<table>
<tr><td colspan="7" align="center">GANPAT UNIVERSITY</td></tr>
<tr><td colspan="7" align="center">FACULTY OF MANAGEMENT STUDIES</td></tr>
</table>

Programme	Bachelor of Business Administration				Branch / Spec.		Business Analytics	
Semester	IV				Version		1.0.0.0	
Effective from Academic Year		2025-26			Effective for the Batch Admitted in			July 2024
Subject Code	BBUA203		Subject Name		Business Analytics for Management Decision (Swayam)			

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	50	50	100
Hours	03	00	00	00	03	Practical	00	00	00

Pre-requisite:

Objective:

 To equip students with business analytics skills for data-driven decision-making.

Learning Outcome/Course Outcome:

On successful completion of the course, the students will be able to:

CO1- Understand core business analytics concepts and their applications.

CO2- Analyze data using spreadsheets and descriptive statistics.

CO3- Apply inferential and predictive analytics techniques for insights.

CO4- Utilize prescriptive and decision analytics for business solutions.

Mapping of PO-CO and PSO-CO:

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	2	1	1	2	1	1	3	2	3	2	1	2	1	1
CO2	2	2	1	2	1	1	3	2	3	2	2	2	1	1
CO3	2	2	1	3	1	1	3	3	3	2	2	3	2	1
CO4	2	2	1	3	1	2	3	3	3	2	2	3	3	2

<table><tr><td colspan="3" align="center">Theory Syllabus</td></tr></table>

Unit	Content	Hrs.
1	Introduction to Business Analytics Exploring Data and Analytics on Spreadsheets Descriptive Analytics Inferential Analytics	20
2	Predictive Analytics Prescriptive Analytics Decision Analytics	25
	Exam: Theory 100%. Swayam Exam OR Uni Exam	

Text Book:

1. Business Analytics for Managers: Taking Business Intelligence Beyond Reporting, Wiley

2. Business Analytics: Data Analysis and Decision Making, Cengage

Reference Books:

Evans, J. R. (2021). Business analytics: The science of data-driven decision making. Pearson Education.

Groeneveld, J. (2020). Business analytics with Excel. Wolters Kluwer.

Shmueli, G., Bruce, P. C., Gedeck, P., & Patel, N. R. (2017). Data mining for business analytics. Wiley.

Winston, W. L. (2019). Microsoft Excel 2019: Data analysis and business modeling. Microsoft Press.

Online Resource:

	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