**BHARATHIAR UNIVERSITY: COIMBATORE 641 046**

# B. Com (Business Analytics)

(For the students admitted during the academic year 2022– 23 onwards)

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| **Part** | **Title of the Course** | **Credit s** | **Hours** | | **Maximum Marks** | | | |
| **Theory** | **Practical** | **CIA** | **ES E** | **Total** | |
| **FIRST SEMESTER** | | | | | | | | |
| I | Language-I | 4 | 6 |  | 50 | 50 | 100 | |
| II | English-I | 4 | 6 |  | 50 | 50 | 100 | |
| III | Core I: Financial Accounting | 4 | 4 |  | 50 | 50 | 100 | |
| III | Core II: II – Fundamentals of  Business Analytics | 4 | 4 |  | 50 | 50 | 100 | |
| III | Allied I– Business Statistics I | 4 | 4 |  | 50 | 50 | 100 | |
| III | Core - III: Computer Applications Practical - I – Analysis with Excel | 4 | - | 4 | 50 | 50 | 100 | |
| IV | Environmental Studies # | 2 | 2 |  | - | 50 | 50 | |
| **Total** | | **26** | **26** | 4 | **300** | **350** | **650** | |
| **SECOND SEMESTER** | | | | | | | | |
| I | Language-II | 4 | 6 |  | 50 | 50 | 100 | |
| II | English-II | 2 | 4 |  | 25 | 25 | 50 | |
| Language proficiency for employability  **Naan Mudhalvan Scheme**  [http://kb.naanmudhalvan.in/B](http://kb.naanmudhalvan.in/Bharathi) [harathi](http://kb.naanmudhalvan.in/Bharathi)[ar\_University\_(BU)](http://kb.naanmudhalvan.in/Bharathiar_University_(BU)) | 2 | 2 |  | 25 | 25 | 50 | |
| III | Core IV – C++ | 4 | 6 |  | 50 | 50 | 100 | |
| III | Core V– Computer Application Practical II – C++ | 4 | - | 4 | 50 | 50 | 100 | |
| III | Allied II – Business Statistics II | 4 | 6 |  | 50 | 50 | 100 | |
| IV | Value Education – Human Rights # | 2 | 2 |  | - | 50 | 50 | |
| **Total** | | **22** | **26** | **4** | **250** | **300** | **550** | |
| **THIRD SEMESTER** | | | | | | | | |
| I | Language-III | 4 | 6 |  | 50 | 50 | 100 | |
| III | Core VI – Business Data Mining | 3 | 4 |  | 30 | 45 | 75 | |
| III | Core VII – Security Analysis and Portfolio Management | 3 | 4 |  | 30 | 45 | 75 | |
| III | Core VIII – Database  Programming | 3 | 4 |  | 30 | 45 | 75 | |
| III | Allied III: Operations and  Strategic Management | 3 | 4 |  | 30 | 45 | 75 | |
| III | Core-IX: Computer Applications Practical III – Database Programming | 4 | - | 4 | 50 | 50 | 100 | |
|  | **Skill based Subject -I : Naan Mudhalvan-Digital Skills for Employability(Microsoft Office Essentials) http://kb.naanmudhalvan.in/Special:Filepath/Microsoft\_Course\_Details.xlsx** | **2** | **-** |  | 25 | 75 | 100 | |
| IV | Skilled Based Course 2– Technological Analytics – Java and Linux Fundamentals | 2 | 2 |  | 30 | 45 | 75 | |
| IV | Tamil @ / Advanced Tamil # (or) Non- major Elective – I: Yoga for Human Excellence #  / Women’s Rights # Constitution of India | 2 | 2 |  | - | 50 | 50 | |
| **Total** | | **26** | **26** | **4** | **275** | **450** | **725** | |
| **FOURTH SEMESTER** | | | | | | | | |
| I | Language-IV | 4 | 6 |  | 50 | 50 | | 100 |



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| III | Core X – R Programming | | 3 | 4 |  | 30 | | 45 | 75 |
| III | Core XI – Business Intelligence | | 3 | 4 |  | 30 | | 45 | 75 |
| III | Core XII – Principles of Financial Management | | 4 | 4 |  | 50 | | 50 | 100 |
| III | Allied IV: Principles of Marketing | | 3 | 4 |  | 30 | | 45 | 75 |
| III | Core XIII: Computer Application Practical IV – Analysis with SPSS & R | | 3 | - | 3 | 50 | | 50 | 100 |
| IV | SkillbasedSubject-3  **Nan Mudhalvan – office Fundamentals**  [http://kb.naanmudhalvan.in/Bhara](http://kb.naanmudhalvan.in/Bharathiar_University_(BU)) [thiar](http://kb.naanmudhalvan.in/Bharathiar_University_(BU)) University\_(BU) | | 2 |  | 3 | 25 | | 25 | 50 |
| IV | Tamil @ /Advanced Tamil # (or) Non-major elective - II: General Awareness # | | 2 | 2 |  | 50 | | - | 50 |
| **Total** | | | **24** | **24** | **6** | **315** | | **310** | **625** |
| **FIFTH SEMESTER** | | | | | | | | | |
| III | | Core XIV – Python | 4 | 6 |  | 50 | 50 | | 100 |
| III | | Core XV – Cost and Management Accounting | 4 | 6 |  | 50 | 50 | | 100 |
| III | | Core XVI – Income Tax | 4 | 6 |  | 50 | 50 | | 100 |
| III | | Core XVII – Computer Applications: Python -Practical-V | 4 | - | 4 | 50 | 50 | | 100 |
| III | | **Elective-I**   1. Business Organisation and Models 2. Brand Management 3. Legal Aspects of Business | 4 | 5 |  | 50 | 50 | | 100 |
| IV | | Skill Based Course 4: SAS &  SCILAB | 3 | 3 |  | 30 | 45 | | 75 |
| **Total** | | | **23** | **26** | 4 | **280** | **295** | | **575** |
| **SIXTH SEMESTER** | | | | | | | | | |
| III | | Core XVIII – Hadoop | 4 | 7 |  | 50 | 50 | | 100 |
| III | | Core XIX – Computer Applications: Hadoop - Practical’s VI | 4 | 7 |  | 50 | 50 | | 100 |
| III | | **Elective II**   1. Financial Markets and Institutions 2. Cyber Law 3. Goods and Service Tax | 3 | 6 |  | 30 | 45 | | 75 |
| III | | Project Viva Voce | 3 | 4 |  | 30 | 45 | | 75 |
|  | | Core practical II SAS SCILAB | 3 | 3 |  | 30 | 45 | | 75 |
| IV | | Skill Based Subject-5**– Naan**  **Mudhalvan – Fin Tech Course**  **– 2(Capital Markets/Digital Marketing/Operational Logistics**)  [http://kb.naanmudhalvan.in/Bha](http://kb.naanmudhalvan.in/Bharathiar_University_(BU)) [rathiar\_University\_(BU)](http://kb.naanmudhalvan.in/Bharathiar_University_(BU)) | 2 | 3 |  | 25 | 25 | | 50 |
| V | | Extension Activities @ | 2 | - |  | 50 |  | | 50 |
| **TOTAL** | | | **21** | **30** |  | **265** | **260** | | **525** |
| **GRAND TOTAL** | | | **142** | **158** | **22** | **1685** | **1965** | | **3650** |
| **Online courses will be implemented from next academic year** | | | | | | | | | |

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| **List of elective papers (College can choose any one of the paper as elective)** | | |
| **Elective I** | **A** | Business Organisation and Models |
| **B** | Brand Management |
| **C** | Legal Aspects of Business |
| **Elective II** | **A** | Financial Markets and Institutions |
| **B** | Cyber Law |
| **C** | Goods and Service Tax |