

# ***BBA – BUSINESS ANALYTICS***

AN UNDERGRADUATE COURSE BY AURA GLOBAL BUSINESS SCHOOL

AN INDUSTRY-INTEGRATED UNDERGRADUATE PROGRAMME  
THAT COMBINES BUSINESS FUNDAMENTALS WITH ANALYTICS  
CAPABILITY AND ENTREPRENEURIAL THINKING.

FEBRUARY 2025



# ABOUT THIS COURSE

This programme builds a strong business base—management, economics, accounting, marketing, HR, finance—then layers in modern analytics: business analytics foundations, predictive forecasting, big data, visualization, and machine learning applications in business.

You graduate with real outcomes through internship + project work and a capstone that proves your ability to translate data into strategy.



Define your  
**Future.**





# WHO SHOULD DO THIS COURSE?

STUDENTS WHO ENJOY WORKING WITH DATA,  
NUMBERS, AND PATTERNS

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THOSE INTERESTED IN BUSINESS DECISION-MAKING  
BACKED BY ANALYTICS

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COMMERCE, SCIENCE, OR MATHEMATICS STUDENTS  
LOOKING FOR ANALYTICAL CAREERS

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FUTURE MANAGERS WHO WANT STRONG PROBLEM-  
SOLVING AND DATA-DRIVEN SKILLS

# WHAT YOU'LL LEARN

- Move from business foundations to analytics execution, forecast, model, visualize, and communicate decisions.
- You'll learn how businesses work and how data improves those decisions then you'll apply it through projects and capstones.
- The structure begins with core management and commerce foundations, then introduces analytics and decision science progressively. You'll build skills across forecasting, big data concepts, visualization and storytelling, and machine learning applications in business, supported by internship exposure and a capstone.

**Foundation:** Principles of Management, Microeconomics, Financial Accounting, Business Mathematics, Business Communication Skills.

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**Core business:** Marketing Management, HR Management, Financial Management I & II, Operations Management, Strategic Management.

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**Analytics core:** Introduction to Business Analytics.

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**Forecasting:** Predictive Analytics & Forecasting.

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**Data depth:** Big Data Analytics.

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**Communication with data:** Data Visualization & Storytelling.

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**Applied AI:** Machine Learning Applications in Business.

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**Real outcomes:** Summer Internship + Minor Project; Capstone Project + Viva.

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**Ethics & governance:** Business Policy & Ethics.

# COURSE STRUCTURE

## SEMESTER 1

- Principles of Management
- Business Economics I (Microeconomics)
- Financial Accounting
- Business Mathematics
- Business Communication Skills

## SEMESTER 2

- Organizational Behavior
- Business Economics II (Macroeconomics)
- Cost & Management Accounting
- Business Statistics
- Environmental Studies

## SEMESTER 3

- Marketing Management
- Human Resource Management
- Financial Management I
- Introduction to Business Analytics
- Business Law I (Contract & Company Law)

## SEMESTER 4

- Operations Management
- Research Methodology & Data Analysis
- Financial Management II
- Predictive Analytics & Forecasting
- Business Law II (Labour & Industrial Laws)

## SEMESTER 5

- Strategic Management
- Entrepreneurship Development
- Big Data Analytics
- Elective I (Domain Elective – Marketing / Finance / HR Analytics)
- Summer Internship / Minor Project

## SEMESTER 6

- Business Policy & Ethics
- Data Visualization & Storytelling
- Machine Learning Applications in Business
- Elective II (Domain Elective – Marketing / Finance / HR Analytics)
- Capstone Project / Comprehensive Viva

***Semester V features an International Tour enabling global business exposure.***

# INTERNATIONAL INDUSTRY TOUR

- AURA offers an free international industry tour designed to give students short-term global exposure through university visits, industry interactions, and cultural learning.
- The focus is on global awareness, confidence, and real-world perspective not mandatory travel or degree dependency.

## WHAT STUDENTS **GAIN**:



EXPOSURE TO INTERNATIONAL UNIVERSITIES AND WORKPLACES

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INSIGHTS INTO GLOBAL BUSINESS CULTURE AND PRACTICES

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CROSS-CULTURAL LEARNING AND PROFESSIONAL NETWORKING

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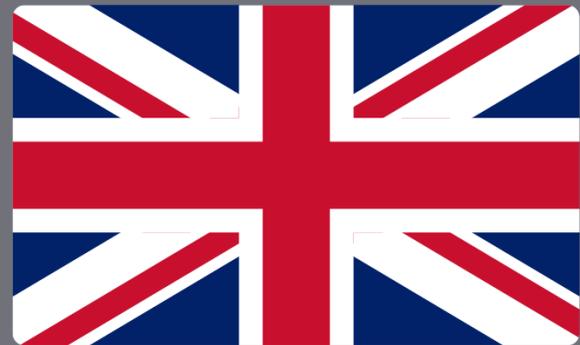
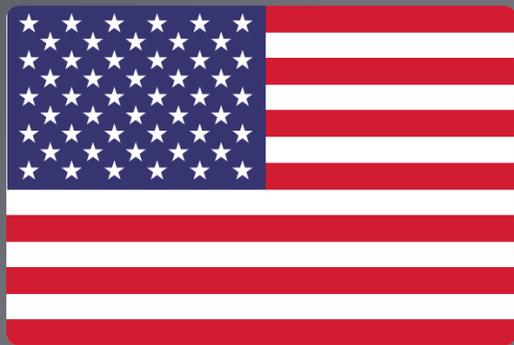
CLARITY ON FUTURE INTERNATIONAL STUDY OR CAREER OPTIONS

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PARTICIPATION IS VOLUNTARY AND DOES NOT IMPACT ACADEMIC PROGRESSION AT AURA.

# GLOBAL PATHWAYS

A flexible academic option that allows students to begin their undergraduate studies in India and optionally explore international progression through partner universities



01

## COMPLETE YOUR BACHELOR'S DEGREE IN INDIA

Study all years at AURA and graduate with your full Indian bachelor's degree.

02

## 2+1 INTERNATIONAL BACHELOR'S PATHWAY

Study first two years at AURA → transfer abroad for the final year → graduate with an international Bachelor's degree.

03

## 2+2 INTEGRATED BACHELOR'S + MASTER'S

Study first two years at AURA → transfer abroad for the final year → progress directly into a Master's programme abroad through an integrated pathway.

# AURA

## Career Progression Model

A milestone-based learning journey that builds fundamentals, validates capability through real work, enables informed career decisions, and opens structured global progression pathways.

India Foundation  
(Year 1)

Proof of Work  
(Year 2 Momentum)

Pathway Choice Point  
(Decision + Counselling)

International Progression  
(UK/US)(Optional)

- Core business fundamentals & a learning rhythm that actually holds.
- Projects, presentations, & early exposure that turn learning into outcomes.
- Decide based on eligibility, goals, and outcomes, not guesswork.
- Partner options in the UK & the US, aligned to a structured pathway model.

# CAREER OUTCOMES



This programme prepares students to turn data into business decisions. Graduates work at the intersection of analytics, strategy, & operations across industries.

Business Analyst

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Data Analyst

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Market Research Analyst

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Operations Analyst

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Predictive Modeller

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# READY TO START LEARNING?

ENROLL TODAY AND UNLOCK YOUR POTENTIAL

 [aurabschool.com](https://aurabschool.com)



**CAMPUS LOCATION:**

ROAD NO 3, BANJARA HILLS, HYDERABAD



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