

23ANVAL101: BASICS OF BUSINESS ANALYTICS

Offered to: **BBA Hons (General)**

Course Type: **VAC (Theory)**

Semester: I

45 Hours

Credits: 2

Learning 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 the course,

1. To give complete overview on business analytics its developments in new era
2. To Show case the need of visual appeal to the data for better understanding.
3. To Make student understand about the data and data drive concepts and levels.
4. Discuss about the validity of data and collection of data and arrangement of data.

Syllabus

UNIT I Introduction to Business Analytics

Definition and meaning of Business Analytics
Evolution of Business Analytics
Steps involved in Business Analytics process
Scope and Importance of Business Analytics
Limitations of Business Analytics

UNIT II Types of Business Analytics and their application

Application of Descriptive Analytics
Application of Diagnostic Analytics
Application of Predictive Analytics
Application of Prescriptive Analytics

UNIT III Basics of Business Intelligence (BI)

Definition and meaning of Business Intelligence
Business Analytics vs. Business Intelligence
Definition and meaning of Data Mining
Significance of Data Mining in Business Intelligence
Definition and meaning of Data Visualization
Significance of Data Visualization in Business Intelligence

Text Books:

1. Fundamentals of Business Analytics – R. N. Prasad, Seema Acharya, Wiley Publications

Reference Books:

2. Business Analytics – James Evans, Pearson publications
3. Business Analytics – U. Dinesh Kumar, Wiley publications

Question Paper Pattern :

- (a) Continuous Assessment: 15Marks
(b) Semester End Exam: 35 Marks

SEE Consists

- (i) Section A : Set 5 questions, at least one question from each unit.

Each question carries 5 Marks (5M X 3=15)

- (ii) Section B: Set 3 questions, one from each unit. Each question carries 10 Marks. (10M X 2 =20)