

## **BBA (Strategy and Business Analytics/Honours/Honours with Research)**

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

### **Objectives:**

The BBA in Strategy and Business Analytics is a single major program at the School of Business and Management. Businesses in today's fast-paced, fiercely competitive environment need leaders who can offer value and drive great performance at all levels of corporate responsibility. Organisations are using analytics and sophisticated strategies to increase efficiency, improve customer service, and identify risks and opportunities across all sectors. This program is for undergraduate students who want to learn how to use data, numbers and strategies to help their companies make decisions.

### **Highlights:**

This Program is intended to assist students in creating and putting into practise strategies and data for diverse enterprises and organisations. Strategy and Business analytics will teach students the techniques and methods required to build and manage a successful business, particularly in the modern age of globalization. The Program is structured to enable the students graduate out of the programme with the following outcomes: Awareness of and sensitive to social and ethical issues in the world, Ability to demonstrate knowledge of business from a holistic and cross-functional perspective, Demonstrate the ability to communicate in a professional manner, Evaluate problems and solve them in a scientific manner, Develop Analytical decision making.

### **Course Structure**

<b>Semester I</b>  Management and Behaviour Process Financial Accounting Introduction to Business Strategy MDC/IDC Developing Fluency and Clarity in English Interpersonal Communication Holistic Education Environmental Studies	<b>Semester II</b>  Financial Management Marketing Management Foundation of Business Analytics Thought and Writing Business Economics Quantitative Techniques HED Understanding India through Indian constitution Social Concern project
<b>Semester III</b>  Cost and Management Accounting Human Resource Management Disruptive Strategies in VUCA world Design Thinking Introduction To Python Language In context-I Holistic Education - III SWAYAM	<b>Semester IV</b>  Research Methodology & Business Statistics Entrepreneurship Development Behavioural Analytics for Managers Data-Driven Strategic Decision Making Language in context-II HED Data Visualisation Industry Review Project

<b>Semester V</b>  Taxation Laws Strategic Innovation Management Marketing Analytics HR Metrics Meta Digital and Social Media Strategy Financial Analytics Internship	<b>Semester VI</b>  Business Laws People Analytics Digital Channel Planning and Sales Strategy Applied Strategic Marketing Financial Derivatives Organizational Design and Development Research Project
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### Honours/Honours with Research

<b>Semester VII</b>  Management Theory and Practice Business Research Method 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)*