JAYPEE UNIVERSITY OF ENGINEERING AND TECHNOLOGY, GUNA

BBA Specializations

The Bachelor of Business Administration (BBA) program offers students the opportunity to specialize in various fields, allowing them to tailor their education to align with their career aspirations. The following specializations are available:

1. **Marketing:**
   This specialization focuses on understanding market dynamics, consumer behavior, and effective promotional strategies. Students will learn about brand management, advertising, sales techniques, and market research, equipping them with the skills needed to succeed in the competitive marketing landscape.

2. **Business Analytics:**
   Business Analytics is an essential elective for BBA students as it focuses on leveraging data to drive strategic business decisions. This course introduces students to techniques for analyzing and interpreting data, using tools like R, Python, Tableau, and Power BI. It covers areas such as data collection, statistical analysis, data visualization, and predictive modeling, equipping students with practical skills to solve real-world business problems. By mastering these concepts, students learn how to identify trends, optimize processes, and provide insights that can enhance organizational performance, making them valuable assets in today's data-driven business environment.

Each specialization is designed to provide students with the knowledge and skills needed to excel in their chosen field, enhancing their career prospects in today's competitive job market.

Discipline Specific Electives for BBA

S.No	Marketing	Business Analytics
1	Consumer Behaviour	Data Analytics using R / Python
2	Sales Marketing	Data Visualization using Tableau / Powerbi
3	Retail Marketing	Marketing Analytics
4	Marketing of Services	Finance Analytics
5	Digital Marketing	HR Analytics
6	Supply-Chain Management	Social Media & Web Analytics
7	International Marketing	EXIM Policy and documentation
8	Rural Marketing	
9	Neuro-Marketing	
10	B2B Marketing	