JGi JAIN DEEMED-TO-BE UNIVERSITY | ONLINE

FOUNDATION
For Your Future

Bachelor of Business Administration (BBA)

with an Elective in Data Science and Analytics

3 Years | UGC Entitled Online Degree Program

Live Sessions | Self Learning Material | Discussion Forums | Online Exams

About the Elective

This year, there are an estimated 2.7 million job postings in data science and analytics globally. The Indian data science industry is growing at over 33% - and has consistently been among the fastest growing industries.

The opportunity to make the most of the demand for data science & analytics talent does not lie only with technical degrees. Individuals who understand the business domain, and can apply their comprehensive understanding of data science and analytics to the right business problem in the right way, are worth their weight in gold. This elective will help you develop both sound business acumen and an incisive analytical mind. The BBA Degree Program in Data Science and Analytics first builds your foundations with a comprehensive general management curriculum and adds a deep-dive into data science & analytics techniques - allowing you to experience how data science can be leveraged effectively to drive maximum business value.

Elective Highlights

+ Learn the most relevant technologies like Python, Tableau and Excel
+ Build an e-portfolio with a robust set of projects across general management, data science and analytics
+ Learn the "Tricks of the Trade" through a series of sessions delivered by practicing data scientists, business analysts and seasoned managers
+ Plethora of timely, up-to-date career-specific content including industry reports, interview guides, resume guides, practice questions and masterclasses
+ Industry designed curriculum that delivers technical excellence and supplements professional skills
+ Analyze problems and propose actions in real-world situations as part of the project work

Eligibility

Pass in the (10+2) examination from State Board / CBSE / NIOS / IGCSE / IB / ICSE recognized by the State or Central Government. Candidates who are due to appear in the (10+2) examination are also eligible to apply.

Duration

3 Years (6 Semesters)

Fee Structure

Tuition Fee						One Time University Registration Fee		Annual Examination Fee	
Domestic			International			Domestic	International	Domestic	International
Semester	Yearly	Total	Semester	Yearly	Total				
₹ 40,000	₹ 80,000	₹ 2,40,000	$850	$1,700	$5,100	₹ 2,500	$150	₹ 3,000	$50

Admission Process

+ Visit our website https://onlinejain.com
+ Enquire now
+ Talk to our counsellors for more details
+ Apply for the right program
+ Provisional confirmation of admission
+ Document verification
+ Pay tuition/program fee
+ Confirmation of admission
+ Lms activation & issue of digital identity card
+ Start your pre-semester program
+ Commencement of live online sessions

Syllabus

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
English	Marketing Management	Managerial Economics	Macroeconomics	Time Series Forecasting*	Operations Management
Business Management	Organization Behavior and HRM	Statistical Learning	Financial Markets and Instruments	Marketing Analytics	Strategic Management
Accounting for Business	Cost and Management Accounting	Data Visualization*	Text Mining*	Web, Mobile, and Social Media Analytics	Data-Driven Decision Making
Introduction to Digital Marketing	Python Foundations*	Predictive Analytics using Machine Learning*	Data Mining*	Research Methodology	Information Systems for Business
Business Foundations with Excel	Introduction to Business Analytics	Environmental Science	Entrepreneurship	Personal and Managerial Effectiveness	Ethics and Values
Quantitative Techniques for Management	Communicative English				Research Project**

How #ItAllAddsUp to a successful career!

- UGC Entitled Online Degree Programs
- Collaborations with Global Professional Bodies
- A Wide Range of Cross-functional and Open Elective Courses
- Learning Hours and Credits at Par with On-Campus Programs
- Global Faculties
- Learn Anytime, Anywhere and on Any Device
- Diversity - Learners from 43 + Countries
- Innovative Learning Methodology
- Access to 20,000 + LinkedIn Learning Courses
- Additional Live Sessions Imparting 25 Key Skills for Success
- Personalized Support Through Dedicated Program Managers
- High Quality Global Standard Education with Flexible Fee Payments
- Career Advancement Services
- 2000+ Global Hiring Corporates

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