



**PARVATHANENI BRAHMAYYA**  
**SIDDHARTHA COLLEGE OF ARTS & SCIENCE**  
*Autonomous*  
 Siddhartha Nagar, Vijayawada-520010  
*Re-accredited at 'A+' by the NAAC*

Course Code				22ANDSP305			
Title of the Course				FINANCIAL MANAGEMENT ANALYTICS LAB			
Offered to:				MBA Business Analytics			
L	0	T	0	P	2	C	1
Year of Introduction:		2024-25		Semester:			3
Course Category:		Domain Specific		Course Relates to:			GLOBAL
Year of Revision				Percentage of Revision of syllabus:			Not Applicable
Type of the Course:				Skill Development			
Crosscutting Issues of the Course:				Employee Engagement and Organizational effectiveness			
Pre-requisites, if any				Basic knowledge of finance, statistics, and proficiency in tools like Excel.			

### Course Description:

The Financial Analytics course introduces participants to advanced financial analysis techniques, focusing on the practical application of data analytics in finance. Students will learn how to use financial data to assess business performance, evaluate investments, forecast trends, and make informed financial decisions. By combining traditional financial principles with modern analytics tools, participants will develop skills in data analysis, financial modeling, and predictive analytics.

### Course Aims and Objectives:

<b>S.NO</b>	<b>COURSE OBJECTIVES</b>
<b>1</b>	Gain a thorough understanding of financial statements, balance sheets, income statements, cash flow statements, and key financial ratios.
<b>2</b>	Develop proficiency in using financial analysis techniques such as variance analysis, ratio analysis, and trend analysis.
<b>3</b>	Acquire practical skills in financial analytics tools like Excel, R, Python, SQL, and other specialized software used for financial modeling and data analysis.
<b>4</b>	Use data-driven insights to improve decision-making in financial management, investment analysis, risk management, and corporate strategy.
<b>5</b>	Learn to design and build comprehensive financial dashboards that present financial data in an actionable and easy-to-understand format.

## Course Outcomes

At the end of the course, the student will be able to...

CO NO	COURSE OUTCOME	BTL	PO	PSO
CO1	Proficiency in collecting, cleaning, and analyzing financial data.	K3	2,3	1
CO2	Familiarity with key financial metrics such as revenue, profit margins, ROI, cash flow, net present value (NPV), internal rate of return (IRR), etc.	K1	2,3	1
CO3	Ability to build financial models to project future financial performance, evaluate investment options, and assess risk.	K3	1,3	2
CO4	Competency in using data visualization tools (e.g., Power BI, Tableau) to create dashboards and reports that clearly communicate financial insights.	K1	3,7	2
CO5	Use of analytics to assess and mitigate financial risks, such as credit risk, market risk, or operational risk.	K3	3,7	2

For BTL: K1: Remember; K2: Understand; K3: Apply; K4: Analyze; K5: Evaluate; K6: Create

CO-PO MATRIX									
CO NO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1		3	2					1	
CO2		3	3					2	
CO3	2		3						1
CO4			3				3		1
CO5			3				3		1

Use the codes 3, 2, 1 for High, Moderate and Low correlation Between CO-PO-PSO respectively

S.no	Program Name
1	Time value of Money (Present value, Future value) Capital Budgeting Techniques (NPV, IRR, PI)
2	Valuation of Equity and Bond
3	Financial Statistics (Sample Mean, Range, Standard Deviation, Variance, Covariance and Correlation)
4	Security historical return, Expected Return and Risk calculation
5	Portfolio historical return, Expected Return and Risk calculation.
6	Predictive analytics in Finance (Stock price prediction using Regression).
7	Dividend Discount models for Securities
8	Valuation of bond and bond duration
9	Optimal portfolio selection (Markowitz Model)
10	Portfolio Evolution by Sharpe's, Treynor's and Jense's model
11	Data Visualization and Reporting

## Evaluation Procedure for Lab Examination

### Internal Continuous Assessment (15 Marks)

- **Total:** 15 Marks
  - 15 marks will be awarded based on continuous assessment.
  - Day-to-day work in the laboratory will be evaluated by the concerned laboratory teacher based on rubrics, including results, regularity, record maintenance, and viva.
  - Laboratory teachers must ensure that every student completes at least 90% of the lab assessments.

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**Semester End Practical Examination (Max. Marks: 35)**

- **Evaluation Procedure:** 35 Marks
    - **I. Experiments (Exam & Execution):** 30 Marks
    - **II. Viva:** 3 Marks
    - **III. Record:** 2 Marks
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