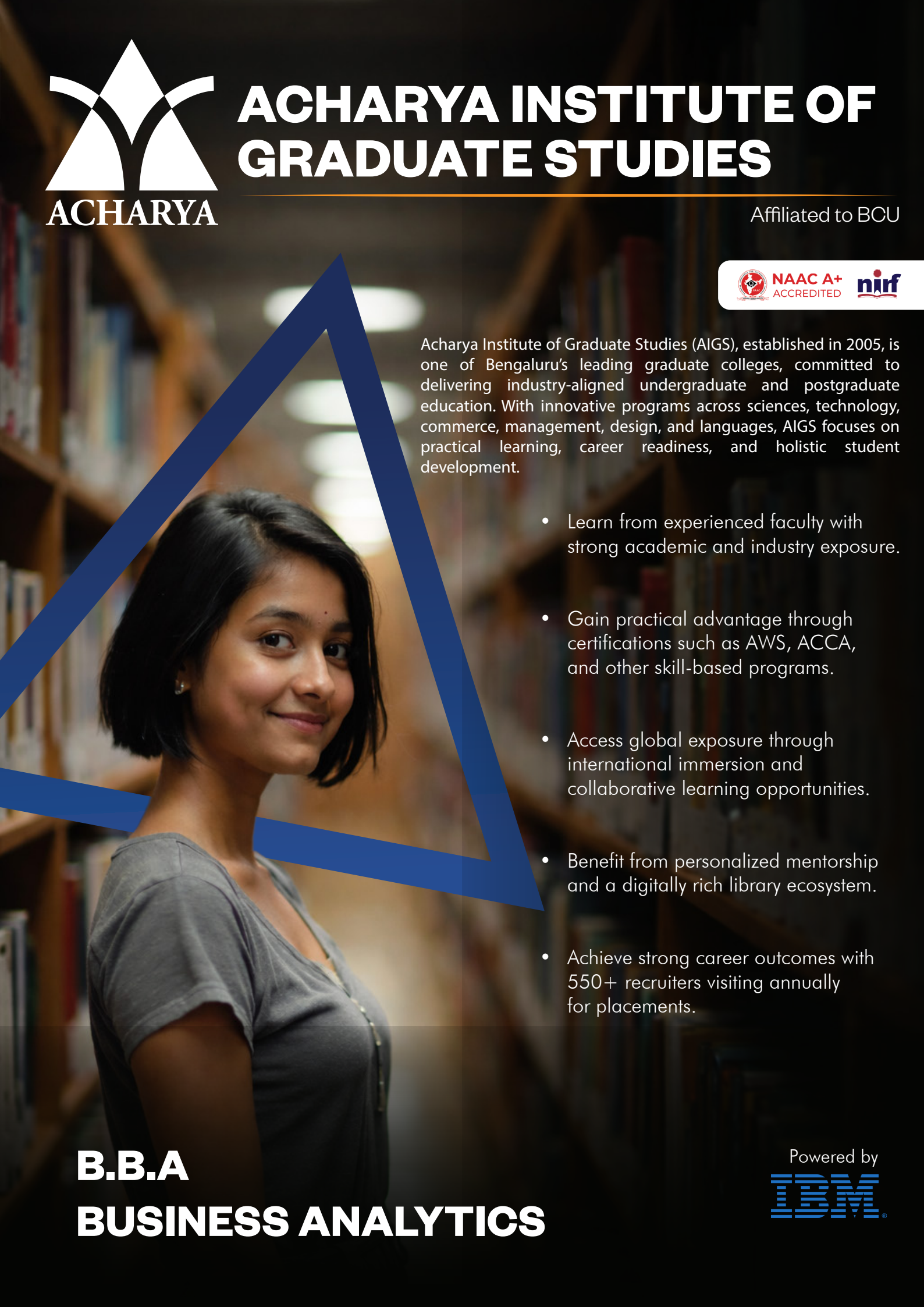
ACHARYA INSTITUTE OF GRADUATE STUDIES

ACHARYA

Affiliated to BCU

NAAC A+ ACCREDITED

nirf



Acharya Institute of Graduate Studies (AIGS), established in 2005, is one of Bengaluru's leading graduate colleges, committed to delivering industry-aligned undergraduate and postgraduate education. With innovative programs across sciences, technology, commerce, management, design, and languages, AIGS focuses on practical learning, career readiness, and holistic student development.

- Learn from experienced faculty with strong academic and industry exposure.
- Gain practical advantage through certifications such as AWS, ACCA, and other skill-based programs.
- Access global exposure through international immersion and collaborative learning opportunities.
- Benefit from personalized mentorship and a digitally rich library ecosystem.
- Achieve strong career outcomes with 550+ recruiters visiting annually for placements.

B.B.A
BUSINESS ANALYTICS

Powered by IBM

About

BBA - Business Analytics is a three-year undergraduate program that encompasses both business intelligence and data analytics. It serves as a gateway to a thriving career in the booming data analytics industry. Our collaboration with IBM further enriches this program, offering students valuable insights into current industry trends. The partnership with IBM also provides internships and job placement aid, facilitating students in acquiring work experience and transitioning seamlessly into the workforce post-training.

- **Industry-aligned analytics curriculum** blending business intelligence with data analytics to solve real business problems.
- **Collaboration with IBM** for certification, insights into industry trends, internships, and enhanced placement support.
- **Experiential learning focus** using case study-based pedagogy, simulations and project work to build practical skills.
- **Comprehensive project & soft-skills training** that strengthens professional communication and workforce readiness.
- **Opportunities for industry engagement** through hands-on analytics assignments and networking with peers and professionals.

Career Scope

- **Analytics & strategic decision roles –** Graduates can work as Business Analyst Managers, Data Business Analysts, and Business Intelligence Consultants.
- **Data-driven specialist careers –** Opportunities in roles such as Data Scientist, Financial/Marketing Analyst, Retail Sales Analyst leveraging analytical insights.
- **Diverse industry pathways –** Scope in project management, quantitative analysis and consulting in sectors both in India and abroad.

Eligibility

10+2 in any stream

Duration

3 years

COURSE CONTENT

Semester 1

- Financial Accounting
- Principles of Management
- Corporate Administration
- Production and Operation Management
- Indian Constitution and Human rights
- Industrial Visit
- Introduction To Materials Management
- Production Planning System
- Master Scheduling
- Module 1: Data Visualisation using R, Python, Watson

Semester 2

- Corporate Accounting
- Quantitative Analysis
- Organisational Behaviour
- Marketing Management
- Environmental Science
- Community Services
- Capacity Management
- Production Activity Control
- Marketing Principles
- Marketing Mix Decisions
- Module 2: Business Intelligence using Cognos
- Material Requirements Planning

Semester 3

- Corporate Communication Skills 1
- Cost Accounting
- Business Data Analysis
- Corporate Financial Management
- Personality Development
- Case Study
- Purchasing
- Forecasting And Demand Management
- Inventory Fundamentals
- Marketing Analytics
- Module 3: Predictive Modelling using SPSS
- Branding Marketing and PR Communications
- Human Resources Management
- Financial Market & Services

Semester 4

- Corporate Communication Skills 2
- Business Research Methods
- Banking Law & Operations
- Entrepreneurship Development
- Management Accounting
- Customer Relationship Management
- Science & Society
- Business Plan for Start Ups
- Order Quantities
- Independent Demand Ordering Systems
- Physical Inventory and Warehouse Management
- Module 4: Cognitive Analytics - Watson Services
- Module 5: Text Analytics



Semester 5

- Income Tax 1
- Business Regulation
- Indirect Taxes
- Information Technology for Business 1
- Advance Corporate Financial Management
- Security Analysis & Portfolio Management
- Consumer Behaviour
- Integrated Marketing Communication
- Industrial Relation & Employee Legislation
- Compensation & Performance Management
- Business Analytics
- Marketing Analytics
- Culture Diversity & Society
- Employability Skills Training
- Introduction to Quality
- Introduction to Process
- Module 6: Predictive Modelling
- Module 7: Spark/ Scala Fundamentals

Semester 6

- Income Tax 2
- Strategic Management
- International Business
- Information Technology for Business 2
- International Finance
- Digital Marketing
- International Hrm
- Financial Analytics
- Hr. Analytics
- Placement Training
- Total Quality Management
- Lean Production
- Module 8: Capstone Project
- Creativity & Innovation
- Organisational Development & Change Management
- Supply Chain & Logistics Management
- Risk Management & Derivatives

ENRICHMENT PROGRAM CONTENT

- **1st Sem** : Data Visualization using R, Phython, Watson
- **2nd Sem** : Business Intelligence using Cognos
- **3rd Sem** : Predictive Modelling using SPSS
- **4th Sem** : IBM CE - Watson Services
- **5th Sem** : Design Thinking and Agile Methodologies
- **6th Sem** : Spark / Scala Fundamentals

FEE STRUCTURE

Refer offer letter for the actuals.

Inclusions : Tuition Fee, University Registration, Eligibility Fee, Miscellaneous Fee, Laboratory Fee, Library Fee and Sports Fee.

Exclusions : Uniform & Stationery.
Examination fee as prescribed by the University / Board.

Students are offered complimentary Tab, Cocube (one time), Domain Skills, OBT, Softskills, Global Immersion Program, Toast master & Linkedin Learning Licence.



Acharya Legacy

Founded in 1990, Acharya aims to revolutionize education. With over 12,000 students and 100+ academic programs annually, it stands among the global education elite. Located in India's technical hub, Bangalore, Acharya prioritizes innovation and knowledge. The institution fosters experiential and collaborative learning, shaping well-rounded individuals, evident in its diverse student population from 75+ countries.

11 Institutions

15 Research Centers

100+ Programmes

75+ Nationalities

12000+ Students

1000+ Eminent Faculty

120 Acres State-of-the-Art Campus



B Premnath Reddy
Founder Chairman
Acharya Group

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