

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme	Bachelor of Business Administration				Branch/Spec.	Business Analytics			
Semester	VII				Version	1.0.0.0			
Effective from Academic Year	2026-27				Effective for the Batch admitted in	July 2023			
Course Code	7A03FIA	Course Name			Financial 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-requisite									
Students are expected to have a basic knowledge of accounting, finance, statistics, and spreadsheet skills.									
Course Objective									
To equip students with the knowledge and analytical skills required to apply statistical and financial analytics techniques for analyzing financial data, forecasting trends, evaluating performance, and supporting effective financial decision-making.									
Course Outcomes									
On successful completion of the course, the students will be able to:									
CO1	Understand financial analytics, its types, data, and tools for financial decision-making.								
CO2	Apply statistical techniques to analyze and interpret financial data.								
CO3	Develop the ability to forecast financial trends using time series techniques.								
CO4	Evaluate financial performance and assess risk using analytical frameworks.								
Theory Syllabus									
Unit	Content								Hrs.
1	Financial Analytics - An Introduction Meaning, scope, and importance of Financial Analytics; Role of analytics in financial decision-making; Types of financial analytics: Descriptive, Diagnostic, Predictive, and Prescriptive; Financial data: sources, classification, and characteristics; Introduction to financial datasets and data preparation; Overview of analytical tools used in finance.								15
2	Statistical Analysis for Financial Decision-Making Descriptive statistics in finance: Mean, Median, Mode, Variance, Standard Deviation; Correlation analysis: Concept, types, and interpretation; Regression analysis: Simple linear regression and financial applications; Trend analysis and interpretation of financial data; Practical numerical problems on correlation, regression and trend analysis.								15
3	Time Series Analysis and Forecasting Introduction to time series data in finance; Components of time series: Trend, Seasonal, Cyclical, Irregular; Trend projection methods: Moving averages and Least squares method; Financial forecasting applications: sales, revenue, and cost forecasting; Numerical problems based on time series models.								15
4	Financial Performance and Risk Analytics Financial ratio analysis using analytics; Profitability, liquidity, solvency, and efficiency analysis; Risk analysis: business risk and financial risk; Portfolio performance basics: risk–return relationship; Introduction to financial dashboards and reporting.								15
Exam: Theory 65%, Numerical 35%.									
Practical Content									
Practical, assignments and tutorials are based on above syllabus.									
Text Book									
1	Pitabas Mohanty, 2022, <i>Financial Analytics</i> , Wiley India Pvt. Ltd.								
Reference Books									

1	Gaurav Singh (Ed.), 2018, <i>Financial Statement Analysis</i> , Knowledge Management & Research Organization (India)
2	Parag Kalkar, Pravin Gosavi & Vidula Adkar, 2021, <i>Financial Analytics</i> , IBP Books (India).
3	R. K. Arora & Purna Lal, 2022, <i>Financial Risk Analytics: Measurement, Management and Examples in R</i> , Wiley India Pvt. Ltd.
4	G. C. Beri, 2022, <i>Business Statistics</i> , Tata McGraw Hill Education.
5	S. C. Gupta & V. K. Kapoor, 2023, <i>Fundamentals of Applied Statistics</i> , Sultan Chand & Sons

ICT/MOOCs Reference

1	<a href="https://onlinecourses.nptel.ac.in/noc26_mg22/preview">https://onlinecourses.nptel.ac.in/noc26_mg22/preview</a>
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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	2	1	2	1	1	3	2	3	2	1	2	1	1
CO2	2	3	1	3	1	1	3	3	3	3	2	2	2	1
CO3	2	2	1	3	1	1	3	3	3	3	2	3	2	1
CO4	2	2	1	3	2	1	3	3	3	3	2	3	2	2