3 ATL5
II	Python Basics – Variables, Data Types & Operators: 1. Variables and Constants 2. Data Types: int, float, string, boolean 3. Type Conversion and Type Casting 4. Operators: Arithmetic, Relational, Logical, Assignment, and Membership Operators	6	ATL2 ATL3 ATL5
III	Data Structures: 1. Lists, Tuples, Sets, and Dictionaries 2. Accessing, Updating, and Iterating over elements 3. Built-in Functions and operations of all.	6	ATL4 ATL3 ATL6
IV	Control Statements and Loops: 1. Decision Making: if, if-else, elif ladder 2. Looping: for loop, while loop 3. Nested Loops and Loop Control Statements (break, continue, pass)	6	ATL1 ATL3 ATL6
V	Use cases of Python: 1. Use Cases in Management 2. Use Cases in Marketing 3. Scope and Career Opportunities - Business Analyst, Marketing Data Analyst, Financial Data Consultant	6	ATL5 ATL3 ATL6 ATL7
Total Hours		30	

ADDITIONAL RESOURCES

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A. Value addition to course content/ Skill enhancement content:

Hands-on practice using platform

Case studies on data-driven decision-making

B. Remedial classes for slow learners:

As per the SOP for slow and fast learners.

Use of simplified examples and guided exercises

SUGGESTED READINGS:

Textbooks

1. Bishop, C. M., & Nasrabadi, N. M. (2006). *Pattern recognition and machine learning* (Vol. 4, No. 4, p. 738). New York: springer
2. B Downey, A. (2012). *Think Python: How to Think Like a Computer Scientist-2e*.
3. Kamthane, A. N., & Kamthane, A. A. (2018). *Programming and Problem Solving with Python*. McGraw-Hill Education

Reference Books

1. Lambert, K. A. (2018). *Fundamentals of Python: first programs*. Course Technology Press.

Suggested- resources (Websites/e-books)

1. https://onlinecourses.nptel.ac.in/noc25_cs105/preview
2. https://www.youtube.com/results?search_query=Python+NPTEL

COURSE ARTICULATION MATRIX (MAPPING OF COs WITH POs)

Course Outcomes	Correlation with PSOs										
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	1	2	1	2	-	-	-	1	2	-
CO2	3	2	3	2	3	-	-	-	2	2	1
CO3	3	2	3	3	3	1	-	1	3	3	1
CO4	2	1	2	2	2	-	-	-	2	2	-
CO5	2	3	3	2	3	2	3	2	2	2	3

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME						L	T	P	CREDITS
			Marks	THEORY			PRACTICAL					
				END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA101	MIN	Fundamentals of Management	Max	60	20	20	-	-	3	-	0	3
			Min	24	16		0	0				

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ- Major

*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE OBJECTIVES:

The student will have ability to:

1. To understand the meaning, nature, and significance of management in business organizations.
2. To explain the functions of management including planning, organizing, directing, and controlling.
3. To develop an understanding of management theories and their practical applications.
4. To enhance analytical and decision-making skills for solving managerial problems.
5. To build a managerial perspective for effective leadership and organizational performance.

COURSE ALIGNMENT WITH UNSDG:

The Course aims to fulfill the United Nations Sustainable Development Goals, **SDG 4 (Quality Education)**.

COURSE OUTCOMES:

After completion of the course, the student will be able to:

- CO1** Understand the major functions of management.
- CO2** Describe the interrelationship among the various functions of management.
- CO3** Develop a general management perspective.
- CO4** Use analytical skills for decision making.
- CO5** Apply management principles to solve business problems and evaluate managerial effectiveness.

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- T1** Classroom teaching (white board), Power Point Presentations, Interactive lectures, Inquiry-based teaching
- T2** ABL activities, Assignments, Flip Class/ Seminars, Quizzes, Oral Viva-voce examination

ASSESSMENT TOOLS:

- ATL1** Quiz
- ATL2** Activity Based Learning
- ATL3** Midterm Exams
- ATL4** Flip Class
- ATL5** Seminar Presentation
- ATL6** Assignments
- ATL7** Oral Viva-voce examination
- ATL8** Industrial Visit Report

PREREQUISITES:

Basic knowledge of management

SYLLABUS:

Unit	Descriptors/Topics	Hours	Assessment Tools
I	Nature and Evolution of Management: 1. Meaning, Nature and Concept of Management 2. Functions and Responsibilities of Managers 3. Evolution of Management Thoughts 4. Hawthorne study, Principles of Fayol	9	ATL4 ATL3 ATL6
II	Planning: 1. Planning: Nature and Purpose of Planning 2. Planning Process, Types of Planning 3. Advantages and limitations of Planning 4. MBO	9	ATL1 ATL3 ATL6
III	Organizing: 1. Nature and Purpose of Organizing	9	ATL1

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	2. Departmentation 3. Span of control 4. Line and Staff Relationship 5. Delegation and Decentralization		ATL5 ATL6
IV	Directing: 1. Meaning and Characteristics of Direction 2. Elements of Direction 3. Principles of effective Direction 4. Direction Process	9	ATL1 ATL4 ATL6
V	Controlling: 1. Concepts and Process of Controlling 2. Controlling Techniques 3. Feedback and Feed Forward Controls 4. Profit and Loss Control 5. Budgetary Control 6. Return on Investment Control	9	ATL4 ATL3 ATL6 ATL7
	Total Hours	45	

ADDITIONAL RESOURCES

A. Value addition to course content/ Skill enhancement content:

Case studies on management practices

Role plays and simulation exercises

B. Remedial classes for slow learners:

As per the SOP for slow and fast learners.

Use of simplified datasets and guided exercises

SUGGESTED READINGS:

Textbooks

1. Koontz, H. and Weihrich, H. (2008). *Essentials of Management*. Tata McGraw-Hill Education, India, Latest Edition.

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2. Robbins and Coulter (2007). *Management*. Prentice Hall of India, Latest Edition.
3. Frederick S. and Hillier, M. (2008). *Introduction to Management Science: A Modeling and Case Studies Approach with Spreadsheets*. McGraw Hill, India.

Reference Books

1. Weihrich, H. and Koontz, H. (2011). *Management: A Global and Entrepreneurial Perspective*. McGraw-Hill Education, New Delhi, India.
- Tripathi, P.C. and Reddy, P.N. (2012). *Principles of Management*. Tata McGraw Hill Education, New Delhi, India, Latest Edition.

Suggested- resources (Websites/e-books)

1. https://onlinecourses.nptel.ac.in/noc23_mg33/preview?ut
2. https://www.youtube.com/results?search_query=Principles+of+Management+NPTEL&utm_source=chatgpt.com

COURSE ARTICULATION MATRIX (MAPPING OF COs WITH POs)

Course Outcomes	PO1	P O2	P O3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	-	2	1	-	-	-	-
CO2	3	-	3	2	2	-	-	-
CO3	3	2	3	2	2	-	-	-
CO4	2	3	2	2	2	-	1	-
CO5	3	1	3	3	3	-	2	1

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME						L	T	P	CREDITS
			Marks	THEORY			PRACTICAL					
				END SEM University Exam	Two Term Exam	Teacher's Assessment*	END SEM University Exam	Teacher's Assessment*				
BBA102	AEC - I	Fundamentals of Communication	Max	60	20	20	-	-	2	0	0	2
			Min	24	16		0	0				

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; **MAJ**- Major
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE OBJECTIVES:

The student will have ability to:

1. Understand the fundamentals and importance of communication in business.
2. Develop effective verbal, non-verbal, and written communication skills.
3. Learn professional business correspondence and report-writing techniques.
4. Enhance presentation, interview, and group discussion skills.
5. Apply communication principles to improve workplace effectiveness.

COURSE ALIGNMENT WITH UNSDG:

The Course aims to fulfill the United Nations Sustainable Development Goals, **SDG 4 (Quality Education)**.

COURSE OUTCOMES:

After completion of the course, the student will be able to:

- CO1** Explain the fundamentals, process, and barriers of communication.
- CO2** Demonstrate effective verbal and non-verbal communication skills.
- CO3** Prepare business letters, reports, proposals, memos, resumes, and application letters.
- CO4** Apply communication skills in interviews, group discussions, and presentations.
- CO5** Use communication strategies to enhance professional and organizational effectiveness.

TEACHING PEDAGOGY:

- T1** Classroom teaching (white board), Power Point Presentations, Interactive lectures, Inquiry-based teaching

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T2

ABL activities, Assignments, Flip Class/ Seminars, Quizzes, Oral Viva-voce examination

ASSESSMENT TOOLS:

ATL1	Quiz
ATL2	Activity Based Learning
ATL3	Midterm Exams
ATL4	Flip Class
ATL5	Seminar Presentation
ATL6	Assignments
ATL7	Oral Viva-voce examination
ATL8	Industrial Visit Report

PREREQUISITES:

Basic knowledge of communication.

SYLLABUS:

Unit	Descriptors/Topics	Hours	Assessment Tools
I	Introduction: 1. Defining Communication 2. Process of communication 3. Principles of effective communication 4. Importance of business communication and Importance of feedback 5. Barriers to communication	6	ATL1 ATL3 ATL5
II	Communication Networks: 1. Formal: Upward, Downward, Lateral 2. Informal: Grapevine; Advantages and Disadvantages of the grapevine 3. Verbal Communication 4. Non-Verbal Communication	6	ATL2 ATL3 ATL5
III	Business Letters and Reports Writing: 1. Introduction to business letters, Types of Business Letters, Writing routine and persuasive letters 2. Writing Reports: Purpose, Kinds and Objectives of reports 3. Preparing reports, short and long reports	6	ATL4 ATL3 ATL6
IV	Writing Proposals, Memos, Resumes and Applications 1. Writing Proposals: Structure and preparation	6	ATL1 ATL6

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	2. Writing Memos 3. Writing Resumes 4. Application letters		ATL6
V	Employment Communication 1. Interview skills: Interviewing and being interviewed 2. Group Discussions 3. Presentation Skills	6	ATL5 ATL3 ATL6 ATL7
	Total Hours	30	

ADDITIONAL RESOURCES

A. Value addition to course content/ Skill enhancement content:

Presentation and public speaking practice

Business communication case studies

B. Remedial classes for slow learners:

As per the SOP for slow and fast learners.

Use of simplified datasets and guided exercises

SUGGESTED READINGS:

Textbooks

1. Chaturvedi, P. D. (2004). *Business Communication: Concepts, Cases and Applications*. Pearson Education.
2. Penrose, R. (2003). *Business Communication for Managers*. Cengage Learning.
3. Krizan, A. C. (2008). *Effective Business Communication*. Cengage Learning.

Reference Books

1. Courtland, L. (1989). *Techniques of Writing Business Letters, Memos and Reports*. Jaico Publishing House, Latest Edition.
2. Kaul, A. (2015). *Business Communication*. PHI Learning, Latest Edition.
3. Loudon, K.C. and Loudon, J. P. (2013). *Management Information Systems*. Pearson Education Limited, Latest Edition.
4. Jawadekar, W. S. (2009). *Management Information Systems: Text and Cases*. Tata McGraw Hill, Latest Edition.

Suggested- resources (Websites/e-books)

1. https://onlinecourses.nptel.ac.in/noc25_hs136/preview
2. https://www.youtube.com/results?search_query=Business+Communication+NPTEL

COURSE ARTICULATION MATRIX (MAPPING OF COs WITH POs)

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8

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C01	2	2	1	2	-	-	-	-
C02	2	3	2	2	1	-	-	-
C03	2	3	3	2	1	-	-	-
C04	2	3	2	3	2	1	1	-
C05	2	3	2	3	3	1	2	1

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME						L	T	P	CREDITS
			Marks	THEORY			PRACTICAL					
				END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA107	Min	Basics of Computer Application	Max	60	20	20	-	-	3	-	0	3
			Min	24	16		0	0				

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ- Major

*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE OBJECTIVES:

The student will have ability to:

1. Understand the fundamental concepts of computers

COURSE ALIGNMENT WITH UNSDG:

The Course aims to fulfill the United Nations Sustainable Development Goals, **SDG 4 (Quality Education)**.

COURSE OUTCOMES:

After completion of the course, the student will be able to:

- CO1** Understand basic concepts of computer applications.
- CO2** Develop awareness towards software and computer languages
- CO3** Developing skills to become effective business managers

TEACHING PEDAGOGY:

- T1** Classroom teaching (white board), Power Point Presentations, Interactive lectures, Inquiry-based teaching
- T2** ABL activities, Assignments, Flip Class/ Seminars, Quizzes, Oral Viva-voce examination

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ASSESSMENT TOOLS:

ATL1	Quiz
ATL2	Activity Based Learning
ATL3	Midterm Exams
ATL4	Flip Class
ATL5	Seminar Presentation
ATL6	Assignments
ATL7	Oral Viva-voce examination
ATL8	Industrial Visit Report

PREREQUISITES:

Basic knowledge of computers

SYLLABUS:

Unit	Descriptors/Topics	Hours	Assessment Tools
I	Introduction: 1. Evolution of Computers 2. Generations of Computer 3. Block Diagram of Computer 4. Functions of different units [Input unit, Output unit, Memory Unit, CPU]	9	ATL1 ATL3 ATL5
II	Processor: 1. Processor and memory architecture of computer system 2. Registers and its types (memory address register, memory buffer register, program control, accumulator register, instruction register, input/output register)	9	ATL3, ATL5, ATL6

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	- Types of Processors (CISC, RISC, EPIC, multicore, power-efficient) - Factors affecting speed of processor		
III	Memory and Secondary Storage Devices - Memory-RAM (DRAM, SRAM), ROM (PROM, EPROM, EEPROM, Flash memory) - Classification of Secondary storage devices - Sequential Access Devices – Magnetic Tape - Direct Access Devices -Magnetic disk, optical disk, memory storage devices	9	ATL1, ATL3, ATL5
IV	Input and Output Devices - Input Devices Keyboard, Mouse, Trackball, Game Controllers, Scanners, Barcode readers, Voice Recognition, Webcams, Digital cameras, Optical Character recognition, optical Mark Recognition, Intelligent Character Recognition, Magnetic Character Ink Recognition - Output Devices Monitor, Printers, Plotters, Multimedia Projector, Speech Synthesizers, Sound cards and speakers	9	ATL1, ATL3, ATL6
V	Software and Computer Languages - Software and its relationship with hardware - Types of Software (System, Application) - Logical System Architecture, Firmware, Middleware - Machine language, assembly language, high-level language, object-oriented languages - Compiler, linker, interpreter	9	ATL3, ATL5, ATL6

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	Total Hours	45	

ADDITIONAL RESOURCES

A. Value addition to course content/ Skill enhancement content:

case studies in the field of computers

B. Remedial classes for slow learners:

As per the SOP for slow and fast learners.

Use of simple guided exercises

SUGGESTED READINGS:

Textbooks

1. Pradeep K. Sinha and Priti Sinha (2021). *Computer Fundamentals (Concepts, Systems & Applications)*. BPB Publications, New Delhi

Reference Books

1. Alexis Leon and Mathews Leon (1999). *Fundamentals of Information Technology*. Vikas Publishing House Pvt Ltd, New Delhi.
2. Dinesh Maidasani. (2016). *Learning Computer Fundamentals, MS Office and Internet & Web Technology*. Firewall Media, New Delhi.
3. Sanjay Saxena (2013). *A First Course in Computers (Based on Windows and Office)*. Vikas Publishing House Pvt Ltd, Noida.

Suggested- resources (Websites/e-books)

1. https://www.youtube.com/watch?v=eEo_aacpwCw
2. <https://www.youtube.com/watch?v=ZW1gb3h-f9k>

COURSE ARTICULATION MATRIX (MAPPING OF COs WITH POs)

Course Outcomes	Correlation with PSOs				PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
	PO1	PO2	PO3	PO4							

Chairperson

Board of Studies,
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Chairperson

Faculty of Studies,
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Controller of Examination

Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Registrar

Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Shri Vaishnav School of Management

Choice Based Credit System (CBCS)

BBA-Business Analytics (In Association with IBM)

I SEMESTER (2025-2028)

CO1	2	2	1	3	1	1	1	1	3	3	2
CO2	3	3	2	3	3	1	1	2	2	3	2
CO3	3	3	2	3	2	3	3	3	3	2	3

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