ST.JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

I SEMESTER                    COMMERCE                    Time: 7 HRS/ WEEK

COM 1302 (4)          BUSINESS ANALYTICS          Max. Marks: 100

w.e.f:2018 – 2021 ("18AF")          SYLLABUS

OBJECTIVE: To enable a student to understand about Business Analytics process and data analysis, data management and latest applications.

UNIT- I: INTRODUCTION - Business Analytics Life Cycle - Business Analytics Process - Data concepts - Data exploration & visualization - Business Analytics as Solution for Business Challenges .

UNIT- II: AUTOMATED DATA ANALYSIS: Tabulation and Cross Tabulation of Data: Univariate, Bivariate and Multivariate Data Analysis – ANOVA.

UNIT- III: 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: 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: SPSS Packages – Applications and Case Studies.

SUGGESTED 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, "Fundaments of Business Analytics", Wiley India

Publication.

6. Pang-Ning Tan, Michael Steinbach & Vipin Kumar, "Introduction to Data Mining", Pearson, 2009.

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