



**PARVATHANENI BRAHMAYYA
SIDDHARTHA COLLEGE OF ARTS & SCIENCE**

Autonomous

Siddhartha Nagar, Vijayawada-520010

Re-accredited at 'A+' by the NAAC

23ANMAL121: FUNDAMENTALS OF BUSINESS ANALYTICS

Offered to: BBA Honor (Business Analytics)

Semester: II **75 Hours**

Course Type: Theory - Major

Credits: 4

Course Objectives:

The main objective of this course is to provide the student with a conceptual understanding of Business analytics, Business Intelligence & Data Visualization, Data Visualization, Data mining in the functional areas of Management

Course Outcomes: At the end of this course, students should be able:

CO1: To show complete overview on business analytics its developments in new era (**PO1, PO3**)

CO2: To show case the need of visual appeal to the data for better understanding (**PO2, PO3**)

CO3: To demonstrate about the data, data driven concepts and their levels (**PO4, PO6**)

CO4: To apply the data validation, collection and arrangement of data. (**PO5, PO6**)

CO5: To explain complete overview of Machine Learning & Artificial Intelligence concepts. (**PO5, PO6**)

Mapping of Course Outcomes (COs) with Program Outcomes (POs) & PSOs

CO	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	L1	M		L						
CO2	L1		M	M						
CO3	L2				L		H			
CO4	L3					H	M			
CO5	L2					H	M			

Syllabus

Unit	Learning Units	Lecture Hours
I	Introduction to Business Analytics Introduction to Business Analytics, Evolution of Business Analytics, Business Analytics Applications, Importance of Business Analytics, Categorization of Analytical Methods and Models, Descriptive Analytics, Predictive Analytics, Prescriptive Analytics, Inferential Analytic, Decision	15

	Analytics, Big Data Analytics	
II	Intelligence & Data Visualization Overview of Business Intelligence & Data Visualization, Effective Design Techniques, Principles of Effective Data Dashboards, Popular BI Tools, ETL (Extract-Transform-Load)	15
III	Data Mining: Data Sampling, Data preparation, Treatment of Missing Data, Identification of Outliers and Erroneous Data, Variable Representation	15
IV	Analytics in Business functions: Financial Analytics., Human Resource (HR) Analytics, Marketing Analytics, Chain Analytics	15
V	Data Science & Business Analytics: Introduction to Data Science, Importance and Scope of Data Science & Business Analytics, Introduction to Machine Learning, Introduction to Artificial Intelligence	15

Textbook:

1. Fundamentals of Business Analytics, 2ed, R N Prasad, Seema Acharya,
ISBN:9788126563791

Reference books:

1. Camm/Cochran/Fry/Ohlmann/Anderson/Sweeney/Williams, Essentials of Business Analytics, 1st Edition, New Delhi: Cengage Learning
 2. <https://www.simplilearn.com/what-is-business-analytics-article>
 3. https://www.feedspot.com/infiniteress.php?_src=feed_title&followfeedid=5024578&q=site:https%3A%2F%2Fwww.blastanalytics.com%2Fblog%2Ffeed
 4. <https://www.gooddata.com/blog/>
 5. <https://www.sisense.com/blog/>
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