

**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**

|           | <b>PEO1</b> | <b>PEO2</b> | <b>PEO3</b> | <b>PEO4</b> | <b>PEO5</b> |
|-----------|-------------|-------------|-------------|-------------|-------------|
| <b>M1</b> | 3           | 3           | 2           | 2           | 3           |
| <b>M2</b> | 2           | 2           | 3           | 2           | 2           |
| <b>M3</b> | 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.
- 
- 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       |
| <b>Total</b> |                                               |      | <b>122</b>                 | <b>100</b> | <b>162</b>                   | <b>100</b> | <b>162</b>                                 | <b>100</b> |



**Multi-disciplinary Core Courses (MDC): 12 credits**

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

\* Mandatory Course in Basket

**Major Core (MC)**

| <b>Bachelor of Business Administration (Business Analytics) - Credits to be earned is 36</b> |              |                                                       |          |          |          |          |          |           |
|----------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------|----------|----------|----------|----------|----------|-----------|
| <b>Course Code</b>                                                                           | <b>Level</b> | <b>Course Title</b>                                   | <b>L</b> | <b>T</b> | <b>P</b> | <b>S</b> | <b>J</b> | <b>C</b>  |
| ENTP1001                                                                                     | 100          | <a href="#">Managerial Economics</a>                  | 3        | 0        | 0        | 0        | 0        | 3         |
| OPSC1011                                                                                     | 100          | <a href="#">Business Statistics</a>                   | 3        | 0        | 0        | 0        | 0        | 3         |
| ACFN1031                                                                                     | 100          | <a href="#">Accounting for Managers</a>               | 3        | 0        | 0        | 0        | 0        | 3         |
| INFS1021                                                                                     | 200          | <a href="#">Decision Making with Spreadsheets</a>     | 3        | 0        | 0        | 0        | 0        | 3         |
| MKTG2041                                                                                     | 200          | <a href="#">Marketing Management</a>                  | 3        | 0        | 0        | 0        | 0        | 3         |
| ODHR2021                                                                                     | 200          | <a href="#">People Management</a>                     | 3        | 0        | 0        | 0        | 0        | 3         |
| ACFN2031                                                                                     | 200          | <a href="#">Essentials of Financial Management</a>    | 3        | 0        | 0        | 0        | 0        | 3         |
| INFS2011                                                                                     | 200          | <a href="#">Introduction to Business Analytics</a>    | 3        | 0        | 0        | 0        | 0        | 3         |
| ENTP2001                                                                                     | 200          | <a href="#">Introduction to Design Thinking</a>       | 3        | 0        | 0        | 0        | 0        | 3         |
| OPSC3071                                                                                     | 300          | <a href="#">Production and Operations Management</a>  | 3        | 0        | 0        | 0        | 0        | 3         |
| ODHR3041                                                                                     | 300          | <a href="#">Legal and Ethical Aspects of Business</a> | 3        | 0        | 0        | 0        | 0        | 3         |
| ENTP3081                                                                                     | 300          | <a href="#">Business Strategy</a>                     | 3        | 0        | 0        | 0        | 0        | 3         |
| <b>Total Credits</b>                                                                         |              |                                                       |          |          |          |          |          | <b>36</b> |

**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   | <a href="#">Data Analysis with Python</a>          | 3  | 0 | 0 | 0 | 0 | 3 |
| INFS3091                                                                            | 300   | <a href="#">Emerging Technologies for Business</a> | 3  | 0 | 0 | 0 | 0 | 3 |
| BUAN3091                                                                            | 300   | <a href="#">Database Systems</a>                   | 3  | 0 | 0 | 0 | 0 | 3 |
| BUAN3081                                                                            | 300   | <a href="#">Predictive Analytics</a>               | 3  | 0 | 0 | 0 | 0 | 3 |
| INFS3001                                                                            | 300   | <a href="#">AI/ML for Business Applications</a>    | 3  | 0 | 0 | 0 | 0 | 3 |
| INFS3011                                                                            | 300   | <a href="#">Data Analysis with R</a>               | 3  | 0 | 0 | 0 | 0 | 3 |
| INFS3021                                                                            | 300   | <a href="#">Prescriptive Analytics</a>             | 3  | 0 | 0 | 0 | 0 | 3 |
| INFS3031                                                                            | 300   | <a href="#">Social Media Analytics</a>             | 3  | 0 | 0 | 0 | 0 | 3 |
| Total Credits                                                                       |       |                                                    | 24 |   |   |   |   |   |

| <b>Internship (INT)</b> |              |                     |          |          |          |          |          |          |
|-------------------------|--------------|---------------------|----------|----------|----------|----------|----------|----------|
| <b>Course code</b>      | <b>Level</b> | <b>Course Title</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>S</b> | <b>J</b> | <b>C</b> |
| MGMT3444                | 300          | Internship          | 0        | 0        | 0        | 0        | 8        | 4        |

**University Core (UC): 22 credits**

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

\* Massive Open Online Course (MOOC)

*Students pursuing 4<sup>th</sup> 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.

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

| <b>Major Core - Credits to be earned: 4.</b>       |              |                                                          |          |          |          |          |          |          |
|----------------------------------------------------|--------------|----------------------------------------------------------|----------|----------|----------|----------|----------|----------|
| <b>Course Code</b>                                 | <b>Level</b> | <b>Course Title</b>                                      | <b>L</b> | <b>T</b> | <b>P</b> | <b>S</b> | <b>J</b> | <b>C</b> |
| OPSC4101                                           | 400          | <a href="#">Research Methodology</a>                     | 4        | 0        | 0        | 0        | 0        | 4        |
| <b>Major Electives - Credits to be earned: 16.</b> |              |                                                          |          |          |          |          |          |          |
| INFS4101                                           | 400          | <a href="#">Big Data Analytics for Business Analysts</a> | 4        | 0        | 0        | 0        | 0        | 4        |
| INFS4001                                           | 400          | <a href="#">Business Analysis</a>                        | 4        | 0        | 0        | 0        | 0        | 4        |
| INFS4011                                           | 400          | <a href="#">Text Analytics</a>                           | 4        | 0        | 0        | 0        | 0        | 4        |
| INFS4021                                           | 400          | <a href="#">Cloud Computing for Business</a>             | 4        | 0        | 0        | 0        | 0        | 4        |
| <b>Research Project / Dissertation (PROJ)</b>      |              |                                                          |          |          |          |          |          |          |
| 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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