

GANPAT UNIVERSITY																	
FACULTY OF MANAGEMENT STUDIES																	
Programme		Bachelor of Business Administration				Branch/Spec.		Business Analytics									
Semester		VIII				Version		1.0.0.0									
Effective from Academic Year			2026-27			Effective for the Batch admitted in			July 2023								
Course Code		8B02BAM		Course Name		Business Analytics for Management Decision											
Teaching Scheme						Examination Scheme (Marks)											
(Per week)		Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total							
	L	TU	P	TW													
Credit	03	00	00	00	03	Theory	40	60	100								
Hours	03	00	00	00	03	Practical	00	00	00								
Pre-requisites																	
Conceptual clarity of Business functions and management theories.																	
Course Objective																	
To equip students with business analytics skills for data-driven decision-making																	
Course Outcomes																	
On successful completion of the course, the students will be able to:																	
CO1	Understand core business analytics concepts and their applications																
CO2	Analyse data using spreadsheets and descriptive statistics																
CO3	Apply inferential and predictive analytics techniques for insights																
CO4	Utilize prescriptive and decision analytics for business solutions																
Theory Syllabus																	
Unit	Content									Hrs.							
1	Introduction to Business Analytics Exploring Data and Analytics on Spreadsheets Descriptive Analytics									15							
2	Inferential Analytics Predictive Analytics									15							
3	Prescriptive Analytics Decision Analytics									15							
Exam: Theory 100%. Swayam																	
Exam OR Uni Exam																	
Practical Content																	
Practical, assignments and tutorials are based on above syllabus.																	
Text Books																	
1	Kumar, U. D. (2021). Business Analytics: The Science of Data-Driven Decision Making (2 nd ed.). Wiley India.																
Reference Books																	
1	Rao, P. H., & Halady, P. (2023). Business Analytics: An Application Focus. PHI Learning Pvt. Ltd., Delhi																
2	Groeneveld, J. (2020). Business analytics with Excel. Wolters Kluwer.																
3	Gopal, R., & Vij, P. (2024). Business Analytics: An Overview. Himalaya Publishing House, Mumbai.																
4	Dangi, H. K., et al. (2024). Business Analytics. Taxmann Allied Services, New Delhi.																
ICT/MOOCs Reference																	
1	Swayam Course (3 credit) in Jan Cycle (12 week) By Prof. Rudra P Pradhan by IIT Kharagpur https://onlinecourses.nptel.ac.in/noc25_mg10/preview																
Mapping of CO with PO and PSO:																	
	Course Outcome (CO) No.	PO-CO Mapping								PSO-CO Mapping							
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6		
		CO1	3	1	1	2	1	2	3	2	2	2	1	2	2		1
		CO2	2	3	1	2	1	1	3	3	3	2	2	2	2		1
		CO3	1	2	1	3	1	2	3	3	3	3	2	3	3		2
CO4	1	2	2	3	2	3	3	3	3	3	2	3	3	2			

Swayam: Students should learn from the Swayam portal. If required, the Swayam portal evaluation 30:70/25:75 is to be converted to 50:50 in accordance with the adopted NEP rule.