

<b>Programme</b>	B.Sc. IT Honours (Data Science)				<b>Branch</b>	Computer Applications			
<b>Semester</b>	V				<b>Version</b>	1.0.0.0			
<b>Effective from Academic Year</b>			2026-27		<b>Effective for the batch Admitted in</b>			June 2024	
<b>Subject code</b>	U75B4BAA		<b>Subject Name</b>		BUSINESS ANALYSIS AND ANALYTICS				
<b>Teaching scheme</b>					<b>Examination scheme (Marks)</b>				
<b>(Per week)</b>	<b>Lecture (DT)</b>		<b>Practical (Lab.)</b>		<b>Total</b>		<b>CCE</b>	<b>SEE</b>	<b>Total</b>
	L	TU	P	TW					
Credit	4	-	-	-	4	Theory	50	50	100
Hours	4	-	-	-	4				

**Objective:**

To gain fundamental awareness and understanding of the business analysis and analytics. The student will learn various business analysis techniques and tools to add their value to the business

**Pre-requisites:**

Fair understanding of business functions  
Microsoft Excel skill

**Learning Outcome:**

Name of CO	Description
CO1	Understand core concepts of business analysis and analytics, including types and processes.
CO2	Analyze stakeholder roles, competencies, and develop business analysis competencies.
CO3	Apply various investigation techniques such as brainstorming, interviews, and observation.
CO4	Interpret and handle data visualization issues and data quality management.
CO5	Solve business problems using tools like Excel Solver and statistical techniques.

**Mapping of CO and PO:**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	2	1	2	1	1	0	2	1	1	1
CO2	2	2	2	1	1	2	2	1	3	1	2	2
CO3	2	3	2	2	2	1	1	0	3	1	2	1
CO4	2	2	2	3	3	1	2	0	2	2	1	1
CO5	3	3	3	2	3	1	2	1	3	1	2	2

**Content:**

Unit	Content	Hrs.
1	<b>Fundamentals of Business Analysis and Analytics</b> Understanding business analysis and analytics, Introduction to Big Data, Introduction to Business Intelligence, Types of business analytics, Business analytics process, Overview of knowledge area in business analysis, The business analysis maturity model, Role & responsibility of IT business analyst and analytics, Application of business analytics	12
2	<b>The Competencies of Business Analyst and Stockholder Analysis</b> Personal qualities, Business knowledge, Professional techniques, The development of Competencies Stakeholder analysis and management —Types of stakeholders, Analysis of stockholder, Stockholder management strategy, Understating stakeholders perspectives	12
3	<b>Investigation Techniques</b> Brainstorming, Interviews, Survey/Questionnaire, Observation, Workshops, Scenarios, Prototyping, Quantitative Approach, Documenting the present situation	12
4	<b>Visualization/Data Issues</b> Communicating the value of business Analytics, Relationship of business process and	12

	Organization decision – making process, Organization/Sources of data, Types of data, Importance of data quality, Dealing with missing or incomplete data, Data Classification	
5	<b>Business Modeling</b> Introduction to business analytics tools, solving business problems using tools -Visualize data, validate data, calculate summary statistics, Using Excel Solver (transportation/distribution problem, schedule workforce Problem)	12
<b>Practical Content:</b>		
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<b>Reference Books:</b>		
1	Business Analysis 3 <sup>rd</sup> edition by Debra Paul, Donald Yeates & James Cadle Published by BCS Learning & Development Ltd	
2	Business Analytics Principles, Concepts, and Applications with SAS 1 <sup>st</sup> edition by Marc J. Schniederjans, Dara G. Schniederjans, Christopher M. Starkey published by Pearson Education, Inc	
3	Business Analytics: The Science of Data - Driven Decision-Making 1 <sup>st</sup> edition by U Dinesh Kumar published by Wiley India Pvt. Ltd.	
4	Microsoft Excel Data Analysis and Business Modeling by Wayne L. Winston published by Microsoft Press	
<b>Web Reference:</b>		
1	<a href="https://www.icertglobal.com/introduction-to-business-analytics-a-beginner-guide-blog/detail">https://www.icertglobal.com/introduction-to-business-analytics-a-beginner-guide-blog/detail</a>	
2	<a href="https://www.testbytes.net/blog/requirements-elicitation/">https://www.testbytes.net/blog/requirements-elicitation/</a>	
3	<a href="https://www.geeksforgeeks.org/data-science/data-analytics-and-its-type/">https://www.geeksforgeeks.org/data-science/data-analytics-and-its-type/</a>	
4	<a href="https://www.aalimec.ac.in/wp-content/uploads/Material/cse/3/CCW331%20-%20Business%20Analytics.pdf">https://www.aalimec.ac.in/wp-content/uploads/Material/cse/3/CCW331%20-%20Business%20Analytics.pdf</a>	
<b>MOOC/Certificate Course:</b>		
1	<a href="https://www.coursera.org/specializations/business-analytics">https://www.coursera.org/specializations/business-analytics</a>	
2	<a href="https://pll.harvard.edu/course/business-analytics">https://pll.harvard.edu/course/business-analytics</a>	
3	<a href="https://www.udemy.com/topic/business-analysis/">https://www.udemy.com/topic/business-analysis/</a>	
<b>Question Paper Scheme:</b>		
	<b>End Semester Examination Duration:</b> (2 Hours Theory Examination)	
	<b>Note for Examiner: -</b> Q-1 Any Five out of Seven (25 Marks) Q-2 Any Two out of Three (06 Marks) Q-3 Mandatory question (05 Marks) Q-4 Any Two out of Three (08 Marks) Q-5 Any Two out of Three (06 Marks)	
	*The question paper must comprehensively address all Course Outcomes (COs), align with Bloom's Taxonomy levels, and ensure complete syllabus coverage	