

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme		Bachelor of Business Administration				Branch/Spec.		General	
Semester		VI				Version		1.0.0.0	
Effective from Academic Year				2021-22		Effective for the batch Admitted in			July 2019
Subject code		6A01BUA		Subject Name		Business Analytics			
Teaching scheme						Examination scheme (Marks)			
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	04	00	00	00	04	Theory	40	60	100
Hours	04	00	00	00	04	Practical	00	00	00
Pre-requisites:									
<ul style="list-style-type: none"> 3B06ACA Advance Computer Application 2A04BUS Business Statistics 									
Objectives:									
<ul style="list-style-type: none"> To familiarize the student with business analytics, course will provide understanding of data driven decision process and provide overview of data mining and BI tools. 									
Learning Outcome:									
<ul style="list-style-type: none"> Student will business analysis and its application Student will strategy and type of analytics which helps to execute the business strategy Student will learn R programming and its packages of R Student will perform the business analysis using R and Excel 									
Theory Syllabus									
Unit	Content								Hrs.
1	Introduction to business analytics; importance of business analytics; framework of business analytics; distribution of one variable; finding relation among variables; probability and decision making;								15
2	Descriptive analytics ; data type and scales, structure and unstructured data cross sectional time series and panel data; population and sample ;percentile, median and quartile; measure of variance ; introduction R.								15
3	Setting environment in R; functions in R; user define functions; R structure; Package; Graphical in R histogram; bar plots; pie graph; Simple variance ; Standard Deviation in R; central limit theorems; hypotheses test and error; Z test in R; T test in R; two sample hypothesis testing;								15
4	Two way ANOVA in R; Linear Regression in R; Data mining introduction; text mining using R; social media analytics; analytics in marketing, analytics in HR analytics in Finance and operation								15
Theory 50% numerical 50%									
Text Books									
	<ul style="list-style-type: none"> Data analytics using R by Seema Acharya McGrahill 								
Reference Books:									
	<ul style="list-style-type: none"> Business analytics the science of data driven decision making by U Dinesh Kumar Willey Business analytics Data analysis & Decision Making 6E R for everyone by Jared P Lander 								
Online Resources									
	<ul style="list-style-type: none"> https://www.coursera.org/specializations/business-analytics https://www.edx.org/course/business-analytics-for-data-driven-decision-making 								