



**Hindi Vidya Prachar Samiti's
Ramniranjan Jhunjhunwala College
of Arts, Science & Commerce
(Empowered Autonomous College)**

Affiliated to

UNIVERSITY OF MUMBAI

PROGRAM: BBA IN BUSINESS ANALYTICS AND MANAGEMENT

Program Code: RJCUBBAM

**(In alignment with the NEP2020 facilitating the inter-and multidisciplinary learning and multiple entry
and exit of the students)
(CBCS 2025-2026)**

THE PREAMBLE

Why BBA in Business Analytics and Management?

Studying management gives you all the skills you need to deal with employees in a professional and an organized manner. It will also give you the knowledge and confidence you need to direct teams successfully. Business Analytics will not only train the learners to improve the operational efficiency of the business but also helps the businesses to use data and offer projections for the future outcomes. This course will also develop the learners in decision making, measuring the performance and discover the hidden trends, generate the leads and scale the business in the right direction.

However, it's important to remember that before you can manage other people, you need to know how to manage yourself. Completing a BBA degree will help you to learn a range of essential skills such as self-discipline, and organization which you'll also be able to use when managing others in the future.

Why BBA in Business Analytics and Management at RJ College?

BBA in Business Analytics and Management is the first of its courses to be introduced at the undergraduate level as per the guidelines put forth by the National Education Policy 2020. The department has a vision to leave no stone unturned and position this course as one of the niche courses by undertaking innovative teaching methodologies and making the teaching learning process a joy for the learners as well as the trainers. The learners will be trained not only by academicians with rich academic background but also by industry experts with rich industry experience. We aim at providing quality knowledge at the classroom level and also providing industrial exposure through research based projects, internships and industrial visits. Developing industry networks for better job prospects and also grooming the students to be more employable and saleable in the job market.

Conducting bridge courses and value added certificate courses apart from conducting career guiding sessions, guest lectures, and counselling for preparation of competitive exams. Encouraging the students to organize and participate in various intra collegiate and intercollegiate competitions. Students will also be motivated to be a part of The Rotaract Club of RJ College which would contribute towards the Personality Development of the students. It would also give them a wide international exposure and extensive networking. The club is also instrumental in making the students more humanitarian, ethical and a good human being through community services

Our Curriculum, Your Strength

The curriculum is designed by considering the feedback received from the academicians, industry experts, students and alumni. Hence in BBA in Business Analytics and Management the curriculum is designed in such a way that the learner gains in-depth management and analytics knowledge as per the industry demand. The program would provide the students with a broad and a strong foundation in Business Analytics and Management. The program will prepare the learners for profession in analytics and to use the tools and techniques of Business Analytics and the application of the same in the areas of Finance, Marketing, Human resource Management, Operations and Supply Chain Management. The curriculum is designed in such a way that it helps the students to develop cognizance of the importance of management principles and an opportunity to explore entrepreneurial avenues.

PROGRAM OUTCOMES OF GENERAL UNDERGRADUATE DEGREE PROGRAMS

Program Objectives

1. Application of Management techniques and solve the business problems by applying the principles and skills of Marketing, Finance, Human Resource Management and Logistics in Business Analytics.
2. Gaining a multidisciplinary knowledge and enhancing Business Intelligence capabilities by adapting the appropriate technology.
3. Building a strong ability in learners to train themselves through simulated problems, case analysis, projects and industrial training
4. Enhancing the capabilities of data collection and critiquing the role of information and analytics in supporting the business process, operations and decision making.
5. Developing professionals with competent management and business analytics skills with strong ethical values who would also be good human beings with a good character, right attitude and moral values.

PROGRAM SPECIFIC OUTCOMES BBA IN BUSINESS ANALYTICS AND MANAGEMENT

The BBA in Business Analytics and Management prepares students to excel in the dynamic intersection of data analysis and strategic management. Graduates of this program will possess the expertise to harness data-driven insights for making informed business decisions, enhancing operational efficiencies, and crafting effective business strategies. With a strong foundation in business intelligence and analytical tools, students will be capable of translating complex data into actionable recommendations and communicating these findings clearly to stakeholders. The curriculum emphasizes ethical decision-making, fostering responsible business practices while nurturing entrepreneurial skills and innovation. Additionally, the focus on leadership, teamwork, and effective communication ensures that graduates are well-prepared to assume managerial roles and drive organizational success in a variety of settings.

PS01: Graduates will be proficient in applying analytical tools and techniques to interpret complex data sets, enabling informed and strategic decision-making in various business contexts.

PS02: The program will equip learners with skills to analyze and improve business operations, enhancing overall efficiency through data analysis and process optimization techniques.

PS03: Learners will gain expertise in leveraging business intelligence software and methodologies to extract actionable insights from data, driving efficiency and innovation across organizational processes.

PS04: Learners will be prepared to address ethical considerations and social responsibilities in business analytics and management, ensuring responsible and sustainable business practices.

PS05: The program will enhance students' abilities to lead and collaborate effectively within teams, balancing managerial responsibilities with technical and analytical skills.

Hindi Vidya Prachar Samiti's Ramnirajan Jhunjhunwala College of Arts, Science & Commerce
TYBBA in Business Analytics and Management - Syllabus Framework as per NEP

CREDIT DISTRIBUTION

SEMESTER V

SR. NO	COURSE	SUBJECT CODE	SUBJECT	CREDITS
1	MAJOR (DSC)	RJDSCBBA351	Project Management	4
2	MAJOR (DSC)	RJDSCBBA352	International Business Management	4
3	MAJOR (DSE)	RJDSEBBA353	Option 1: Direct Tax Option 2 : Strategic Financial Management	4
4	MINOR	RJMINBBA351	Machine Learning and Artificial Intelligence	4
5	VSC	RJVSCBBA351	Project work	4
6	CEP	RJCEPBBA351	Community Engagement Program	2
		Total credits		22

SEMESTER VI

SR. NO	COURSE	SUBJECT CODE	SUBJECT	CREDITS
1	MAJOR (DSC)	RJDSCBBA361	Financial Technology	4
2	MAJOR (DSC)	RJDSCBBA362	E- Commerce & Digital Marketing	4
3	MAJOR (DSC)	RJDSCBBA363	Change Management & Organisation Development	2
4	MAJOR (DSE)	RJDSEBBA364	Option 1: Indirect Tax Option 2: Risk Management	4
5	MINOR	RJMINBBA361	Cyber Security	4
6	OJT	RJOJTBBA361	On Job Training	4
		Total credits		22

ON JOB TRAINING

SEMESTER - VI

SR. NO	COURSE	SUBJECT CODE	SUBJECT	CREDITS
1	OJT	RJOJTBBA361	On Job Training	4

CONTENT DISTRIBUTION UNDER EACH SUBJECT

SEMESTER – VI

Sr. No	Course	Subject	Content Distribution	Credits
1	OJT	On Job Training	On Job Training	4

ON JOB TRAINING

COURSE	UNIT WISE	CREDITS	HRS
RJOJTBBA361 On Job Training	Students has to go for On Job Training under the guidance of faculty mentor and Industry Supervisor	4	60

SEMESTER	:	VI
TITLE OF THE SUBJECT /COURSE	:	ON THEJOB TRAINING
COURSE CODE	:	RJOJTBBA361
CREDITS	:	4
DURATION	:	8-12 WEEKS

TYBBA	SEMESTER VI (PRACTICAL)
On Job Training	Learning Objectives
RJOJTBBA361	1. To expose students to real-world business environments and operations, enabling them to connect academic knowledge with industry practices. 2. To help students develop professional skills, workplace discipline, and an understanding of organizational structure and culture. 3. To encourage students to take initiative, responsibility, and adapt to challenges in actual job roles, projects, and team settings.

Course Outcome Number	On completing the course the student will be able to	PSO Addressed	Blooms Level
CO1	To provide practical training and industry exposure through internships, apprenticeships, or live projects in corporate or social sector organizations.	1,2,3,4	1,2,3
CO2	To enhance students' ability to perform job-specific tasks, apply theoretical Learning in real-time, and understand the nuances of professional behavior and communication.	1,2,3,4	3,4
CO3	To enable students to analyze and reflect on their Learning outcomes, skills acquired, and areas of personal and professional development.	1,2,3,4	4,5,6

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TYBBA in Business Analytics and Management - Syllabus Framework as per NEP

Students will to for On Job Training under the guidance of faculty mentor and Industry Supervisor.

Mode of Evaluation

1. Developing standardized forms for students and supervisors to provide feedback on specific aspects of the internship.
2. Open-ended Feedback will be collected so as to allow for more in-depth comments and suggestions from both parties.

Reviewing Internship Reports:

1. Internship Reports and presentation
2. Details of the organization, Job role and responsibilities, Learning outcomes, and challenges faced during the internship.

Criteria for evaluating the Reports

1. Performance & initiatives, Critical Thinking, Innovative inputs for the organization and the subsequent impact on the business volume.
2. Ratings provided by the supervisor, peers, customers and student assessment to be counter signed by the immediate superior.

RULES AND REGULATIONS REGARDING ASSESSMENT AND EVALUATION

FOR FY UNDER NEP FROM A.Y. 2023-2024 ONWARDS-

1. A learner appearing for first year examination under NEP will have **maximum of 22 credits** and examinations will be of **maximum 550 marks**.
2. Courses having **2 credits, 3 credits and 4 credits** will have examinations of **50, 75, 100 marks** respectively.
3. **With regard to Major Course, Minor Course and OEC:**
Continuous evaluation of 40-60 adopted under autonomy (2018) shall continue for all the courses; for the courses with 2 credits and 50 marks, Internal is of 20 marks (only one IA) and External 30 marks (SEE); while the courses with 3 credits and 75 marks, it is 25 marks (only one IA) and 50 marks (SEE). In case of courses of 100 marks, the break up of marks will be 40 marks (IA) and 60 marks (SEE).
4. **With regard to IKS, VSEC (VSC and SEC), AEC, VEC:**
These will be of 2 Credits each and of 50 marks. Continuous evaluation of 40-60 wherein Internal is of 20 marks and SEE of 30 marks or Only one SEE of 50 marks or continuous evaluation of more than one test by the respective coordinating department or as directed by the EC.
5. **With regard to CC:**
Vertical of CC shall also be more like a **continuous evaluation** where a student will be awarded marks on the basis of **his / her participation in the co-curricular activities of the department / other departments / associations / extension activities / intercollegiate events and JeevanKaushal**. A workbook will be provided to a student to keep a record of his / her participation and will be duly signed by the concerned teachers.
6. **Duration of examinations:**
 - . An IA exam of 20/25 marks shall be of duration of 30 minutes.
 - a. An SEE exam of 30 marks (offline) shall be of duration of 1 hour.
 - b. An SEE exam of 50 marks (offline) shall be of duration of 1 ½ hour.
 - c. An SEE exam of 50 marks (online MCQ) shall be of 60 minutes.
 - d. An SEE exam of 60 marks (offline) shall be of duration of 2 hours.
7. There shall be **combined passing of Internals and SEE** in a given paper with a **minimum passing percentage of 40**.
8. **Appearing for SEE** for every paper is **compulsory** irrespective of the performance in the Internals examinations. A student absent in SEE will be thus declared failing in a given subject.
9. There shall be provision for supplementary examination for the benefit of students who miss their SEE on grounds of medical emergency or representing college at the national level event or any other equivalent event with a special permission granted by the Head of the institution.

10. There shall be no Additional Examinations for any of the Semesters except for the Semester V wherein one chance of credit improvement in Semester V shall be given before the Learner appears for the final Semester VI Examination.
11. A learner appearing for first year exam under NEP shall have examination of maximum **550 marks** to which effect **ATKT** is allowed for **maximum of 200 marks** corresponding to **failing in 3 / 4 courses** but must have passed in at least one Theory course of Major / Minor.

FOR SY AND TY-

12. For the SY (2023-2024) and TY (2023-2024 and 2024-2025) programs, 40 – 60 pattern of continuous evaluation continues. However, Internal 40% as 20 + 20 is revised from AY 2023-24 as 15 + 25 wherein, 15 marks of assignment and 25 marks of MCQs or any other mode of evaluation as decided by the respective department shall be implemented. Rest of the Rules and Regulations continues as earlier.
13. Ordinances **5042A, 5043A& 5044A, 5045A, 5046A, 5048A&B, 5049A, 5050A** and **0.229A** adopted under autonomy are to accepted as its under NEP. (Next Page)

ORDINANCES ADOPTED ON EXAMIANATIONS CONDUCTED UNDER AUTONOMY

ORDINANCE NUMBER	MATTER OF REFERENCE
5042A	Grace Marks for passing in each head of passing (Theory/ Practical/ Oral/ Sessional)
5043A, 5044A	Grace marks for getting higher Class/ Grade (Grade Jump)
5045A	Condonation
5046A	Moderation
5048A&B	Amendments of Results (Due to errors, Due to fraud, malpractices etc.)
5049A	Appointment of paper setters, Examiners, Senior supervisors and conduct of examination etc.
5050A	Ordinance regarding Unfairmeans resorted to by the Student
0.229A	Benefit of 10 marks under NSS/ NCC/ LLLS/ SPORTS

Explanation:

Ordinance 5042A: *the benefit of gracing of marks under the ordinance shall be applicable only if the candidate passes the entire examination of semester/year.*

Ordinance 5043A, 44A: *the benefit of gracing of marks under the ordinance shall be applicable only if the candidate passes in all the subjects and heads of the examination without the benefit of either gracing or condonation rules and shall be given for maximum of 1% of the aggregate marks of the examination or up to 10 marks, whichever is less.*

Ordinance 5045A: the benefit of gracing of marks under the ordinance shall be applicable only if the candidate fails in only one head of passing and his/her deficiency of marks in such head of passing may be condoned by not more than 1% of the aggregate marks of the examination or 10% of the total number of marks of that head of passing in which he/she is failing, whichever is less.

Condonation of deficiency of marks be shown in the statement of marks in the form of asterisk and Ordinance number.

Ordinance 5046A: the ordinance shall be applicable as per the detailed scheme of moderation released by the University of Mumbai via its adaptation in totality.

Where marks awarded by the moderator vary from those awarded by original examiner, the marks awarded by the moderators shall be taken as final.

Ordinance 5048A&B: section (A) of the ordinance is applicable to the case where it is found that the result of an examination has been affected by errors, the Controller of Examination shall have power to amend such result provided the errors are reported/ detected within 6 months from the date of declaration.

Error means –

- . Error in computer/ data entry, printing or programming and the like.
- a. Clerical error, manual or machine in totalling or entering of marks on mark list/register.
- b. Error due to negligence or oversight of examiner or any other person connected with evaluation, moderation and result preparation.

Section (B) of the ordinance is applicable in any case where the result of an examination has been ascertained and published and it is found that such result has been affected by any malpractices, fraud or any other improper conduct whereby an examinee has benefited and that such examinee has been party of privy to or connived at such malpractice, fraud or improper conduct.

Ordinance 5049A: the ordinance shall be applicable as per the guidelines of University of Mumbai.

Ordinance 5050A: the convener of the Unfair means committee shall take appropriate disciplinary action against the student/s using, attempting to use, instigating or allowing to use unfair means at the examination applying the ordinance as per the guidelines of University of Mumbai.

Ordinance 0.229A: the ordinance shall be applicable to the candidate for his/her satisfactory completion of NSS/NCC/DLLE/SPORTS. Benefit of 10 marks be shown in the Statement of Marks in the form of hashtag and Ordinance number

MAPPING OF CURRICULUM FOR EMPLOYABILITY/ENTREPRENEURSHIP **/SKILL DEVELOPMENT**

SEMESTER-VI

Sr. No	Course Code	Subject	Content Distribution	Credits	Mapping
1	RJOJTBBAS361	On Job Training	Students has to go for On Job Training under the guidance of faculty mentor and Industry Supervisor	4	Employability, Entrepreneurship skills.

MAPPING OF CURRICULUM WITH RELEVANCE TO LOCAL, REGIONAL, NATIONAL AND GLOBAL DEVELOPMENT NEEDS

SEMESTER – VI

Sr. No	Course Code	Subject	Content Distribution	Credits	Development Mapping
1	RJOJTBBAS361	On Job Training	Students has to go for On Job Training under the guidance of faculty mentor and Industry Supervisor	4	Regional ,National Level.

MAPPING OF CURRICULUM WITH SDG

SEMESTER-VI

Sr. No	Course Code	Subject	Content Distribution	Credits	Development Mapping
1	RJOJTBBAS361	On Job Training	Students has to go for On Job Training under the guidance of faculty mentor and Industry Supervisor	4	4,8