

BBA DEPARTMENT

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graph TD; BBA[BBA DEPARTMENT] --> DM[Digital Marketing]; BBA --> SS[Six sigma]; BBA --> AIM[AI in Marketing]; BBA --> IB[International business]; BBA --> AI[AI for Investments]; BBA --> EB[E-Business]; BBA --> SCA[Supply Chain Analytics]; BBA --> FB[Family business]; BBA --> HR[HR]; PIP[Professor in Practice] --> AB[Dr. Ankita Bhartiya]; AB --> DSh[Prof. Divya Shah]; AB --> NP[Prof. Namrata Parihar]; AB --> AY[Ass.prof.Harsha Yadav];
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Digital Marketing

Six sigma

AI in Marketing

International
business

(AI) for
Investments

E-Business

Supply Chain
Analytics

Family
business

HR

Professor in Practice

Dr. Ankita Bhartiya

Prof. Divya Shah

Prof. Namrata Parihar

Ass.prof.Harsha Yadav

CRITERIA TO GET A CERTIFICATE

Average assignment score = 25% of average of best 8 assignments out of the total 12 assignments given in the course.

Exam score = 75% of the proctored certification exam score out of 100

Final score = Average assignment score + Exam score

YOU WILL BE ELIGIBLE FOR A CERTIFICATE ONLY IF AVERAGE ASSIGNMENT SCORE $\geq 10/25$ AND EXAM SCORE $\geq 30/75$. If one of the 2 criteria is not met, you will not get the certificate even if the Final score $\geq 40/100$.

Certificate will have your name, photograph and the score in the final exam with the break up. It will have the logos of NPTEL and IIT Madras. It will be e-verifiable at nptel.ac.in/noc.

Only the e-certificate will be made available. Hard copies will not be dispatched.

Once again, thanks for your interest in our online courses and certification. Happy learning.

NPTEL Certification courses

The main benefits of participating in an online course under NPTEL are:

1. Students: credit transfer and better resume
2. Faculty: Refresher courses, AICTE recognized FDP courses
3. Working professionals: For upskilling and reskilling

INTERNSHIP



NPTEL provides toppers with the opportunity to gain rich research experiences with faculty from prestigious IITs and IISc.

From 2018 summer onwards, NPTEL has started offering internships to NOC exam toppers with the respective course instructors.

NPTEL is inviting learners from various colleges, universities, and institutes who have topped any of the NPTEL courses to pursue internships under the guidance of faculty from the IITs and IISc

E-Business

NPTEL

The Internet has changed the way companies carry out their businesses. The primary objective of this course is to introduce concepts, tools and approaches to electronic business to the post- graduate and undergraduate students. Further, the subject will help the students to develop skills to manage businesses in the digital world. The course will cover following aspects of E-Business Systems.

Course Type :	Elective
Duration :	12 weeks
Category :	•Management Studies
Credit Points :	3
Level :	Undergraduate
Start Date :	22 Jan 2024
End Date :	12 Apr 2024
Enrollment Ends :	29 Jan 2024
Exam Registration Ends :	16 Feb 2024
Exam Date :	21 Apr 2024 IST

Artificial Intelligence (AI) for Investments (BBA)NPTEL

Artificial Intelligence (AI) is providing new opportunities to both professionals and investors. The objective of this course is to understand the application of Artificial Intelligence and Machine Learning techniques in financial markets, trading, and asset management. This program aims to demonstrate the applications of AI-based models in the finance domain. This includes solving real-life wealth management problems to improve investment decisions with AI.

Course Type :	Elective
Duration :	12 weeks
Category :	<ul style="list-style-type: none">•Management Studies•Managerial Economics•Economics & Finance
Credit Points :	3
Level :	Undergraduate/Postgraduate
Start Date :	22 Jan 2024
End Date :	12 Apr 2024
Enrollment Ends :	29 Jan 2024
Exam Registration Ends :	16 Feb 2024
Exam Date :	21 Apr 2024 IST

Six Sigma (BBA)NPTEL

The course on Six-Sigma will focus on detailed strategic and operational issues of process improvement and variation reduction. Six-sigma is a measure of quality that strives for near perfection. It is a disciplined, data-driven approach for eliminating defects (driving towards six standard deviations between the mean and the nearest specification limit) in any process-from manufacturing to transactional and from product to service.

Course Type :	Elective
Duration :	12 weeks
Category :	•Management Studies •Operations
Credit Points :	3
Level :	Undergraduate/Postgraduate
Start Date :	22 Jan 2024
End Date :	12 Apr 2024
Enrollment Ends :	29 Jan 2024
Exam Registration Ends :	16 Feb 2024
Exam Date :	27 Apr 2024 IST

Supply Chain Analytics

(BBA)NPTEL

In present time of intense global competition, customers are demanding more and more variety, with better quality and service at lowest cost. This means that in order to be successful, firms need to develop supply chain strategies and logistical capabilities that serve the needs of their customers whilst maximizing overall profitability. All supply chains, in order to function properly, must focus on the huge opportunity that exists in their analytics.

Course Type :	Elective
Duration :	8 weeks
Category :	<ul style="list-style-type: none">•Management Studies•Operations
Credit Points :	2
Level :	Undergraduate/Postgraduate
Start Date :	19 Feb 2024
End Date :	12 Apr 2024
Enrollment Ends :	19 Feb 2024
Exam Registration Ends :	15 Mar 2024
Exam Date :	20 Apr 2024 IST

Business Analytics For Management Decision (BBA)NPTEL

Students can exposure on data analysis, modeling and spreadsheet use with BUSINESS ANALYTICS for DECISION MAKING. This course will be exclusively quantitative and an application to business/ management related problems. It is connected with problem sets and real life cases to know the relevance of a particular problem and the decision making thereof

Course Type :	Elective
Duration :	12 weeks
Category :	<ul style="list-style-type: none">•Management Studies•Operations
Credit Points :	3
Level :	Undergraduate/Postgraduate
Start Date :	22 Jan 2024
End Date :	12 Apr 2024
Enrollment Ends :	29 Jan 2024
Exam Registration Ends :	16 Feb 2024
Exam Date :	28 Apr 2024 IST

Business Development: From Start to Scale (BBA)NPTEL

This 12-week, 60 lecture course titled ""Business Development: From Start to Scale"" equips the learners with various concepts and frameworks for establishing and growing businesses. Focusing on customers and markets, the course covers the foundational as well as advanced constructs of business development. Multiple practical examples and case studies are provided.

Course Type :	Core
Duration :	12 weeks
Category :	<ul style="list-style-type: none">•Management Studies•Managerial Economics
Credit Points :	3
Level :	Undergraduate/Postgraduate
Start Date :	22 Jan 2024
End Date :	12 Apr 2024
Enrollment Ends :	29 Jan 2024
Exam Registration Ends :	16 Feb 2024
Exam Date :	27 Apr 2024 IST

International Business (BBA)NPTEL

The purpose of this course is to acquaint the students with nature, scope, structure and operations of international business and familiarise them with trends and developments in India's foreign trade and investments and policy framework.

Course Type :	Core
Duration :	12 weeks
Category :	•Management Studies
Credit Points :	3
Level :	Undergraduate/Postgraduate
Start Date :	22 Jan 2024
End Date :	12 Apr 2024
Enrollment Ends :	29 Jan 2024
Exam Registration Ends :	16 Feb 2024
Exam Date :	27 Apr 2024 IST

Investment Management (BBA)NPTEL

Investment management is one of the main finance functions for both corporations and individuals. Investor managers face situations that require understanding of quantitative tools and qualitative assessment before a decision is arrived at.

Course Type :	Core
Duration :	8 weeks
Category :	•Management Studies
Credit Points :	2
Level :	Undergraduate/Postgraduate
Start Date :	19 Feb 2024
End Date :	12 Apr 2024
Enrollment Ends :	19 Feb 2024
Exam Registration Ends :	15 Mar 2024
Exam Date :	21 Apr 2024 IST