



# P.B. SIDDHARTHA COLLEGE OF ARTS & SCIENCE

Siddhartha Nagar, Vijayawada – 520 010

*Autonomous - ISO 9001 - 2015 Certified*

## FUNDAMENTALS OF BUSINESS ANALYTICS

**Offered to:** BBA – Business Analytics

**Course Code:**

**Course Type:** Core (TH)

**Year of Introduction:** 2017-19

**Year of offering:** 2023-24

**Year of Revision:**

**Percentage of Revision:** NIL

**Semester:** II

**Credits:** 4

**Hours Taught:** 75 hrs.

**Max. Time:** 5 Hours

**Course Prerequisites (if any):**

**Course Description:**

**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 to:

**C1:** To give complete overview on business analytics its developments in new era

**C2:** To Show case the need of visual appeal to the data for better understanding

**C3:** To Make student understand about the data and data drive concepts and levels

**C4:** Discuss about the validity of data and collection of data and arrangement of data.

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

**Textbook:**

1. Fundamentals of Business Analytics, 2ed, R N Prasad, Seema Acharya,  
ISBN: 9788126563791
2. Sharma, Principles of Management, Kalyani Publishers, Hyderabad.

**Recommended Reference book:**

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/infiniterss.php?\\_src=feed\\_title&followfeedid=5024578&q=site:https%3A%2F%2Fwww.blastanalytics.com%2Fblog%2Ffeed](https://www.feedspot.com/infiniterss.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/>

**Course Delivery method:** Face-to-face

**Course has focus on:** Foundation, Entrepreneurship

**Websites of Interest:**

- [https://blog.feedspot.com/business\\_analytics\\_blogs](https://blog.feedspot.com/business_analytics_blogs)
- <https://www.xplenty.com/blog/8-business-intelligence-blogs-you-need-to-read>
- [https://en.wikipedia.org/wiki/Business\\_analytics](https://en.wikipedia.org/wiki/Business_analytics)
- <https://www.statista.com/>

**Co-curricular Activities: (Case Studies)**

1. <https://www.saviantconsulting.com/data-analytics-case-studies.aspx>
  2. <https://www2.deloitte.com/us/en/pages/deloitte-analytics/articles/business-analytics-case-studies.html>
  3. <https://research.aimultiple.com/analytics-case-studies/>
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**MODEL QUESTION PAPER  
FUNDAMENTALS OF BUSINESS ANALYTICS**

**Course Code:**

**Max.: 70 Marks**

**Min. Pass:**

**SECTION - A**

**Answer the following questions**

**(5 x 4M = 20 Marks)**

1. a) Explain the steps involved in Business Analytics. (L2)  
(Or)  
b) Discuss the importance of Business Analytics. (L3)
2. a) Write about Big Data. (L1)  
(Or)  
b) Write a short note on BI Tools. (L1)
3. a) Explain the steps involved in Business Analytics. (L2)  
(Or)  
b) Discuss about the importance of Business analytics (L3)
4. a) Explain the role of Business Analytics in Supply Chain. (L1)  
(Or)  
b) Explain the role of Business Analytics in Human Resource. (L1)
5. a) Write a short note on Artificial Intelligence. (L1)  
(Or)  
b) Explain Scope of Data Science. (L2)

**SECTION – B**

**Answer the following questions**

**(5 x 10 M = 50 Marks)**

6. a) Explain in detail about Descriptive, Predictive and Prescriptive Analytics. (L2)  
(Or)  
b) What is Big Data? Briefly explain the Characteristics and Importance of Big Data? (L3)
7. a) What is Data visualization? Briefly explain the tools in Data Visualization? (L4)  
(Or)  
b) Write any five popular Business Intelligence Tools with explanation. (L1)
8. a) Define Data Mining and explain the process of Implementing Data Mining? (L1)  
(Or)  
b) Explain in detail regarding Outliers and the reasons for occurring of Outliers. (L2)
9. a) Describe Marketing Analytics and explain the advantages of Marketing Analytics. (L2)  
(Or)  
b) Explain Financial Analytics and the Important Factors in Finance analytics. (L3)
10. a) Explain the scope & Importance of Business Analytics. (L1)  
(Or)  
b) Describe Machine Learning and the types of Machine Learning. (L2, L4)

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