Department of Commerce- Finance (Unaided)

BUSINESS ANALYTICS FOR DECISION MAKING

Course Code	COM1MN110				
Course Title	BUSINESS ANALYTICS FOR DECISION MAKING				
Type of Course	Minor				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	An understanding of fundamental concepts of business analytics				
Course Summary	This course gives an overview of business analytics and its role in decision- making processes				

Course Outcome (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the importance of using data to inform decision-making processes in organizations	U	C	Examinations/Quizzes/ Assignment/Seminar
CO2	Understand the significance of data quality and integrity in producing reliable insights for decision-making purposes.	U	P	Examinations/Review Questions/Quizzes/ Assignment/Seminar /Practicum
CO3	Perform business data analytical process	Ap	P	Project

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
\# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)

Module	Unit	content	Hours
		Introduction to Business Analytics:	
	1	Definition of Business Analytics-Features	**12**

	2	Understanding Data Analytics as a Movement, Decision-making Paradigm, and Set of Practices and Technologies	**2**
	3	Importance, Objectives, and Role of Business Data Analytics	**2**
	4	Business Data Analytics Objectives-importance -role	**2**
	5	Types and Methods of Analytics: Overview of Business Analysis and Business Data Analytics	**2**
	6	Descriptive Analytics -Predictive Analytics–Diagnostic Analytics-Prescriptive Analytics	**2**
II		**Business Data Analytics Process**	08
	7	Identify the Research Questions	2
	8	Source Data –Analysis of Data -Interpret and Report Results	2
	9	Business Decision Making	2
	10	The Art of Data Science: Volume, Velocity, Variety	2
III		**Decision making in Organisation**	13
	11	Decision making Functions of Management	2
	12	Decision Making Functions of Management: Planning, Organizing, Coordinating, Leading, Motivating, and Controlling Processes	5
	13	Informed Decision Making Within the Organization	2
	14	Types of Decisions: Operational or Transactional Decisions	2
	15	Tactical Decisions, Strategic Decisions, Programmed Decisions, Non-programmed Decisions	2
IV		**Data and Information**	12
	16	Types of data-Primary and Secondary Data	2
	17	The Problems of Using Secondary Data-Sources of Secondary Data	4
	18	Internal and External Sources of Data	2
	19	Methods of Data Collection: Direct Observation, Inspection, Questionnaires, Interviews, Abstraction from Records, and Published Statistics	4
		Open Ended Module (Practical Exercises)	**30**
	1	Prepare a structured questionnaire	
	2	Collect at least five secondary data from different sources.	

References

1. Joao, Mendes. Andre de, Carvalho and Thomas, Horvath (2018).A General Introduction to Data Analytics. Wiley Interscience, First Edition.

2. Maheswary, Anil (2014). Data analytics, McGraw Hill Education, First Edition
3. Prasad,R N. and Acharya,Seema.(2011), Fundamentals of Business Analytics.
4. John Wiley &Sons. Kumar,U, Dinesh (2017), Business Analytics