

GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT (GITAM)
(Deemed to be University)

VISAKHAPATNAM * HYDERABAD * BENGALURU

Accredited by NAAC with A++ Grade

GITAM School of Business



CURRICULUM AND SYLLABUS

4 Year Undergraduate Programme
UMGMT04: Bachelor of Business Administration
(Business Analytics)

w.e.f. 2025-26 admitted batch
(Updated on April 2025)

Academic Regulations

**Applicable for the Undergraduate Programmes in the
Schools of Business (except B.Com.), Humanities & Social Sciences
and Science (except B.Sc.(CSCS), B.Optomety, B.C.A)**

<https://www.gitam.edu/academics/academic-regulations>

GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT

Vision

GITAM will be an exceptional knowledge-driven institution advancing on a culture of honesty and compassion to make a difference to the world.

Mission

- Build a dynamic application-oriented education ecosystem immersed in holistic development.
- Nurture valuable futures with global perspectives for our students by helping them find their ikigai.
- Drive impactful integrated research programmes to generate new knowledge, guided by integrity, collaboration, and entrepreneurial spirit.
- Permeate a culture of kindness within GITAM, fostering passionate contributors.

Quality Policy

To achieve global standards and excellence in teaching, research, and consultancy by creating an environment in which the faculty and students share a passion for creating, sharing and applying knowledge to continuously improve the quality of education.

GITAM School of Business

Vision

We aspire to shape generations of ethical and impactful leaders.

Mission

1. To enrich the academic learning experience by leveraging the dynamic ecosystem.
2. To engage in research that enriches scholarship, which enhances policy and practice.
3. To engage in research that enriches scholarship, which enhances policy and practice.

Programme Educational Objectives (PEOs)

- PEO 1:** Impart students with knowledge of business principles, practices and global perspective.
- PEO 2:** Develop leadership and managerial competencies for effective management
- PEO 3:** Nurture research aptitude for evidence-based decision making.
- PEO 4:** Foster ethical and socially responsible values for sustainable business practices.
- PEO 5:** Equip students with entrepreneurial skills.

PEO Articulation

	PEO1	PEO2	PEO3	PEO4	PEO5
M1	3	3	2	2	3
M2	2	2	3	2	2
M3	2	2	2	3	2

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation

UMGMT04: Bachelor of Business Administration

Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

At the end of the Programme the students would be able to demonstrate:

- PO1:** Demonstrate a clear understanding of core business disciplines.
- PO2:** Apply relevant business tools and techniques to solve organisational problems.
- PO3:** Exhibit leadership and team management skills in dynamic settings.
- PO4:** Communicate effectively in business environments using modern communication tools.
- PO5:** Uphold ethical values and sustainable practices in decision-making processes.
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- PSO1:** Develop data analysis solutions for business problem-solving.
- PSO2:** Perform data modelling and mining using relevant tools & techniques.
- PSO3:** Implement and manage information systems for efficiency and effectiveness.
- PSO 4:** Conduct applied research to make strategic decisions.

Transferable and Employability skills:

S.No.	Skills
1	Digital and technological skills
2	Communications skills
3	Coordinating/Collaborating with others
4	Leadership skills
5	Critical thinking/Analytical thinking
6	Complex problem solving
7	Creativity
8	Multicultural competence and inclusive spirit
9	Research-related skills
10	Community engagement and service.
11	Empathy
12	Value inculcation

Curriculum Structure *(Flexible Credit System)*

Minimum Credit Requirements to Award Degree Under Each Category

S.No.	Course Category and Category Code		Minimum Credit Requirement					
			3 Year Undergraduate		4 Year Undergraduate (Hons.)		4 Year Undergraduate (Hons.) with Research	
			Credits	(%)	Credits	(%)	Credits	(%)
1	Multidisciplinary Core Courses	MDC	12	9.83	12	7.41	12	7.41
2	Major Core	MC	36	29.51	52	32.10	52	32.10
3	Major Electives	ME	24	19.67	40	24.69	28	17.28
4	Minor	MI	24	19.67	32	19.75	32	19.75
5	Internship	INT	04	3.28	04	2.47	04	2.47
6	Ability Enhancement Courses – University Core	UC	10	8.20	10	6.17	10	6.17
7	Skill Enhancement Courses – University Core	UC	08	6.56	08	4.94	08	4.94
8	Value Added Courses – University Core	UC	04	3.28	04	2.47	04	2.47
9	Research Project / Dissertation	PROJ	--	00	--	00	12	7.41
Total			122	100	162	100	162	100

Multi-disciplinary Core Courses (MDC): 12 credits

Course Code	Level	Course Title	L	T	P	S	J	C
Basket - Business (Minimum 4 credits)								
ODHR1011	100	Principles of Management*	2	0	0	0	0	2
IENT1061	100	Introduction to Business Environment	2	0	0	0	0	2
INFS1011	100	Technology and Business	2	0	0	0	0	2
STGM1011	100	Introduction to Business Organization	2	0	0	0	0	2
Basket - Humanities and Social Sciences (Minimum 4 Credits)								
SOCY1071	100	Introduction to the Humanities	2	0	0	0	0	2
SOCY1081	100	Foundations of Social Sciences	2	0	0	0	0	2
MSTU1081	100	Media and Communication (Offered in Hyderabad Campus alone)	2	0	0	0	0	2
FPEA1221	100	Performing Arts in Indian Cinema	2	0	0	0	0	2
LANG1261	100	The Art of Storytelling	2	0	0	0	0	2
Basket - Science (Minimum 4 Credits)								
PHYS1371	100	Introduction to Astronomy and Astrophysics	2	0	0	0	0	2
LFSC1001	100	Essentials of Life Processes	2	0	0	0	0	2
LFSC1011	100	Fundamentals of Natural and Chemical Sciences	2	0	0	0	0	2
MATH1371	100	Conceptual Mathematics	2	0	0	0	0	2
CSCI1341	100	Fundamentals of Computer Science	2	0	0	0	0	2
Total Credits			12					

* Mandatory Course in Basket

Major Core (MC)

Bachelor of Business Administration (Business Analytics) - Credits to be earned is 36								
Course Code	Level	Course Title	L	T	P	S	J	C
IENT1032	100	Managerial Economics	3	0	0	0	0	3
OPTS1032	100	Business Statistics	3	0	0	0	0	3
FINA1091	100	Accounting for Managers	3	0	0	0	0	3
INFS1021	100	Decision Making with Spreadsheets	3	0	0	0	0	3
MKTG2041	200	Marketing Management	3	0	0	0	0	3
ODHR2021	200	People Management	3	0	0	0	0	3
ACFN2031	200	Essentials of Financial Management	3	0	0	0	0	3
INFS2011	200	Introduction to Business Analytics	3	0	0	0	0	3
ENTP2001	200	Introduction to Design Thinking	3	0	0	0	0	3
OPSC3071	300	Production and Operations Management	3	0	0	0	0	3
HRMG3051	300	Business Laws	3	0	0	0	0	3
IENT3082	300	Business Strategy	3	0	0	0	0	3
Total Credits								36

Major Electives (ME)

Bachelor of Business Administration (Business Analytics) –Credits to be earned : 24								
Course Code	Level	Course Title	L	T	P	S	J	C
BUAN2101	200	Data Analysis with Python	3	0	0	0	0	3
INFS3091	300	Emerging Technologies for Business	3	0	0	0	0	3
BUAN3091	300	Database Systems	3	0	0	0	0	3
BUAN3081	300	Predictive Analytics	3	0	0	0	0	3
INFS3001	300	AI/ML for Business Applications	3	0	0	0	0	3
INFS3011	300	Data Analysis with R	3	0	0	0	0	3
INFS3021	300	Prescriptive Analytics	3	0	0	0	0	3
INFS3031	300	Social Media Analytics	3	0	0	0	0	3
Total Credits			24					

University Core (UC): 22 credits

Course code	Level	Course Title	L	T	P	S	J	C
Ability Enhancement Courses								
LANG1042	100	Academic Writing	2	0	0	0	0	2
LANG1201	100	Critical Thinking	2	0	0	0	0	2
IENT1051	100	Fundamentals of Entrepreneurship	2	0	0	0	0	2
LANG1242	100	Communicative English - I	0	0	4	0	0	2
LANG1252	100	Communicative English - II	0	0	4	0	0	2
Skill Enhancement Courses								
CSCI1302	100	Introduction to Programming	0	0	4	0	0	2
CSCI1312	100	Introduction to Data Science	0	0	4	0	0	2
GCGC1041	100	Introduction to Core Competencies	0	0	2	0	0	1
GCGC1051	100	Professional Communication and Analytical Skills Development	0	0	2	0	0	1
GCGC1061	100	Applied Communication and Aptitude Skills	0	0	2	0	0	1
GCGC1071	100	Preparation for Campus Placements	0	0	2	0	0	1
Value Added Courses								
ENVS1003	100	Environmental Studies *	3	0	0	0	0	3
POLS1051	100	The Indian Constitution *	1	0	0	0	0	1
Pass / Fail Courses (Mandatory)								
FINA1081	100	Personal Financial Planning *	1	0	0	0	0	1
PHPY1011	100	Gandhi and the Contemporary World * / UHV	1	0	0	0	0	1
Pass / Fail Courses (Any one course to be chosen)								
DOSP1181	100	Yogasana	0	0	0	2	0	1
MFST1002	100	Health and Wellbeing *	0	0	2	0	0	1
DOSL1081	100	Student Life Activities (Participant)	0	0	0	2	0	1
DOSL1091	100	Student Life Activities (Organizer)	0	0	0	2	0	1
DOSL1101	100	Student Life Activities (Competitor)	0	0	0	2	0	1
DOSL1111	100	Foundations of Student (Leadership)	0	0	0	2	0	1
DOSL1042	100	Community Services – Volunteer	0	0	2	0	0	1
DOSL1052	100	Community Services – Mobilizer	0	0	2	0	0	1
DOSP1003	100	Badminton	0	0	0	2	0	1
DOSP1033	100	Football	0	0	0	2	0	1
DOSP1043	100	Volleyball	0	0	0	2	0	1
DOSP1053	100	Kabaddi	0	0	0	2	0	1
DOSP1073	100	Table Tennis	0	0	0	2	0	1
DOSP1083	100	Handball	0	0	0	2	0	1
DOSP1093	100	Basketball	0	0	0	2	0	1
DOSP1113	100	Throw ball	0	0	0	2	0	1
DOSP1142	100	Cricket	0	0	0	2	0	1
DOSP1132	100	Functional Fitness	0	0	0	2	0	1
DOSP1171	100	Martial Arts/Self Defence	0	0	0	2	0	1

* Massive Open Online Course (MOOC)

Students pursuing 4th year of the Programme need to choose the courses from the respective basket of Honours or Honours with Research

Honours Courses

Minimum number of credits to be earned: 32.

Major Core - Credits to be earned: 16.								
Course Code	Level	Course Title	L	T	P	S	J	C
OPSC4091	400	Business Research Methods	4	0	0	0	0	4
STGM4021	400	Business Transformation	4	0	0	0	0	4
BUSS4999	400	Capstone Project	0	0	0	0	16	8
Major Electives - Credits to be earned: 16.								
INFS4101	400	Big Data Analytics for Business Analysts	4	0	0	0	0	4
INFS4001	400	Business Analysis	4	0	0	0	0	4
INFS4011	400	Text Analytics	4	0	0	0	0	4
INFS4021	400	Cloud Computing for Business	4	0	0	0	0	4

Honours with Research Courses

Minimum number of credits to be earned is 32 out of which 12 credits must be earned through Research Project / Dissertation

Major Core - Credits to be earned: 4.								
Course Code	Level	Course Title	L	T	P	S	J	C
OPSC4101	400	Research Methodology	4	0	0	0	0	4
Major Electives - Credits to be earned: 16.								
INFS4101	400	Big Data Analytics for Business Analysts	4	0	0	0	0	4
INFS4001	400	Business Analysis	4	0	0	0	0	4
INFS4011	400	Text Analytics	4	0	0	0	0	4
INFS4021	400	Cloud Computing for Business	4	0	0	0	0	4
Research Project / Dissertation (PROJ)								
RSPJ7888	400	Research Dissertation – I	0	0	0	0	8	4
RSDT7999	400	Research Dissertation – II	0	0	0	0	16	8

Minor Courses

One Minor is to be chosen from the following list of Minors.

The minimum number of credits to be earned up to 3 years of the programme is 24.

The minimum number of credits to be earned for the 4 year programme is 32.

Minors List: [Click here](#)



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