

## BBA (Finance and Marketing Analytics/Honors/Honors with Research)

**Duration:** 3 Years (6 Semesters) / 4 Years (8 Semesters) | **Timings:** 09:00 AM - 04:00 PM

**Objectives:** The undergraduate programme of BBA (Finance and Marketing Analytics/Honors/Honors with Research) is a novel three-year programme. The students are given the option to pursue fourth year for the award of Honours degree. It has been specifically designed to offer the students an opportunity to learn the various aspects of finance and marketing analytics which has a definite edge related to specialization in analytics which provides a meaningful insight for decision making.

**Highlights:** The Course offers the students opportunity to learn the various aspects of finance and marketing analytics which has a definite edge related to specialization in analytics which provides a meaningful insight for decision making. The program makes the students analyse finance and marketing data and take effective decisions on the challenges of the global economy. Students will acquire the skills and knowledge to meet the challenges of the changing business environment embedded with courses like Business analytics, Python, Data mining etc.,

### Course Structure

<p><b>Semester I</b>            Management and Behavioural Process            Financial Accounting            Foundations of Business Analytics            Introduction to Statistical Analysis            English            Holistic Education            Environmental Studies            MDC</p>	<p><b>Semester II</b>            Financial Management            Marketing Management            Introduction to Python for Data Analytics            Foundations of Managerial Effectiveness            Social Concern Project            English            Holistic Education            Understanding India through Indian Constitution            MDC</p>
<p><b>Semester III</b>            Cost and Management Accounting            Human Resource Management            Data Mining            Analytics for Marketing            Digital Technology Solutions for Business            Multi-Disciplinary Course-SWAYAM            German/French            Holistic Education</p>	<p><b>Semester IV</b>            Statistics and Research Methodology            Entrepreneurship Development            Advanced Data analytics using Python            Corporate Accounting            Analytics for Finance            Entrepreneurship Development Project            Holistic Education            German/French</p>
<p><b>Semester V</b>            Taxation Law            Security analysis and portfolio management            Summer Internship Project  <b>Any 3 of the following:</b>            Digital Finance            Consumer Behaviour and Analytics            Branding and Communication            Behavioural Finance            Neuro Marketing</p>	<p><b>Semester VI</b>            Business Law            Supply Chain Analytics            Dissertation (Research Project)  <b>Any 3 of the following:</b>            Digital Marketing            Sales and Retail Analytics            Financial Risk Management and Derivatives            Debt Markets and Mutual Funds            Global Business Finance</p>

## Honours / Honours with Research

<b>Semester VII</b> Management Theory and Practice Business Research Methods Quantitative Research Business Strategy Environment society and Governance	<b>Semester VIII</b> Qualitative Research Business Simulation Interdisciplinary course Internship/Dissertation
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**Eligibility:** 10+2 level (Karnataka PUC | ISC | CBSE | NIOS | IGCSE | IB | State Boards), from any recognised Board in India. It is compulsory to have studied Mathematics at the Class 12<sup>th</sup> Level. Candidates writing the +2 examinations in March-May 2024 may apply with their class X and XI marks.

**APPLICANTS PURSUING INTERNATIONAL CURRICULUM MUST NOTE THAT ELIGIBILITY IS ACCORDING TO AIU STIPULATIONS**

IB Curriculum must have 3 HL and 3 SL with 24 credits | GCE/Edexcel must have minimum of 3 A levels with grade not less than 'C'

### Selection Process (SP)

SP PROCESS	SP PARTICULARS	SP TIME	SP MODE
Entrance Test (ET)	Entrance Test (ET) 90 Minutes except if otherwise specified	As per <b>E Admit Card</b>	<b>Centre Based</b> Entrance Test
Skill Assessment (SA)   Micro Presentation (MP)   Personal Interview (PI) & Academic Performance (AP)	Skill Assessment (SA): Candidate will be given a topic to write.  Micro Presentation (MP): Candidate should be able to talk for 90seconds, on a topic given by the panel.  Personal interview (PI): duration: 10 minutes  Academic Performance (AP): Assessment of past performance in class 10 and class 11/12  <b>The selection process (SA_MP_PI) will be held in person at the venue and date selected while submitting the application form online.</b>	As per <b>E Admit Card</b>	<b>Venue Based</b> SA_MP_PI

**Academic Performance:** Applicants must upload all the qualification-related documents (class 10 and class 11 final report or class 12 Board result), in the link provided in application status login under the document upload tab within five (5) days of submitting the application form online. **Else your application will be rejected.**

**\*Applications** with no marks cards or unclear scanned copies will be rejected and termed as Not Eligible.

### Important Note:

For NOTE ON CURRICULUM AND CREDIT FRAMEWORK FOR UNDERGRADUATE PROGRAMMES - visit our website: [www.christuniversity.in](http://www.christuniversity.in).

Office Timings: **Monday to Friday: 09:00 AM to 04:00 PM, Saturday: 09:00 AM to 12:00 PM**  
**(Office remains closed on Sundays, Government Holidays and Any special events)**