

MARIS STELLA COLLEGE, VIJAYAWADA-8

(An autonomous college affiliated to Krishna University)

Department of Computer Science

B.Com (Computer Applications)

Academic Year 2019 - 2020

Semester : VI

Paper Code: COMPC092

Title : Business Analytics

Course Objective: Develop in depth understanding of the key technologies in data science and business analytics: data mining, data warehousing, visualization techniques, predictive modeling and statistics.

Course Outcomes: On Completing the course, students will be able to :

CO1. Apply quantitative modeling and data analysis techniques to the solution of real world business problems, communicate findings and effectively present results.

CO2. Demonstrate use of team work, leadership skills, decision making and organization theory.

CO3. Practice problem analysis and decision making.

SYLLABUS

Unit-I:

6 Hrs

Introduction - Business Analytics Life Cycle - Business Analytics Process - Data concepts - Data exploration & visualization - Business Analytics as Solution for Business Challenges.

Unit-II:

6 Hrs

Automated Data Analysis: Tabulation and Cross Tabulation of Data: Univariate, Bivariate and Multivariate Data Analysis – ANOVA.

Unit-III:

8 Hrs

Hypothesis Testing: Type 1 & 2 errors - T-test, ANOVA, Chi-Square and correlation. Linear Regression Analysis - Logistic Regression - Cluster Analysis - Market Basket Analysis.

Unit-IV:

8 Hrs

Business Data Management: Master Data Management: Data Warehousing and kinds of Architecture – Data Extraction – Transformation and Up-loading of Data – Data Mining – Meta Data – Data Marts – Creating Data Marts – Data Integration – OLTP and OLAP.

Unit- V:

8 Hrs

SPSS Packages – Applications and Case Studies.

Reference Books:

1. Gupta S.P. “Statistical Methods”, Sultan Chand, New Delhi, 2010.
2. K.V. Rao, “Research Methodology in Commerce and Management”, Sterling Publishers, New Delhi, 2012.
3. T.S. Wilkinson & P.L. Bhandarkar, “Methodology and Techniques of Social Research”, 2010.
4. Richard A.Johnson & Dean W.Wichern, “Applied Multivariate Statistical Analysis”, Prentice Hall International Inc., 2007.
5. R.N Prasad and Seema Acharya, “Fundamentals of Business Analytics”, Wiley India Publication.