



**Bhavan's Vivekananda College**  
of Science, Humanities and Commerce  
Autonomous College-Affiliated to Osmania University  
Reaccredited with 'A' Grade by NAAC

**Department of Management Studies**

**BBA (Honors) – Business Intelligence and Analytics**  
Academic Year 2023-24

**Programme Structure**

1st year Semester-1					
S.no	Course	Type of Course	No of Credits	HPW	CIA + SEE
1	English	Compulsory	4	4	30+70
2	Environmental Studies	AECC	2	2	15 + 35
3	Principles of Management	DSC	5	5	30 + 70
4	Accounting for Management	DSC	5	5	30 +70
5	Business Mathematics	DSC	5	5	30 + 70
6	Introduction to Information Technology	DSC	4	4	30 + 70
7	MS Office Lab	Practical	1	2	25
8	Seminar	Seminar	1	2	25
Total			27	29	600



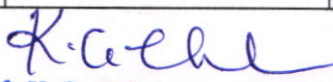
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1st year Semester II					
S.no	Course	Type of Course	No of Credits	HPW	CIA + SEE
1	English 2	Compulsory	4	4	30+70
2	Basic Computer Skills	AECC	2	2	15 + 35
3	Organizational Behaviour	DSC	5	5	30 + 70
4	Business Statistics	DSC	5	5	30 +70
5	Business Economics	DSC	5	5	30 + 70
6	Basics of Business Analytics	DSC	4	4	30 + 70
7	Introduction to Business Analytics Lab	Practical	1	2	25
8	GD/Mini Project	Practical	1	2	25
Total			27	29	600

2 <sup>nd</sup> year Semester 1					
S.no	Course	Type of Course	No of Credits	HPW	CIA + SEE
1	Skill Enhancement Course 1	SEC 1	2	2	15 + 35
2	Skill Enhancement Course 2	SEC 2	2	2	15 + 35
3	Principles of Marketing	DSC	5	5	30 + 70
4	Financial Management	DSC	5	5	30 +70
5	Descriptive Business Analytics	DSC	5	5	30 + 70
6	Introduction to Business Intelligence	DSC	4	4	30 + 70
7	Descriptive Analytics Lab using excel	Practical	1	2	25
8	Business Analytics Lab	Practical	1	2	25
Total			25	27	550



  
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2 <sup>nd</sup> year Semester II					
S.no	Course	Type of Course	No of Credits	HPW	CIA + SEE
1	Skill Enhancement Course 3	SEC 1	2	2	15 + 35
2	Skill Enhancement Course 4	SEC 2	2	2	15 + 35
3	Human Resource Management	DSC	5	5	30 + 70
4	Research Methodology	DSC	5	5	30 + 70
5	Predictive Analytics	DSC	5	5	30 + 70
6	Data Visualization	DSC	4	4	30 + 70
7	Predictive Analytics using Excel	Practical	1	2	25
8	Business Analytics Lab	Practical	1	2	25
9	Mini Project		2	2	50
Total			27	29	600

3 <sup>rd</sup> year Semester I					
S.no	Course	Type of Course	No of Credits	HPW	CIA + SEE
1	Entrepreneurial Development	DSC	5	5	30 + 70
2	HR Analytics	DSC	5	5	30 + 70
	Financial Analytics	DSC	5	5	30 + 70
3	R Programming Using Excel	DSC	5	5	30 + 70
4	Optimization Techniques – Prescriptive Analytics	DSC	5	5	30 + 70
5	HR analytics using Excel	Practical	1	2	25
	Financial Analytics Using Excel	Practical	1	2	25
Total			27	29	550

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*Ch. S. Chakravarthy*

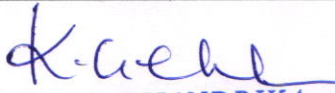
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3 <sup>rd</sup> year Semester II					
S.no	Course	Type of Course	No of Credits	HPW	CIA + SEE
1	Data warehousing & Data Mining	DSC	5	5	30 +70
2	Big Data Analytics	DSC	5	5	30 +70
3	Marketing Analytics	DSC	5	5	30 + 70
4	Python including Lab	DSC	5	5	30 + 70
5	Marketing Analytics using excel	Practical	1	2	25
6	Project work		6		100
Total			27	22	525


**Summary of credits**

Semester	HPW	Credits
1st year Semester I	29	27
1st year Semester II	29	27
2 <sup>nd</sup> year Semester I	27	25
2nd year Semester II	29	27
3 <sup>rd</sup> Year Semester I	29	27
3rd Year Semester I	22	27
<b>TOTAL</b>	<b>165</b>	<b>160</b>

Course	No. of Credits
Language (English)	8
AECC	4
SEC	8
DSC	121
Practicals	9
Seminars & Mini project	4
Project	6
<b>Total</b>	<b>160</b>

  
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**BBA (Honours) – Business Intelligence and Analytics**  
Academic Year 2023-24

**COURSE NAME: PRINCIPLES OF MANAGEMENT**

**PAPER CODE: BBAH181**

**PPW: 5**

**YEAR/SEMESTER: I/I**

**NO. OF CREDITS: 5**

**Course Objective:** To introduce the basic concepts of management to the students and help them understand the process of management and functions.

**Unit Wise Objectives:**

**COB1:** To impart the basic concepts of Management

**COB2:** To make students understand the growth and evolution of management thought

**COB3:** To make students learn about the importance of Planning and decision-making skills.

**COB4:** To explain the different types of Organizational structures.

**COB5:** To make them understand the effectiveness of Coordination and Control mechanism in the organization

**Unit I: Nature of Management: Management:** Meaning, Definition, Nature, Purpose, and Importance- Management as Art, Science & Profession- Management Vs Administration Vs Organization; Levels of Management-Roles and Skills of Managers, Functions of Management-Styles of Manager.

**Unit II: History and Evolution of Management thought:** Industrial revolution-Scientific Management-Administrative Management-

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Contribution of Max Webber - Human Relations Movement (Elton Mayo's Human Relation Movement) - Behavioural school of thought (McGregor's Theory X, Y and William Ouchi Z theory) - Systems theory of Management - Contingency theory

**Unit III: Planning and Decision Making: Planning** - Meaning - Need & Importance, types and levels - advantages & limitations. Planning Process, Management by Objectives (MBO) - Planning premises - Environmental uncertainty and contingency planning. Decision making - Process of decision making - Conditions of decision making (Risk, certainty and uncertainty).

**Unit IV: Organizing:** Definition, meaning, nature, process of organizing - Authority, responsibility, accountability, delegation of authority, process of delegation and barriers to delegation, centralization vs decentralisation, span of control - Organisational Structure Definition, Types: Formal and Informal, Tall (Vertical) and Flat (Horizontal) - Functional structure - Line and Staff structure - Overcoming line and staff conflict.

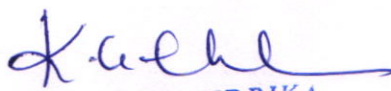
**Unit V: Coordination and Control:** Co-ordination - Need of co-ordination - Types - Techniques - Distinction between co-ordination and co-operation - Requisites for excellent co-ordination - Control Definition, concept, need, importance, Types of control - Process, Tools and techniques of controlling (in Brief) - Effective control system.

#### **SUGGESTED READINGS:**

1. George, Jennifer M. and Jones, Gareth R. (2009). Understanding and Managing Organizational Behaviour (5<sup>th</sup> ed.) Pearson Education Inc.
2. Subba Rao P. (2011). Management and Organisational Behaviour. Himalaya Publishing House.
3. Rao VSP (2009). Organizational Behavior. Excel Books.
4. Prasad, LM. (2010). Organisational Behaviour. Sultan Chand & Sons.

#### **REFERENCES**

1. P.C. Tripathi & P.N. Reddy - Principles of Management - Tata McGraw-Hill

  
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2. Principles of Management by R.K.Sharma , Shashi K. Gupta- Kalyani Publishers.

3. K. Aswathappa, "Organizational Behavior", Himalaya Publishing House.

4. R. Satya Raju and A. Parthasarathy, "Management", 2009, PFI Learning (p) Limited.

**Course Outcomes:**

After Completion of the Course Students Will be able to:

**CO1:** Identify the key concepts of management

**CO2:** Explain the evolution of Management thought

**CO3:** Define the planning and decision-making process

**CO4:** Analyse the different organization structures in the organization

**CO5:** Evaluate the effectiveness of coordination and control techniques of the organization



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**BBA (Honours) – Business Intelligence and Analytics**  
Academic Year 2023-24

**COURSE NAME: ACCOUNTING FOR MANAGEMENT**

**PAPER CODE: BBAH182**

**PPW: 5**

**YEAR/SEMESTER: I/I**

**NO. OF CREDITS: 5**

**COURSE OBJECTIVE:** To familiar the students with accounting concepts, accounting standards, preparation and analysis of financial statements.

**UNIT-WISE COURSE OBJECTIVES:**

**COb1** To discuss objectives, importance of financial accounting and to understand various accounting principles.

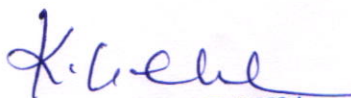
**COb2** To prepare accounting equation, journal entries, ledger accounts and trial balance.

**COb3** To prepare final accounts.


**COb4** To compare and analyze financial statements using comparative and common size statements.

**COb5** To calculate ratios and analyse the company position.

**UNIT - I: INTRODUCTION TO FINANCIAL ACCOUNTING: Financial Accounting** – Definition, objectives, accounting as an Information System, Importance and Scope, Limitations; Users of accounting Information; Accounting Principles, Accounting Concepts, Principles and Conventions. Brief overview on Generally Accepted Accounting Principles (GAAP) Ind-AS, IFRS. Nature of Accounts.  
[ unit-I Theory only]

  
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**UNIT - II: TYPES OF BOOKS (PRIMARY AND SECONDARY):** The Accounting Equation Rules of Debit and Credit (simple problems); Recording Transactions in Journal; Preparation of Ledger Accounts; ledger balancing; Opening and Closing Entries, Preparation of Trial Balance.

**Problems** on

- Pass journal entries, posting in ledger and preparation of trial balance.
- Accounting equation (short answer questions)

**UNIT - III: PREPARATION OF FINANCIAL STATEMENTS:** Final accounts of sole proprietor: Trading Account, Profit & Loss Account and Balance Sheet, Adjustment Entries, Understanding contents of financial statements of a joint stock company as per the Companies Act 2013. (overview)(theory only)

[ **Problems** on Final accounts of sole proprietor with adjustments.]

**UNIT - IV: FINANCIAL STATEMENT ANALYSIS:** financial statement analysis-Meaning, objectives, sources of information, Techniques of financial statement analysis: -comparative statement analysis, common size statement analysis, Ratio Analysis, cash flow analysis, funds flow analysis. (theory). analysing financial statements using comparative statement analysis. (Income statement, Balance sheet)

[**Problems:** Comparative statement analysis- Income statement and Balance sheet.]

**UNIT - V: FINANCIAL STATEMENT ANALYSIS USING RATIOS:** Financial Ratios: Meaning, classification and Usefulness of Ratios. Analysis of ratios- Liquidity, Profitability Ratios and Turnover Ratios; Limitations of ratio analysis.

[**Problems:** calculation of ratios- liquidity, profitability and turnover ratios]

## REFERENCES

1. Tulsian, P.C., Financial Accounting, Pearson
2. T.S. Grewal, Introduction to Accountancy, Sultan Chand
3. Dr. Jawahar Lal Accounting for Management, HPH.

## SUGGESTED READINGS

1. 1.Maheshwari, S.N. & Maheshwari, S.K., Financial Accounting for B. Com., CA, CS, & ICWA
2. (Foundation) Courses, Vikas Publishing House Pvt. Ltd.
3. Ghosh, T.P., Financial Accounting for Managers, Taxman Allied Services (P) Ltd.



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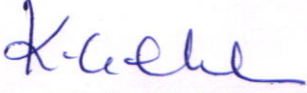
4. Balwani, Nitin, Accounting and Finance for Managers
5. Jain, S.P. & Narang, K.L., Advanced Accountancy.
6. Santhi Vedula, Financial Accounting, 2019, HPH

### Course outcomes

At the end of the course students are able to:

- CO1** Determine fundamental accounting principles, functions, uses of financial accounting, and **Infer** GAAP, IFRS, Ind AS
- CO2 Prepare** journal entries using double entry bookkeeping and post in ledger account and Trial balance.
- CO3 Present** the steps in the preparation of final accounts
- CO4 Prepare** and **examine** of financial statements using comparative statement.
- CO5 Calculate** and **Judge** financial ratios of a company.



  
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Academic Year 2023-24

**COURSE NAME: BUSINESS MATHEMATICS**

**PAPER CODE: BBAH183**

**PPW: 5**

**YEAR/SEMESTER: I/I**

**NO. OF CREDITS: 5**

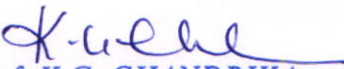
**COURSE OBJECTIVES:**

The course aims to develop basic skills for quantitative application in business situations

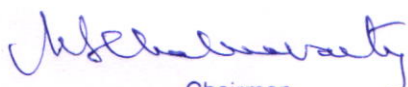
- CO1. To familiarize the concepts of mathematical functions and progressions.
- CO2. To understand the concepts of Set theory, Permutations and Combinations.
- CO3. To understand the concept of Differentiation
- CO4. To have a proper understanding of mathematical applications of Integration in Economics, Finance, Commerce and Management
- CO5. To Apply the knowledge of Mathematics (Algebra, Matrices, Calculus) in solving business problems.

**UNIT – I: FUNCTIONS** -Introduction, Types of functions, Special types of functions, Function related to Business and Economics. Linear and Quadratic functions, some special functions, Zeroes of function, Solution of quadratic equations, sum and product of roots, formation of quadratic equation Arithmetic, Geometric Progressions, Harmonic Progressions (Simple Application Problems).

**UNIT – II: THEORY OF SETS**- Introduction, Set Theory Definition, types of sets: Universal, Power, Super, Equal Sets and Venn Diagrams, Set Operations: Union of Two sets, Intersection of Two sets, Complement of sets, Difference of Two sets, Associative, Distributive, De Morgan's Laws, Permutation and Combinations, (Simple Application Problems)

  
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**UNIT – III: DIFFERENTIATION** (Without Trigonometric functions and Proofs)-

Introduction, Concept of Derivative, Derivative of standard functions, Rules of differentiation, sum, product and quotient. Differentiation of first order and second order, Increasing and Decreasing function, Maxima and Minima. (Simple Application Problems)

**UNIT – IV: INTEGRATION** (Without Trigonometric functions and Proofs)-  
Introduction, Fundamental formulate, Properties of Integration, Methods of Integration, (Simple problems and Applications of Integration)

**UNIT – V: MATRIX ALGEBRA**-Introduction, Definition, Symbol, Order of a Matrix, Row, Column matrix, Operations of Matrices, Matrix Multiplication, Determinant of a matrix, Inverse of a Matrix, Rank of Matrix, Systems of Linear Equations and their solution using matrices. (Simple Application Problems)

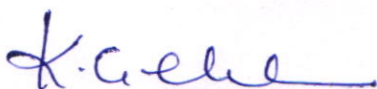
**SUGGESTED READINGS:**

- 1.Raghavachari - Mathematics for Management Tata McGraw Hill,2006
- 2.Sancheti & D C Kapoor – Fundamentals of Mathematics Sultan Chand & Sons
- 3.J.K. Singh Business Mathematics, Himalaya Publishing House, Education 2007
- 4.Bhardwaj, R.S. (2005). Business Mathematics. New Delhi, Excel Books

**COURSE OUTCOMES:**

After Completion of the Course Students Will be able to:

- CO1. Exemplify the key mathematical concepts of functions and progressions to apply the same in business decision making and use equations, formulae, and mathematical expressions and relationships in a variety of contexts.
- CO2. To apply the concepts of sets theory in practical business decision making.
- CO3.To Analyze and demonstrate concepts of Differentiation in mathematically intensive areas in Economics and business.
- CO4.To apply the concept of Integration in the areas related to Business.
- CO5.To Conceptualize the methods of operations using Matrices and Demonstrate critical thinking, modelling, and problem-solving skills using the same.



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**BBA (Honours) – Business Intelligence and Analytics  
Academic Year 2023-24**

**COURSE NAME: INTRODUCTION TO INFORMATION TECHNOLOGY**

**PAPER CODE: BBAH184**

**PPW: 4**

**YEAR/SEMESTER: I/I**

**NO. OF CREDITS: 4**

**Course Objective:** The Objective of this course is to familiarize management students to basics of IT, its applications, programming, interactive medias, Internet basics etc

**Unit Wise Objectives:**

**COb1:** To impart knowledge on the basic concepts of Information Technology

**COb2:** To make students familiarize the concepts of Information System

**COb3:** To create an understanding on the concept of Multimedia

**COb4:** To make students familiarize with the Internet and Security issues

**COb5:** To help the students apply the tools of office management

**Unit I: Introduction to Information Technology:** Computer systems- Hardware -I/O devices, Memory devices, Processors- software - classification of software- systems software, Application software- Operating Systems- Definition- Types of OS- Understanding of GUI- Networks- Definition- Types of Networks- LAN, WAN- Network Topologies- Physical Communication Media-TCP/IP, OSI Model.

**Unit II: Introduction to Information System (IS):** Definition of Data, Information & Knowledge, IS- MIS, DSS, Expert Systems- Types of IS- Operation, Tactical, Strategic IS- Executives

  
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Information Systems (EIS) – Definitions- Data Base, DBMS, Advantages & Disadvantages of DBMS-Ethical and Social Issues in IS.

**Unit III: Multimedia Concepts:** Definition of Multimedia - Multimedia devices - Multimedia Formats - Audio formats- Video formats - Compression/ Decompression issues - Business Applications of Multimedia.

**Unit IV: Internet & Security Issues:** Internet – History- Internet Addressing and architecture-WWW – Architecture-Browser-Servers- Search engines -Internet Services- Email- Chatting-Messaging- Groups- Social Networking- Internet in Business-definition of e-commerce, m-commerce- types of online business-Security Issues in Internet.

**Unit V: Office Management Applications:** Intranets, Extranets, VPN - Internet Telephony - Group ware- audio and video Conferencing- Wireless Communication - WLANS- Definitions of Blue tooth - Wi Fi- Wi Max – RFID - Use of Spreadsheets for office - spread sheet applications (MS-EXCEL)

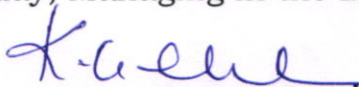
**Course Outcomes:**

After Completion of the Course, students will be able to:


- CO1. Describe the various concepts of Information technology
- CO2. Examine the concept of Information Systems
- CO3. Discuss Business Applications of Multimedia
- CO4. Demonstrate the use of a personal computer or mobile device for accessing the internet
- CO5. Use office management applications in various business scenarios computer applications such as e-mail, PowerPoint, Excel and common webpage creation tools.

**SUGGESTED READINGS:**

- 1. Leonard Jessup, Joseph Valacich, Information Systems Today, Managing in the Digital World, Pearson Education.

  
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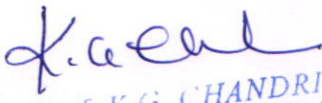
2. Effy Oz- Management Information Systems, Centage India Private Limited

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1. Kenneth C. Laudon & Jane P. Laudon - Management Information Systems - Managing the Digital Firm, Pearson Education.

2. Turban, McLean, Wetherbe - Information Technology for Management: Transforming Organizations in the Digital Economy, Wiley Student Edition.

3. Wali, Information Technology for Management, Wiley

  
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Academic Year 2023-24

**COURSE NAME: MS. Office Lab**

**Course Code: BBA**

**HPW: 2**

**YEAR/SEMESTER: I/I**

**NO. OF CREDITS: 1**

**Course Description**

MS Office Suite, Introduction focuses on beginning computer concepts, Windows operating system, Internet Explorer, Word, Excel, PowerPoint, and the basic integration of the components of this integrated Microsoft application.

**MS Word: Introduction** to MSWord, Menus, Shortcuts, Document types - Working with Documents, formatting Documents, creating tables, Drawing, Tools - spell check, mail merge, templates.

**MS Power Point** - Introduction - Creating a presentation - Formatting a presentation - Adding Graphics and effects to the presentation

**MS Excel:** Introduction - Opening spreadsheet, Menus & Toolbars & icons, Working with Spreadsheets, Entering and Editing Data, Computing data: Setting Formula, finding total in a column or row, Mathematical operations (Addition, Subtraction, Multiplication, Division, Exponentiation), Using other Formula, Formatting Spreadsheets, working with sheets: Sorting, Filtering, Validation, Consolidation, Subtotal, Creating Charts, selecting charts, Formatting charts, label, scaling etc.,



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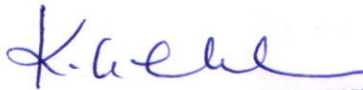
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**Course Outcomes:**

After Completion of the Course, students will be able to:

- Demonstrate a basic knowledge of the Word Processing package like how to design & create effective and structured documents like technical reports, letters, brochures, etc., and demonstrate the skills in making an effective presentation with audio and video effects
  
- Demonstrate the skills in the appropriate use of various features of the spread sheet package MS Excel and also to create useful spreadsheet applications like tabulated statements, balance sheets, statistical charts, business statements, etc.



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Semester II



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**Department of Management Studies**

**BBA (Honours) – Business Intelligence and Analytics**  
Academic Year 2023-24

**COURSE NAME: ORGANIZATIONAL BEHAVIOUR**

**PAPER CODE: BBAH281**

**PPW: 5**

**YEAR/SEMESTER: I/II**

**NO. OF CREDITS: 5**

**Course Objective:** To acquaint the student with the determinants of intra - individual, inter-personnel and inter-group behaviour in organizational setting and to equip them with behavioural skills in managing people at work.

**Unit Wise Objectives:**

**COB1:** To make students understand the concept of OB and the attitude and personality of the employees in the organization.

**COB2:** To impart the knowledge of motivation and leadership concept in organizational context.

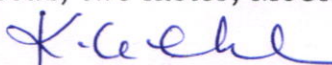
**COB3:** To make students learn about the importance of Groups and Teams and interpersonal behavior in organizations

**COB4:** To explain the different types of culture and approaches to change followed in the organization.


**COB5:** To make them understand the concepts of conflict, negotiation and power tactics used in the organization

**Unit I: Organizational Behaviour:** Concept of OB - Disciplines that contribute to OB - Attitude: Concept and components of attitude, behaviour and Major job attitudes, Personality: Concept of personality; Big Five model.

**Unit II: Motivation and Leadership:** (i) Motivation: Concept; Theories (Hierarchy of needs, two factor, McClelland, Goal setting, Equity theory)

  
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(ii) Leadership: Concept; Trait theories; Behavioural theories (Ohio and Michigan studies); Contingency theories (Fiedler), Inspirational Approaches (transactional, transformational and charismatic)

**Unit III: Group Dynamics:** (i) Groups and Work Teams: Concept; Five stage model of group development; Group cohesion

Groups and teams; Types of teams; Creating team players from individuals.

(ii) Interpersonal Behaviour:

Johari Window; Transactional Analysis – ego states, types of transactions, life positions, applications of T.A.

**Unit IV: Organizational Culture & Change:** Concept of culture, Impact (functions and liability, Creating and sustaining culture, Employees and culture - Creating positive and ethical cultures.

Concept of Change, Types of change, Forces of change, Resistance and overcoming resistance to change

**Unit V: Conflict and Power & Politics:** Concept of conflict; Conflict process - Negotiation Definition, Strategies & Process - Power Definition, Bases of Power, Power tactics – Organizational Politics

### SUGGESTED READINGS

1. Organizational Behavior by Stephen P. Robbins, Timothy A. Judge and Seema Sanghi, 13<sup>th</sup> Ed, Pearson Education Ltd.
2. Luthans Fred., "Organizational Behavior", McGraw Hill.

### REFERENCES

1. Prasad, L.M., "Organizational Behavior," Sultan Chand & Sons, 2003.
2. Hell Riegel, Slocum and Woodman, Organizational Behavior, South-Western Thomson Learning, 9th edition, 2001.
3. Behavior In Organizations, Jerald Greenberg, 8th edition, Pearson Education.


### Course Outcomes:

After Completion of the Course Students Will be able to:


**BBA281CO1: Identify** the disciplines factors, attitudes and personalities contributing for the effectiveness of OB

**BBA281CO2: Analyse** the various motivational and leadership theories

**BBA281CO3: Demonstrate** different interpersonal behaviour in group and team settings.

  
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**BBA281CO4: Evaluate** different concepts of change and types of culture

**BBA281CO5: Summarize** the concepts of conflict, negotiation and power tactics used in the organization



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**BBA (Honours) – Business Intelligence and Analytics**  
Academic Year 2023-24

**COURSE NAME: BUSINESS STATISTICS**

**PAPER CODE: BBAH282**

**PPW: 5**

**YEAR/SEMESTER: I/II**

**NO. OF CREDITS: 5**

**OBJECTIVE:** The Objective of this course to provide a student an understanding of basic statistical tools to apply for management problems and analysis. The tools starting from data gathering, tabulation, presentation and analysing using basic statistical techniques like measures of central tendency, dispersion, kurtosis, correlation and regression.

**Unit Wise Objectives:**

**COB1:** To make students understand basic concepts of statistics in business and their applications.

**COB2:** To make students learn skewness and Kurtosis and become capable in understanding their applications.

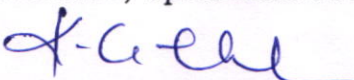
**COB3:** To enable students understand practically use regression analysis in research and business situations.

**COB4:** To explain the concept of Index numbers and their applications.

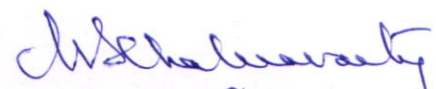
**COB5:** To provide application capabilities of Time series analysis in business situations.

**UNIT – I: STATISTICS:** Definitions –Functions of statistics- data Collection & analysis, measures of central Tendency – mean, median & mode, Measures of dispersion, range, Q.D, Skewness and Kurtosis

**UNIT – II: Correlations analysis-** Scatter diagram, Positive and negative correlation, limits for coefficient of correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation.

  
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**UNIT-III: Regression Analysis:** Concept, least square fit of a linear regression, two lines of regression, properties of regression coefficients (Simple problems only) and interpretation of regression line.

**UNIT - IV: INDEX NUMBERS:** Index Numbers - Introduction - Types - Problems in construction-Characteristics - Construction weighted and unweighted index numbers - Price and Quantity/Volume index numbers - Tests - time reversal - Factor Reversal and Circular tests - Chain and Fixed base - Changing of base - splicing-Consumer price index.

**UNIT - V: Time Series Analysis:** Components, Models of Time Series - Additive, Multiplicative and Mixed models; Trend analysis- Free hand curve, Semi averages, moving averages, Least Square methods (Simple problems only).

**SUGGESTED BOOKS:**

1. Gupta SC: "Fundamental of Statistics" 7th Ed, Himalaya Publishers House, 2019.
2. Sharma JK: "Business Statistics" 2nd Edition Pearson Education, 2007.
3. Arora, PN, Arora, Sumeet and Arora, Amit: "Managerial Statistics", S. Chand, 1st Ed., 2009.
4. Bharadwaj, RS: "Business Statistics", Excel books, 2nd Ed, 2008.
5. J K Singh, Business Mathematics, 2018, HPH.

**Course Outcomes:**

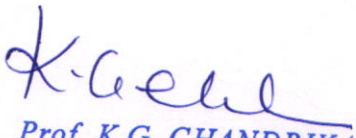
**CO1:** Define basic concepts of statistics in business and their applications.

**CO2:** Describe about skewness and Kurtosis and become capable in understanding their applications

**CO3:** Practically use regression analysis in research and business situations.

**CO4:** To generate an understanding of Index numbers and their applications.

**CO5:** To provide application capabilities of Time series analysis in business situations.

  
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**BBA (Honours) – Business Intelligence and Analytics**  
Academic Year 2023-24

**COURSE NAME: BUSINESS ECONOMICS**

**PAPER CODE: BBAH283**

**PPW: 5**

**YEAR/SEMESTER: I/II**

**NO. OF CREDITS: 5**

**COURSE OBJECTIVE:** The Purpose of this course is to apply micro economic concepts and tools for analyzing business problems and making sound decisions.

**UNIT-WISE COURSE OBJECTIVES:**

- COb1** To impart knowledge on the nature, scope and fundamental principles of business economics.
- COb2** To create an understanding of the concepts of demand and supply, demand elasticities and determinants of demand.
- COb3** To impart knowledge on various cost concepts, short run and long run cost curves and economies and diseconomies of scale.
- COb4** To impart knowledge on the production function, relationship between cost and output in the short run and long run period of operation and the least cost-output combination.
- COb5** To create an understanding of different types of market structures and their characteristics, equilibrium price and output determination under different market structures, Market positioning and pricing methods.

**Unit - I: Business Economics Nature and Scope:** Introduction to business economics, characteristics, nature and scope, Opportunity Cost, Incremental cost, Time perspective, Discounting and Equi-marginal principle.



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**Unit – II: Demand Concepts & Elasticity Of Demand:** Concepts of Demand, Determinants of demand, law of demand, exceptions to the law of demand, elasticity of demand, types of demand elasticity, uses of demand elasticity. Concept of Supply, Determinants of Supply, Law of Supply, Elasticity of Supply.

**Unit – III: Production and Cost Concepts:** Cost concepts, Cost classification, short run cost curves and long run cost curves, Experience curve. Economies and diseconomies scale, Economies of scope.

**Unit – IV: Budget line and Production Analysis:** Theory of production, Production function, input-output combination, short run production laws, short run and long run production function, law of diminishing marginal returns to scale, ISO-quant curves, ISO-cost curves.

**Unit – V: Market Structures and Pricing:** Concept of market, market structures and features, Equilibrium price and output determination under Perfect competition market and price determination, Monopoly and abnormal profits, Monopolistic and Oligopoly markets, syndicating in oligopoly, kinked demand curve, price leadership, Market positioning, Price discrimination.

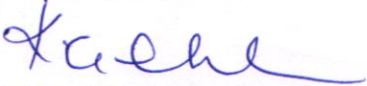
#### References:

1. Mehta, P.L.: (2014) *Managerial Economics-Analysis, problems and Cases*, 8<sup>th</sup> edition, Sultan Chand & Sons, Delhi.
2. D. N. Dwivedi: (2016) *Microeconomics: Theory and Applications*. Pearson Education India.
3. D. N. Dwivedi: (2015) *Managerial Economics*, 8<sup>th</sup> Ed., Kindle Edition, Vikas Publishing., India.
4. Dominik Salvatore: (2008) *Micro Economics, Theory and Applications*. Oxford University Press, UK.
5. Dr. D N Mithani, (2018) *Managerial Economics Theory and Application*, HPH


#### Suggested Readings:

1. Joseph G. Nellis and David Parker: (2009) *Principles of business economics*. 2<sup>nd</sup> Edition., Pearson Education Ltd., London.
  2. H.L.Ahuja: (2016) *Business Economics*, 4<sup>th</sup> Edition, Sultan Chand & Co. Delhi,
  3. Varshney & Maheswari, *Managerial Economics*, Juptan Publication, New Delhi
  4. Lipsey and Crystal (2008) *Economics International* (15<sup>th</sup> Edn) Oxford University Press.
  5. Kutosynnis (1979) *Modern Micro Economics* (5<sup>th</sup> Edn) Mc millan Publishers
  6. Rubin field and Mehathe (*Micro Economics* (7<sup>th</sup> Edn) Pearson Publishers.
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#### Course Outcomes:

  
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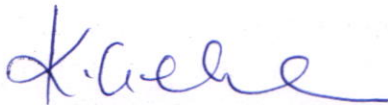


  
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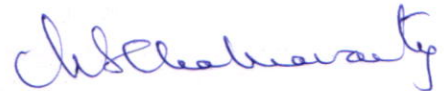


At the end of the course students will be able to:

- CO1** Define basic concepts of business economics.
- CO2** Describe the theories and concepts of demand and demand elasticities and demonstrate when an individual consumer attains a state of equilibrium. The course shall help students in discovering the reasons for success or failure of a product in the market by studying the product elasticities.
- CO3** Describe cost concepts, illustrate short run and long run cost curves and economies and diseconomies of scale in production.
- CO4** Inspect the cost-output relationships in the short run and the long run period of operation, apply the production function to get the optimum input-output combination for production.
- CO5** Describe the characteristics of the major types of market structures such as monopoly, oligopoly, perfect competition and monopolistic competition. Students will also be able to determine equilibrium price and output under different market structures.



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**Department of Management Studies**

**BBA (Honours) – Business Intelligence and Analytics**  
Academic Year 2023-24

**COURSE NAME: BASICS OF BUSINESS ANALYTICS**

**PAPER CODE: BBAH284**

**PPW: 4**

**YEAR/SEMESTER: I/II**

**NO. OF CREDITS: 4**

**Course Objective:** The objective of the course is to provide an understanding of Basic concepts of Business Analytics like Big Data, Descriptive and Predictive analytics.

**Unit Wise Objectives:**

**COb1:** To impart knowledge on the overview of business analytics concepts

**COb2:** To make students familiarize the concepts of Big Data.

**COb3:** To create an understanding on descriptive analytics techniques.

**COb4:** To make students understand the forecasting techniques like trend analysis.

**COb5:** To help the students implement the predictive techniques like regression analysis.

**Unit I: Introduction to Business Analytics**

Definition and Concept of Business Analytics, Advantages and Challenges of Business Analytics - Types of Business Analytics (Descriptive, Predictive and Prescriptive), Business Analytics in practice in various sectors.

**Unit II Big Data**

Overview of using Data, Types of Data, Big Data - Characteristics of Big Data - Advantages and Challenges of Big Data - Building blocks of Big Data - Types of Big Data (Structured, Unstructured and Semi Structured) - Sources of Big Data - Big Data Analytics Techniques and Software - Application of Big Data.

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### **Unit III: Descriptive Analytics**

Concept of Descriptive Analytics – Applications of Descriptive Analytics Overview of Description Statistics – Measures of Central Tendency (Mean, Median & Mode) – Measures of Variability (Range, Standard Deviation, Variance and Coefficient of Variation)

Data Visualization (Definition, Visualization Techniques – Tables, Cross Tabulations using Pivot tables, Charts) & Data Dashboards

No Numerical Problems

### **Unit IV: Predictive Analytics**

Concept of Predictive Analytics – Applications of Predictive Analytics - Forecasting Techniques – Trend Lines - Definition, Advantages and Disadvantages (Straight Line, Parabola and Exponential)

Regression Analysis (Simple & Multiple), Building a good regression model.

No Numerical Problems

### **Unit V: Data Mining**

Data Mining - Definition, Approaches in Data Mining- Data Exploration & Reduction, Classification, Association, Cause Effect Modelling (Only Conceptual framework).

No Numerical Problems

### **SUGGESTED READINGS:**

- Camm, Cochran, Fry, Ohlmann, Anderson, Sweeney, Williams- Essentials of Business Analytics, Cengage Learning, 2015.
- Jakkula, Agarwalla, Karuna Sree, Business Analytics, Himalaya Publishing House, 2019.

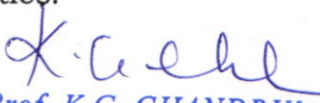
### **REFERENCES:**

- Albright Winston, Business Analytics-Data Analysis-Data Analysis and Decision Making, Cengage Learning, Reprint 2016.
- Sahil Raj, Business Analytics, Cengage Learning, 2015.
- James Evans, Business Analytics, Pearson, Second Edition, 2017.


### **Course Outcomes:**

After Completion of the Course, students will be able to:

**CO1:** Describe business analytics concepts and Examine the various types of analytics.

  
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**CO2:** Examine the concept of Big Data.

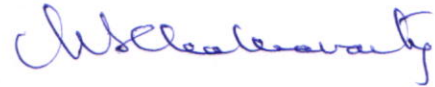
**CO3:** Implement the techniques of descriptive analytics.

**CO4:** Demonstrate the various techniques of forecasting techniques like Trend analysis.

**CO5:** Evaluative predictive techniques like regression analysis.



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**BBA (Honours) – Business Intelligence and Analytics  
Academic Year 2023-24**

**COURSE NAME: Business Analytics using excel (Lab)**

**Course Code: BBA  
YEAR/SEMESTER: I/II**

**HPW: 2  
NO. OF CREDITS: 1**

**Course Objectives**

1. To provide hands on learning on measure of central tendency and dispersion
2. To understand different charting and formatting techniques, develop pivot and Regression in MS Excel.

1.Measures of central tendency  
Mean, Median, Mode

2.Measures of Variability using MS excel  
Range, Standard Deviation, Coefficient of Variation

3.Data Visualization techniques:  
Creating line charts, Scatter charts, Pie charts, Column and Bar charts – Bubble charts, Heat Maps

4.Pivot Table: Developing Pivot Table,

5.Simple Regression, Multiple Regression

**Course outcomes:**

1. To gain practical experience of measure of central tendency and measures of dispersion using excel
2. To gain practical knowledge on creating and formatting charts, pivot tables and Regression

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