Programme..Master of Commerce (MCom)

MCM5016 BUSINESS ANALYTICS

Course Code	MCM5016	Semester	III
Course Title	*BUSINESS ANALYTICS*		
Credits	3	Type	ELECTIVE

This course shall have 3 lecture hours, 2 practicals, 1 tutorial.

This is a Skill based, employability based course.

Course Objective

The objective of the course is to familiarize the students with the various concepts of business analytics, design and planning.

Learning Objectives

- To impart basic understanding on Business Analytics.
- To provide knowledge of business analytics techniques and their applications in improving business processes and decision-making.

Course Structure

UNIT I

Introduction to Business Analytics: Nature and Scope of Business Analytics- Emergence of business analytics as a competitive strategy - Data Analytics, Business Intelligence, Computer Programming-meaning: Business Analytics Process.

UNIT II

Analytics Types: Descriptive Analytics, Inferential Analytics, Predictive Analytics, Prescriptive Analytics, Decision Analytics.

UNIT III

Business Analytics Applications: Analytics in Customer requirement analysis, general management, manufacturing, marketing, finance, operations, and supply chain management.

UNIT IV

Analyze and solve problems from different industries – manufacturing, service, retail, software, banking and finance, sports, pharmaceuticals.

Practicals

- Conducting study on applications of Business Analytics in managerial functions.

- Analysis of problems in specific industries.
- Using statistical models to analyze large datasets.

Skills

- Develop an ideal combination of business and technical skills.
- Analyze problems and think critically in order to find creative solutions.
- Gain understanding of technology and programming languages.

Learning/Course Outcomes

- Enable students to recognize, understand and apply the theory and models of the field of business analytics.
- Identify and describe complex business problems in terms of analytical models.

Books for Reference:

1. Albright and Winston: Business Analytics Data Analysis and Decision Making: Cengage India.
2. Babita Chopra ,Vivek Bhambri and Balram Krishna: Business Analytics Concepts and Theories: Khanna Books.
3. James Evans, Business Analytics, Pearson.
4. James R Evans: Business Analytics Methods Models and Decisions: Pearson.
5. Jeffrey D Camm, James J Cochran, Michael J Fry, Jeffrey Wohlmann and David R Anderson: Essentials of Business Analytics: Cengage.
6. Purba Halady Rao: Business Analytics An Application Focus: PHI.
7. R N Prasad, Seema Acharya: Fundamentals of Business Analytics, Wiley India
8. Sahil Raj: Business Analytics: Cengage India.
9. Tanushri Banerjee and Arindam Banerjee: Business Analytics Texts and Cases: SAGE.
10. U Dinesh Kumar, Business Analytics, Wiley