Program Name: BBA A			Semester: First		
Course: Business Statistics (Theory)			Code: 6170101		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Syllabus:

Unit-1
Meaning & Definition of Statistics, Classification and Tabulation of Primary and Secondary data; Presentation of data: Graphical and diagrammatic.

Unit- 2
Central tendency, measures of central tendency, their properties and applications.

Unit-3
Measures of dispersion- Range: merits and demerits, uses; Quartile: Quartile deviation, coefficient, merits and demerits; percentile ranges; Average deviation: computation of mean deviation, merits and demerit; Standard deviation: mathematical properties, merits and demerits, variance, coefficient of variation; Skewness and Kurtosis: measures of skewness, Karl Pearson‘s Coefficient of skewness, kurtosis.

Unit-4
Correlation-Meaning, Definitions, Types, Degree and Methods. Regression Analysis-Meaning, Uses, Difference between Correlation and Regression, Linear Regression, Regression Equations, Calculation of Coefficient of Regression.

Unit-5
Theoretical distributions- introduction; Binomial Distribution: Probability function of binomial distribution, constants of binomial distribution, mode of binomial distribution, fitting of binomial distribution; Poisson Distribution: utility of Poisson distribution, constants of Poisson distribution, mode of Poisson distribution, fitting of Poisson distribution; Normal distribution: equation of normal probability curve, standard normal distribution, relationship between binomial and normal distribution, relationship between Poisson and normal distribution, properties of normal distribution, area under standard normal probability curve, importance of normal distribution.

Textbook:

- Gupta, S.C. and Kapoor, V. K., Fundamental of Mathematical Statistics, Sultan Chand & Sons.

Reference Books:

1. Gupta, S. P. Statistical Methods, S.Chand & Co., New Delhi.
2. Elhance, D. N., Elhance, V., Aggarwal, B. M. Fundamentals of Statistics, Kitab Mahal.

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Date of approval in AC:

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3. Aggarwal, N. P. Quantitative Techniques, Ramesh Book Depot., Jaipur.
4. Hooda, R. P. Statistics for Business and Economics, Mcmillan India Ltd., New Delhi.

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BBA (Analytics) First Semester Management Concepts

1. Assessment

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Course Outline: This course is an introduction to the management function. It will focus on the theory and fundamental concepts of management including planning, organization, staffing, directing, and controlling.

3. Course Content:

Unit-1

Concept of Management: Nature, Process & Significance, Functions of management, Management V/s Administration, Principles of Management, Scientific Management, Management Thought - The Classical School, the Human Relations School, Systems Theory, Contingency Management, Developing Excellent Managers. Cross cultural issues in management

Unit-2

Planning: Nature and Purpose of Planning, The Planning Process, Principles of Planning, Types of Planning, Advantages, and Limitations of Planning. Organizing: Nature and Purpose of Organizing Span of Management, Determinants of Span of Management, Line and Staff Relationship, Line-Staff Conflict, Delegation, Kinds of Delegation and Decentralization, Methods of Decentralization

Unit-3

Staffing: Concept, Nature and Importance of Staffing; Motivation, Nature and Importance of Motivation: Types of Motivation; Leadership: Meaning and Importance, Traits of a leader. Controlling: Nature and Scope of Control, Types of Control, Process of Controlling, Controlling Techniques, Effective Control System

Unit-4

Concept and Nature of Objectives: Types of Objectives, Importance of Objectives, Setting Objectives, Management by Objective (MBO), Benefits and Weaknesses of MBO. Strategies and Policies: Concept of Corporate Strategy, Formulation of Strategy, Types of Strategies. The Strategic Planning Process, Types of Policies, Principles of Formulation of Policies, Decision Making Process, Individual Decision Making Models.

4. Suggested Readings:

1. Koontz & Weihrich, Essentials of Management. McGraw Hill
2. C.B. Gupta, Business Organization and Management. Mayur paperbacks.

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3. Rao and Narayan; Principles and Practice of Management.
4. Parsad, L. M, Principles and Practice of Management. Sultan Chand, New Delhi
5. Druker, Peter F. Management Challenges for the 21st century. Butter worth Heinemann, New Delhi
6. Nirmal Singh, Principles of Management, Deep & Deep Publications Pvt. Ltd., New Delhi.
7. Gupta & Chaturvedi, Organisation & Management, Shree Mahavir Book Depot.
8. P. Subha Rao,Management & Organisational Behaviour,Himlya Publishing House.
9. Harold Koontz & Heinz Weihrich, Essentials of Management, Tata Mcgraw Hill.
10. Stephen F. Robbins, Mary Coulter, Management, Prentice Hall of India Pvt. Ltd

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Date of approval in AC:

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Course Title: ANALYTICS FOR ALL **Course Code:**

L	T	P	C
4	0	4	4

Course Objective:

To allow all users to understand the analytics that matter to their business, department or project. To get effectively, efficiently, elegantly, accurately as well as meaningfully communicating information through visualization. To calculate results for particular groups of interest. To arrange the data into some meaningful order to make it easier to understand, analyze or visualize.
To allow for efficient analysis, limits errors and inaccuracies that can occur to data during processing, and makes all processed data more accessible to users.

Course Content

Unit	Content	Hours
I	**INTRODUCTION TO IBM COGNOS ANALYTICS** Reporting, Explore the environment, Examine the side panel, Explore authoring templates ,Design then run the report ,Change the properties of an object, Create a simple report, Dimensionally-modeled and dimensional data sources, Create a report from a dimensionally-modeled relational data source ,Examine personal data sources and data modules , Create a report from a personal data source.	**9**
II	**CREATE LIST REPORTS** Examine list reports ,Group data ,Include list headers and footers ,Format list columns, Enhance a list report, Understand fact/measure data ,Understand aggregate data, Understand difference in aggregation ,Explore data aggregation ,Use shared dimensions to create multi-fact queries ,Create a multi-fact query in a list report ,Add repeated information to reports Create a mailing list report ,Focus reports using filters ,Create filters ,Filter your data with advanced detail filters , Apply filters to a report, Determine when to apply a filter with aggregation , Apply a detail filter on fact data in a report ,Filter your data with summary filters ,Apply a summary filter to a report. Apply predefined source filters , Create a report focused on top performing product types and product lines	**9**
III	**CREATE CROSSTAB REPORTS & PRESENT DATA GRAPHICALLY** Create a Crosstab report ,Add measures to Crosstab reports, Data sources for Crosstabs ,Create a simple Crosstab report, Create complex Crosstab reports ,Create Crosstab nodes and Crosstab node members, Create complex Crosstab reports, Format Crosstab reports, Add unrelated items to Crosstabs edges, Sort and format a Crosstab report, Present unrelated items in a Crosstab using a discontinuous Crosstab.	**9**
IV	**PRESENT DATA GRAPHICALLY** Create a Visualization report, Different chart options, Create charts containing peer and nested items, Create and reuse custom chart palettes, Add data-driven baselines and markers to charts, Create and format a chart report, Compare values and highlight proportions using gauge charts and pie charts, Create a gauge report and a pie chart report, Display items on separate axes, Show the same data graphically and numerically, Customize charts, RAVE, Display RAVE visualizations, Create a dashboard report.	**9**

V	**FOCUS REPORTS USING PROMPTS** Examine parameters and prompts, Create a parameter item on the report, Build a prompt page, Add a prompt item to a report, Create a prompt by adding a parameter Identify prompt type, Add a value prompt to a report, Add pages to a report, Add a Select & search prompt to a report, Create a cascading prompt, Create a cascading prompt, Focus a report using value prompts	9
VI	**EXTEND REPORTS USING CALCULATIONS** Objectives, Derive Additional Information From The Data Source, Add Run-time Information To Your Report, Add Date/Time Functions To Your Report, Add String Functions To Your Report. Demo 1: Add Calculations To A Report, Display Prompt Selections In Report Titles. Demo 2: Display Prompt Selections In the Report Title, Summary. Workshop 1: Sales Percent By Sales Rep And Country. Additional Information: Some Common Functions. Drill Through from one report to Another	9

Course Outcome:

- Understanding how an organization functions.
- Developing understanding of managerial practices and their perspectives.
- Applying planning and managerial decision making skills.
- Develop analytical and problem solving skills, based on understanding of management concepts and theories.

Recommended Text Books:

1. IBM Cognos 10 Report Studio Cookbook by Ahmed Lashin.
2. IBM Cognos 10 Framework Manager by Terry Curran
3. IBM Cognos Business Intelligence V10.1 Handbook
4. IBM Cognos 10 Report Studio Cookbook, Second Edition
5. IBM Cognos Business Intelligence 10.1 Dashboarding Cookbook
6. PTNR01A998WXY C2090-621 IBM Cognos Analytics Author V11 Practice Exam E-Book Set (DVD)

Recommended Reference Books:

- IBM Cognos Business Intelligence v10: The Complete Guide (IBM Press) 1st Edition, Kindle Edition
- IBM Cognos TM1 The Official Guide.
- IBM Cognos Business Intelligence

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Program Name :BBA A			Semester: II		
Course: FINANCIAL ACCOUNTING			Code:06170203		
Teaching Scheme			Evaluation Scheme		
ClassroomSession/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

Accounting is the language of business and finance. A well-functioning capital market closely tracks the performance of a business organization, as communicated through its Financial Statements. This Course aims to equip the participant with the skill set necessary to understand, analyze, interpret and comment upon the Financial Statements. A solid grasp of Financial Accounting strengthens one's ability to understand the current operations of a business, analyze its financial position, and weigh upon its future prospects. These skills would help a manager make sound financial and economic decisions are therefore imperative for building a successful business career. This Course lays the foundation for advanced elective courses in Finance, Accounting and Strategy.

Course Objectives:

1. Define the meaning & purpose of financial reporting and provide an introduction to the framework of Generally Accepted Accounting Principles (GAAP)
2. To familiarize students with the mechanics of preparation of financial statements
3. Understanding corporate financial statements, their analysis and interpretation.
4. Cover the complete accounting cycle from the first step of journalizing to the final preparation of financial statements.

Learning Outcomes:

After completion of the course, students would be able to:

1. Understanding the commonly used accounting terminology.
2. Identify the users of accounting information and their respective requirements.
3. Understand the process of recording and classifying the business transactions and events.
4. Make the financial statements i.e. profit and loss account, balance sheet and cash flow statement.
5. Understand and interpret the financial statements from different the perspective of different stakeholders.

Prerequisite(s):

Bank statement of passbook and bank column of cash book (for bank reconciliation statement)

Pedagogy:

A mix of pedagogy would be adopted consisting of lecture, discussion, presentation, demonstration and class test. Concept of the topics will be given through short lectures. The extent & quality of learning will depend on the quality & depth of discussion in the class. This in turn depends on the preparation and thinking that has been put in by the students for each session. Readings, Assignments and Numerical problems, whenever given, are a means of focusing on central issues, concepts or knowledge. Students who are aloof to the class-room proceedings or do not read the pre-reading will miss a significant segment of the course. A student's ability to solve problems is also a reflection of the extent to which concepts have been understood. The course is a hands-on course and requires the participant to work out multiple examples to gain confidence.

Syllabus:

Unit I: Introduction to Financial Accounting: Accounting as an Information System, Introduction: Meaning, Objectives, Process, Limitations and Basic Terms of Accounting; Generally Accepted Accounting Principles; Journalizing, Posting and Preparation of trial balance.

Unit II: Accounting Equation and Transactions: Nature of Accounts, Types of books (Primary and Secondary) and Rules of Debit and Credit, Recording Transactions in Journal, Preparation of Ledger Accounts; Opening and Closing Entries, Preparation of Trial Balance.

Unit III: **Preparation of Financial Statements:** Trading Account, Profit & Loss Account and Balance Sheet, Adjustment Entries, understanding contents of financial statements of a joint stock company as per the Companies Act 2013; Understanding the contents of annual report of a company. Preparation of cash flow statement as per AS-3 (revised).

Unit IV : Indian Accounting Standards (Ind-AS): Concept, benefits, procedure for issuing Ind-AS in india, Salient features of Ind-AS issued by ICAI; International Financial Reporting Standards (IFRS); Main features, uses and objectives of IFRS, IFRS issued by IASB and concept of harmonization and convergence, obstacle in harmonization and convergence, suggestions for increased convergence and harmonization.

Unit V: **Hire purchase and installment system:** Hire Purchase system and installment payment system; Branch Accounting (Home branches:- concept of dependent branches, accounting aspects, ascertainment of profit by debtor method, stock & debtor method and final account method, concept of Independent branch and accounting treatment. Foreign branches:- Concept and accounting treatment.

Textbook:

- Tulsian, P.C., Financial Accounting,13th Edition Pearson
- D.K. Goel, Financial Accounting,18th Edition Avichal Publishing Co, New Delhi
- M.C. Shukla, Advanced Accounts, 19th Edition S, Chand and Co Pvt ltd, New Delhi.

Reference Books:

- Monga, J.R., Financial Accounting: Concepts and Applications,11th Edition Mayur Paperbacks
- Maheshwari, S.N. &Maheshwari, S.K., Financial Accounting for B. Com., CA, CS, &ICWA (Foundation) Courses,4th Edition Vikas Publishing House Pvt. Ltd.
- Ghosh, T.P., Financial Accounting for Managers,4th Edition Taxmann Allied Services (P) Ltd.
- Balwani, Nitin, Accounting and Finance for Managers, 2002 Excel Books Pvt Ltd
- Gupta, Ambrish: Financial Accounting for Management, 5th Edition Pearson
- Bhattacharyya, Asish K., Financial Accounting for Business Managers, 4th Edition PHI
- Jain, S.P.& Narang, K.L., Advanced Accountancy, 2014 Edition Kalyani Publishers
- Charles T. Horngren, Gart L. Sundem, John A. Elliot and Donna R. Philbrick, Introduction to Financial Accounting, 11th Edition Pearson.

Journals:

- Academy of Accounting and financial studies journal
- Journal of Business finance and accounting

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Links to websites:

- https://www.ebooknetworking.net/ebooks/financial-accounting-s-p-jain.html
- https://books.google.co.in/books?id=02Bke8azRtgC&printsec=frontcover&dq=financial+accounting&hl=en&sa=X&ved=0ahUKEwi6jeTYtMPmAhUSnxQKHb7oDaIQ6AEIKDAA#v=onepage&q=financial%20accounting&f=false

Evaluation Scheme:

• Class participation and attendance	05 marks
• Mid Term Exam	20 marks
• Assignment	05 marks
• Team Project Presentation	10 marks
• Term-End Exam	60 marks
Total	**100 marks**

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1. Assessment: BBA(Analytics) First Semester

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: This course seeks to enable the students to gain understanding of basic legal terminologies and various rights and duties of an individual under various types of contracts.

Syllabus

Unit- 1

The Indian Contract Act 1872: Contract – meaning, Characteristics and Kind of contracts, Essentials of valid contract, Proposal, Acceptance and Revocation. Contractual capacity of parties, free consent of parties. Lawful consideration and object. Agreement expressly declared as void.

Unit- II

Performance and Discharge of contract. Implied, Quasi or Constructive contracts. Breach of contract. Contract of Indemnity and guarantee. Contract of bailment.

Unit-III

Indian Partnership Act 1932: Nature of Partnership firm, Relations of partners to third parties, Duties and rights of partners, Minor as a partner, Registration of firms.

Limited Liability Partnership Act, 2008: Introduction, Features, Governance, Formation and Incorporation, Partners and their relations in LLP, Conversion to LLP, Winding up and Dissolution of LLP.

Unit-IV

Sale of Goods Act 1930: Contract of Sale, Condition and Warranties, Transfer of Property or Ownership, Performance of the Contract – Delivery and Payment, Unpaid Seller and Suits for breach of Contract.

3. Suggested Readings:

1. Sharma, A., *Business Regulatory Framework*, V.K. Publications.
2. Kapoor, N.D., *Business Law.* Sultan Chand & Co., New Delhi.
3. Kuchhal, M.C., *Business Laws,* Sultan Chand & Co., New Delhi.

Date of approval in BOS:
Date of approval in AC:

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Course Title: DATA VISUALIZATION WITH PYTHON **Course Code:**

L	T	P	C
4	0	4	4

Course Objective:

The course is aimed to provide a comprehensive introduction to programming with Python, starting from the basics. Beyond confidently using Python, the class will focus on solving problems around Data Processing and Analysis. The overarching goal is to equip students with enough programming experience to start working in any area of computation and data-intensive research.

Course Content

Unit	Content	Hours
I	**INTRODUCTION OF STATISTICS** Introduction to Statistics, Difference between inferential statistics and descriptive statistics, Inferential Statistics-Drawing Inferences from Data, Random Variables, Normal Probability Distribution, Sampling, Sample Statistics and Sampling Distributions. R overview and Installation-Overview and About R, R and R studio Installation, Descriptive Data analysis using R, Description of basic functions used to describe data in R, Introduction to Python, installation.	**9**
II	**GETTING STARTED WITH PANDAS:** Arrays and vectorized computation, Introduction to pandas Data Structures, Essential Functionality, Summarizing and Computing Descriptive Statistics. Data Loading, Storage and File Formats. Reading and Writing Data in Text Format, Web Scraping, Binary Data Formats, Interacting with Web APIs, Interacting with Databases Data Cleaning and Preparation. Handling Missing Data, Data Transformation, String Manipulation, Data Wrangling: Hierarchical Indexing, Combining and Merging Data Sets Reshaping and Pivoting.	**9**
III	**DATA VISUALIZATION WITH MATPLOTLIB** Introduction to Jupyter Notebook, Python scripting basics, Numpy and Pandas, Matplotlib overview, Basic plots using matplotlib, Specialized Visualization Tools using Matplotlib, Advanced Visualization Tools using Matplotlib-Waffle Charts, Word Clouds.	**9**
IV	**SEABORN OVERVIEW** Introduction to seaborn, Seaborn functionalities and usage, Spatial Visualizations and Analysis in Python with Folium, Distribution, Categorical Plots, Matrix Plots ,Regression Plots , Choropleth Maps, Grids, Style and Colors, Case Study	**9**

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V	**DATA VISUALIZATION WITH WATSON STUDIO** Introduction to data visualization, Adding data to data refinery, Visualization of Data on Watson Studio, Data manipulation packages, Data visualization with R.	9

Course Outcome:

- Understanding how to present the data in a form that makes sense to people..
- Identify appropriate data visualization techniques given particular requirements imposed by the data
- Applying techniques to load, clean, transform, merge and reshape data .
- Understand and apply statistical methods for Data visualization.

Recommended Text Books:

1. IBM Course Material
2. The Visual Display of Quantitative Information (2nd Edition). E. Tufte. Graphics Press, 2001.
3. Envisioning Information, E. Tufte. Graphics Press, 1990.
4. Bill Lubanovic, Introducing Python, O'Reilly (2014)
5. Wes McKinney, Python for Data Analysis, O'Reilly (2013)

Recommended Reference Books:

1. McKinney, W.(2017). Python for Data Analysis: Data Wrangling with Pandas, NumPy and IPython. 2nd edition. O'Reilly Media.
2. O'Neil, C., & Schutt, R. (2013). Doing Data Science: Straight Talk from the Frontline
3. Data Visualization with Python: Create an impact with meaningful data insights using interactive and engaging visuals, New Delhi.
4. "Cartographies of Time: A History of the Timeline" by Daniel Rosenberg, Anthony Grafton, New Delhi.

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Fundamentals of Business Research Methods

BBA/B.Com(P.)/(Hons.)- 2nd Semester

SUBJECT CODE	SUBJECT NAME	Theory			PRACTICAL					
		EXTERNAL	MID-TERM	INTERNAL	EXTERNAL	INTERNAL	L	T	P	C
	Fundamentals of Business Research Methods	60	20	20	-	-	4	-	-	4

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed 10 marks

Course Objective

The objective of this paper is to impart knowledge about various stages of the research processes and their application in decision making. The students will be able to plan, design and earn out business research using scientific methods and prepare research report(s).

Course Content

Unit I

Business Research: Meaning, Need, Types, Approaches, Research methods vs Research Methodology, Research Process, Role of research in important areas, Identification and Formulation of Research. Problem, Variables and Variable type, Hypothesis, Types and Formulation of Hypothesis

Unit II

Research Design: Meaning, Need, and Different Research Design: Exploratory, Descriptive. Experimental and Diagnostic and Survey Research, Features of a Good Research Design

Unit III

Sampling Design: Meaning, Need, and Advantages of Sampling over Census, Probability and Non-Probability Sampling Methods, Criteria of Selecting a Sampling Procedure, Factors Influencing Sample size

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Unit IV

Data Collection Methods: Questionnaire/schedule; Questionnaire designing, Interview and Observational Methods, Measurement Scales, Techniques of Developing Scales, Reliability and Validity of Scales

Unit V

Data Analysis: Descriptive and Univariate Statistics; Bivariate Analysis: Test of Difference, Measures of Association; Introduction to Multivariate Analysis, Application of Excel and SPSS.

Suggestive Readings

1. William G. Zikmund, Business Research Methods, 7th Edition, Cengage Learning, India.

2. K.N. Krishnaswamy, Appa lyer Sivakumar, M.Mathirajan, Management Research Methodology:

Integration of Principles, Methods and Techniques, Pearson Education

3. J. K. Sachdeva, Business Research Methodology, Himalaya Pub. House

4. Paul E. Green, Donald S. Tull, Research for Marketing Decisions, 5th Edition, PHI.

5. Ranjeet Kumar, Research Methods, Pearson Education

6. Donald S. Tull, Del I. Hawkins, Marketing Research, Measurement and Methods, 6th Edition, PHI

7. Naresh Malhotra and Satya Bhushan Das, Marketing Research: An applied Orientation, Pearson

Education

8. Mcburney, Research Methods, 7th Edition, Cengage Learning, India

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BBA (Analytics) Second Semester
Organizational Behaviour

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time: 3 Hours	100

2. Objective: To gain a solid understanding of human behaviour in the workplace from an individual, group, and organizational perspective. This course deals with human behaviour in organizations. Conceptual frameworks are applied to course topics which include: motivation, learning and development, group dynamics, leadership, communication, power and influence, change, diversity, organizational design, and culture.

3. Course Content:

Unit -1: Changing paradigm of management

Contingency and contemporary Approach to Management, Management of strategic Change, Knowledge Management, Learning Organization. Foundations of Individual Behaviour: The organization and the individual: Personality: Determinants and Attributes, Job Attitudes, Learning and Learning Theories, Perception, Cross cultural issues.

Unit -2: Motivation

Definition and concept, theories of motivation- Maslow's Hierarchy of Needs, Herzberg's Two Factor theory, ERG theory, Vroom's Expectancy theory, Equity theory, Reinforcement theory and Behaviour Modification.

Unit -3: Foundations of Group Behaviour

Defining and Classifying Groups, stages of group development, Group Structure, Group Processes, Group Dynamics, Group v/s Team, Team Effectiveness, Group and Inter-group Relations

Unit -4: Leadership

Nature and Significance of leadership, leadership in different cultures, leadership theories and styles: Trait theories, Behavioural theories, Contingency theories, Situational theory, Path Goal theory, emotional intelligence and leadership effectiveness, Recent developments in Leadership Theory.

4. Suggested Readings:

1) Griffin, Ricky W, Organizational Behaviour, Houghton Mifflin Co., Boston.

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2) Hellreigel, Don, John W. Slocum, Jr., and Richards W. Woodman, Organizational Behavior, Southwestern Faculty Publishing, Ohio.
3) Hersey, Paul, Kenneth H. Blanchard and Dewey E Johnson, Management of Organizational Behaviour, Utilizing Human Resources, Prentice Hall, New Delhi.
4) Ivancevich; John and Micheeol T. Matheson, Organizational Behaviour and Management, Tata McGraw, New Delhi. Hill
5) C.B. Gupta, Business Organization and Management, Mayur paper backs.

Date of approval in BOS:
Date of approval in AC:

Dean Program Coordinator Batch Coordinator

Application of Business Research Methods

BBA/B.Com(P)/(Hons.)- 3rd Semester

SUBJECT CODE	SUBJECT NAME	Theory			PRACTICAL		L	T	P	C
		EXTERNAL	MID-TERM	INTERNAL	EXTERNAL	INTERNAL				
	Advanced Business Research Methods	60	20	20	-	-	4	-	-	4

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits

INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy; no component shall exceed 10 marks

Course Objective: The objective of the course is to familiarize students with techniques and practices related to application of business research methods for various research problems.

Course Content:

Unit1: Introduction and basic concepts in Research Methodology: Meaning of research, characteristics, significance & types of research, research approaches, research plan & its components, Criteria for good research & problems encountered by researchers.

Unit 2: Identification and formation of research problem: Necessity & Techniques involved in defining problem, Formulation of research question / hypothesis. Topic Selection: Problem Identification, Scope and Objectives of any Social Sciences research with special reference to selected field by student.

Unit 3: Research Design:
Concept of research design, variables and hypothesis. Case study method, descriptive & diagnostic studies, analytic studies, experimental designs- CRD, RBD, LSD & Factorial designs. Writing a research design and proposal in the selected field of research.

Unit 4: Data Collection- primary & secondary data collection, data preparations, processing, analysis & interpretation. Qualitative or Quantitative Research methods to be adopted as per field of social sciences under study.
Qualitative Research: Framework of Qualitative research using case study or coding (narrative or textual analysis) – Miles and Huberman Framework of Qualitative data analysis.
Quantitative Research: Collection, validity, reliability, variables, and constants to be prepared by the student. Dependent upon research univariate or multivariate tests to be conducted for

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analysis.

Unit 5: Writing of report- Types of reports, stages in preparation, Characteristics, layout structures, documentation, footnotes, Bibliography & References- various methods. Editing final report, characteristics of good report.

Suggestive Readings

1. Gupta, S.P., Statistical Methods, S. Chand & Co.

2. Kothari, C.R. Research Methodology (Methods and Techniques), New

Age Publisher.

3. Hooda, R. P., Statistics for Business and Economics, Mcmillan India Ltd.

4. Levin, R. I., Rubin, D. S., Siddiqui, M. H. and Rastogi, S., Statistics for Management,

Pearson.

5. Aggarwal, N. P., Quantitative Techniques, Ramesh Book Depot, Jaipur.

6. Gupta, S.C. and Kapoor, V. K., Fundamental of Applied Statistics, Sultan Chand &

Sons.

7. Gupta, S.C. and Kapoor, V. K., Fundamental of Mathematical Statistics, Sultan Chand

& Sons

9. Creswell, J. W. Research design: Qualitative, quantitative and mixed methods approaches. 5th Ed. Thousand Oaks, CA: Sage, 2018.

Date of approval in BOS:
Date of approval in AC:

Course Title: DESIGN THINKING **Course Code:**

L	T	P	C
4	0	4	4

Course Objective:

This course introduces an overview of an exciting field of design thinking and tools required for design thinking like IBM Mural. This course will equip students into the world of innovation as a systematic process of tackling relevant business and/or social problems. This course will provide a social and thinking space for the recognition of innovation challenges and the design of creative solutions that will help them to solve complex real-world problems in for decision support. This course will show how design thinking is introduced in an organization and understand the transformation and get an overview of the whole approach to design thinking.

Course Content

Unit	Content	Hours
I	**ENTERPRISE DESIGN THINKING – HISTORY, CASE STUDY** Understand what came before Design Thinking, Identify who did what to bring it about, Learn how it built upon previous approaches, See how design thinking is introduced in an organization, Understand the transformation required, What outcomes are possible.	**9**
II	**ENTERPRISE DESIGN THINKING – OVERVIEW, 7 KEY HABITS** Get an overview of the whole approach to design thinking, understand the principles, loop and keys, determine what is most important, Learn 7 key habits of effective design thinkers, Avoid common anti-patterns, Optimize for success with these habits	**9**
III	**ENTERPRISE DESIGN THINKING – THE LOOP, USER RESEARCH** Understand the importance of iteration, Learn how to observe, reflect, & make, Get ready to drill down & do tomorrow, Understand the importance of user research, Appreciate empathy through listening, Learn key methods of user research.	**9**
IV	**ENTERPRISE DESIGN THINKING – MAKE, USER FEEDBACK** Understand how Make fits into the Loop, Learn how to leverage Observe information, Learn Ideation, Storyboarding, & Prototyping, Understand user feedback and the Loop, Learn the different types of user feedback, Learn how to carry out getting feedback.	**9**
V	**ENTERPRISE DESIGN THINKING – TEACHING, LOGISTICS, APPLICATION** Understand the challenges of teaching EDT, Learn valuable hints and tips, Getting ready to teach the course, Understand what type of room you need, Learn what materials and supplies you need, Learn how to set up the room, Understand the	9

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	domains that are applicable, Learn about digital versus physical, Explore some technology specializations.	

Course Outcome:

- Understand and analyze design thinking history and its various concepts.
- Understand, analyze and create models with users collaboration to apply design thinking concepts with the help of 7 key habits of effective design thinkers.
- Understand the importance of loop in design thinking including user research.
- Understand how to make solutions and gather users feedback for appropriate solutions.
- Understand the challenges of enterprise design thinking.

Recommended Text Books:

1. The Art of Innovation by Tom Kelley*.
2. Creative Confidence: Unleashing the Creative Potential Within Us All by David and Tom Kelley.
3. Change by Design: How Design Thinking Books Transform Organizations by Tim Brown
4. Designing for Growth: A Design Thinking Tool Kit for Managers by Jeanne Liedtka
5. The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm by Tom Kelley
6. The Design of Business: Why Design Thinking is the Next Competitive Advantage by Roger L. Martin

Recommended Reference Books:

1. Design Thinking For Dummies, 1st Edition.
2. Writing is designing: Words and the User Experience.
3. The Design Thinking Toolbox: A Guide to Mastering the Most Popular and Valuable.
4. Innovation Methods, 1st Edition.
5. Design Thinking in Play: An Action Guide for Educators.

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BBA (Analytics) Fifth Semester
Human Resource Management-6170507

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. **Objective:** The objective of the course is to familiarize students with the different aspects of managing Human Resources in the organization in order to achieve business objectives. In this course, students will learn the basic concepts of HRM, various parts of HRM, such as HR policy, organizational structure, HR systems (recruitment, selection, placement, training evaluation, compensation and development) and organizational culture.

3. Syllabus:

Unit- 1

Nature of Human Resource Management-Concepts, Objectives and Functions; HRD-Concept and Mechanisms; Role and status of HR Manager; Organization of HR Department; HR Policies; HRM in globally competitive environment; Strategic Human Resource Management.

Unit- 2

Acquiring Human Resource: Human Resource Planning, Job analysis and job design, employee involvement, flexible work schedules, Recruitment and Selection-new trends; Placement and induction; Right sizing.

Unit- 3

Developing human resource: Employee training, training need assessment, Training methods and evaluation, cross cultural training, Designing executive development programme, Techniques of Executive development, Career planning and development.

Unit- 4

Enhancing and rewarding performance: Establishing Performance Management system; Performance Appraisal-Techniques of appraisal; Potential Appraisal and employee counselling; Establishing reward and pay plans-job evaluation, wage and incentive plans, employee benefits, ensuring safety and healthy work environment.

Project Work:

1. Recruitment and Selection Policies of known companies in the neighbourhood with special reference to executives at three levels—entry level, middle level and top level, of technical hands, professionals and managerial executives.
2. Training and development programmes in different companies—manufacturing companies, service companies, IT companies etc. for different levels of employees—goals, contents,

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techniques and renewals.

4. Suggested Readings:

1. Dessler, Human Resource Management, Prentice Hall
2. Decenzo & Robbins, Fundamentals of Human Resource Management, Wiley India.
3. Werther and Davis: Human Resource Management, Prentice Hall
4. Chhabra, T.N., Human Resource Management, Dhanpat Rai& Co., Delhi.
5. Gupta, C.B., Human Resource Management, Sultan Chand & Sons, Delhi.

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BBA (Analytics)Third Semester
Management Information System -6170305

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: The objective of this paper is to acquaint the students with management information system are of great importance for business decision-making.

3. Syllabus:

Unit-1

Data vs Information, Importance of Information, Types of Information System, Transaction Processing System, Decision Support System, Group Decision Support System, Executive Information System.

Unit-2

Management Information System: Concept, Information System Requirements at Different Management Levels, Decision Making and Information System, Decision Making Process, Decision Making Model, Problem Solving and System Approach to Problem Solving.

Unit- 3

System Analysis and Design, SDLC, Role of System Analyst, Functional Information System: Production Information System, Marketing Information System, Financial Information System, Human Resource Information System

Unit- 4

Information System Resources, Ethical and Social Issues in Managing Information System Resources, Cyber Crime, Information Security and Cyber Laws, Audit of Information System

4. Suggested Readings:

1. Management Information Systems, Mudrick & Ross, Prentice Hall of India
2. Management Information Systems, Sadagopan, Prentice Hall of India
3. Management Information Systems, CSV Murthy, Himalaya publications.
4. Management Information system, O'Brien Marakas, Tata Mc Grew hill (9th Edition, 2010)
5. Management Information system, L M Prasad, Sultan Chand Publishing House(2nd Edition ,2011)
6. Information system concepts for Management, Lucas,H.C, Tata Mc Grew Hill (1st Edition, 1986)
7. Managing Information system in the digital Firm, Loudon K.C, Prentice Hall of India (2006)

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Program Name: BBA A			Semester: Fourth		
Course: Mathematical Optimization (Theory)			Code: 06170403		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Syllabus:

Unit-1
Operations Research: Evolution, methodology and role in managerial decision making. Linear programming: Terminology; Properties and assumptions; Formulation of LP problems; Graphical method; Simplex method (Upto three variables), special cases in LPP, concept of duality.

Unit- 2
Integer Programing: Introduction, Pure and mixed integer programing problem, Gomory's All- IPP method, Construction of Gomory's constraints, Fractional cut method.

Unit-3
Introduction to Game theory, terminology, two – person zero sum game, maximin- minimax principle, determination of saddle point, graphical solution, dominance property, arithemetic method for n x n games.

Unit-4
PERT/CPM: Network construction, Difference between PERT and CPM, calculating Floats, probability considerations in PERT.

Unit-5
Introduction to Markov Analysis, Markov process, state and transition probabilities, characteristics of a Markov process, construction of a state- transition matrix, n- step transition probabilities.

Textbook:

- Swarup, K., Gupta, P.K. and Man Mohan, Operations Research, Sultan Chand & Sons, New Delhi.

Reference Books:

1. Paneerselvam, Operations Research, Prentice Hall of India, N. Delhi.
2. Taha, Operations Research: An Introduction, Prentice Hall of India, N. Delhi.
3. Kapoor, V.K., Operations Research, Sultan Chand & Sons, New Delhi.
4. Sharma, J.K., Operations Research: Theory and Applications, Macmillan India Ltd, New Delhi.
5. S. Kalavathy, Operations Research, Vikas Publishing House, New Delhi.
6. Vohra, N.D.; Quantitative Techniques in Management; Tata McGraw Hill Publishing Company Ltd., New Delhi.Arora, S. R. and Kavita Gupta, Business Mathematics and Statistics, Taxmann.

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Advertisement and Brand Management- 06170517

BBA (A) DSE(MKT)- 5th Semester

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	C
		EXTERNAL	TERM	INTERNAL	EXTERNAL	INTERNAL				
	Advertisement and Brand Management	60	20	20			4			4

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits
INTERNAL ASSESSMENT shall be based on the following components-Quiz/Assignments/Project/Class *Participation/Attendance/Synergy,* no component shall exceed 10 marks.

Course Objective

The objective of this course is to provide knowledge **of creative** advertising **in the** competitive **world of business. It helps the students to acquire knowledge in various advertising media and Brand.**

UNIT I

Marketing Communication, Nature and Scope of Advertising, Functions and Benefits of Advertising, Advertising Objectives and Goals, Types of Advertising, Economic Aspects of Advertising, Social and Ethical Aspects of Advertising

UNIT H

Advertising Agencies, Advertisement Budget, Advertising Campaign Planning, Advertising Copy, Advertising Themes and Appeals, Copy Design, Layout and Production, Advertising Media, Indoor Media, Outdoor Media Advertising, Measuring Advertising Effectiveness

UNIT III

Advertising Budgets: Introduction, Factors Influencing Budget Setting, Typical Spending Patterns, Common Budgeting Approaches, Budgeting Methods, Decision Support System (DSS), Structure of DSS, Allocating the Marketing Communication Budget

UNIT IV

Branding concepts; branding challenges and opportunities; brand equity concept; strategic brand management process; customer based brand **equity;** building a strong brand and its implications; identifying and establishing brand positioning; defining and establishing brand values; internal branding, Branding strategies

UNIT V

Choosing brand elements to build brand equity; designing marketing programs to build brand equity: integrating marketing communication to build brand equity: information processing model of communication, marketing

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communication options, leveraging secondary brand knowledge to build brand equity: conceptualizing the leveraging process, country of origin; co-branding, licensing, celebrity endorsement, sporting, cultural and other events

References:

1. Belch and Belch, **Advertising and Promotion,** Tata McGraw Hill Co.
2. Sharma, Kavita, **Advertising: Planning and Decision Making,** Taxmann Publication Pvt. Ltd.
3. Mahajan, J.P., and Ramki, **Advertising and Brand Management,** Ane Books Pvt Ltd, New Delhi.
4. Burnett, Wells, and Moriatty, **Advertising: Principles and Practice,** Pearson Education
5. Terence A. Shimp, **Advertising and Promotion: An IMC Approach,** South Western, Cengage Learning.
6. O'Guinn, **Advertising and Promotion: An Integrated Brand Approach,** Cengage Learning.
7. Keller, Kevin Lane; **Strategic Brand Management;** Pearson Education; New Delhi
8. Kapferer, Jean Noel; Strategic **Brand Management;** Kogan Page; New Delhi
9. Kumar, S. Ramesh; **Marketing** and **Branding - The Indian Scenario;** Pearson Education; New Delhi
10. Kapoor, Jagdeep; **24 Brand Mantras;** Sage Publications; New Delhi

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BBA (A) Advertisement and Brand Management- 06170518

BBA(A)- DSE(MKT)- th semester

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME					L	T	P	C
		THEORY			PRACTICAL					
		EXTERNAL	-pyygj TERM	INTERNAL	EXTERNAL	INTERNAL				
	Advertisement and Brand Management				30	20	2			2

Legends: L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits
INTERNAL ASSESSMENT shall be based on the following components-Ot/iJAssignments/ProjecVC/ass *Participation/Attendance/Synergy,* no component shall exceed 10 marks.

Course Objective

The objective of this course is to provide knowledge **of creative** advertising **in the** competitive **world of business. It** helps **the students to acquire knowledge in** various **advertising media and Brand.**

UNIT I

- Students need to present various types of Advertising (appeals) through ad mad
- Prepare Economic Aspects of Advertising in a chart
- Social and Ethical Aspects of Advertising to be quoted with lie examples in video class

UNIT II

- Meet/ visit Advertising Agency to develop the understanding of Advertisement Budget, Advertising Campaign Planning, Advertising Copy, Advertising Themes and Appeals, Copy Design, Layout and Production
- Enlist what are various Indoor Media, Outdoor Media Advertising used by SGT University

UNIT III

- Meeting with SGT university officials for developing the understanding of Advertising Budgets
- A comparative study of two well established FMCG brands for allocating the Marketing Communication Budget

UNIT IV

- Compare the brand positioning of five different retail outlets
- Prepare a presentation of various Branding strategies adopted by TATA/Reliance/ P&G/ HUL groups

UNIT V

- Create an hypothetical sports equipment brand by Choosing brand elements to build brand equity; designing marketing programs to build brand equity: integrating marketing communication to build brand equity
- Prepare a survey report on the impact of celebrity endorsement on consumer buying behavior.

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References:

1. Belch and Belch, **Advertising and Promotion,** Tata McGraw Hill Co.
2. Sharma, Kavita, **Advertising: Planning and Decision Making,** Taxmann Publication Pvt. Ltd.
3. Mahajan, J.P., and Rainki, **Advertising** and **Brand Management,** Ane Books Pvt Ltd, New Delhi.
4. Burnett, Wells, and Moriatty, **Advertising: Principles and Practice,** Pearson Education
5. Terence A. Shimp, **Advertising and Promotion: An IMC Approach,** South Western, Cengage Learning.
6. O'Guinn, **Advertising and Promotion: An Integrated Brand Approach,** Cengage Learning.
7. Keller, Kevin Lane; **Strategic Brand Management;** Pearson Education; New Delhi
8. Kapferer, Jean Noel; **Strategic Brand Management;** Kogan Page; New Delhi
9. Kumar, S. Ramesh; **Marketing and Branding - The Indian Scenario;** Pearson Education; New Delhi
10. Kapoor, Jagdeep; 24 Brand **Mantras;** Sage Publications; New Delhi

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BBA (ANALYTICS) 2ND Semester

Database Management Systems (6170201)

L	T	P	Cr	
4	-	-	4	

External Marks: 60

Internal Marks: 40

Time Duration: 3 Hrs. **Total Marks: 100**

NOTE: Ten questions are to be set in all by the examiners by taking three questions from each unit and one compulsory question having 05 short answer type questions from all the units. Students will be required to attempt six questions in all including compulsory Question i.e. question No. 1 and by selecting not more than two questions from each unit.

Objectives

- To learn the fundamentals of data models and to conceptualize and depict a database system using ER diagram
- To make a study of SQL and relational database
- To know the fundamental concepts of transaction processing- concurrency control techniques and recovery procedure.

UNIT-1

Introduction: Overview of Database Management System: Various views of data Models, Schemes and Introduction to database Languages & Environments, Advantages of DBMS over file processing systems, Responsibility of Database Administrator. Three level architecture of Database Systems: Introduction to client/Server architecture. Data Models: E-R Diagram (Entity Relationship), mapping Constraints, keys, Reduction of E-R diagram into tables.

UNIT- 2

Network & Hierarchical Models, File Organization: Sequential File, index sequential files, direct files, Hashing, B-trees Index files, Inverted Lists., Relational Models, Relational Algebra & various operations (set operations, select, project, join, division).

UNIT-3

Integrity constrains, functional dependencies & Normalization, 1st, 2nd, 3rd and BCNF.

Introduction to Distributed Data processing, Concurrency control: Transactions, Time stamping, Lock-based Protocols, Serializability and Recovery Techniques.

Unit-IV

Data base security- Threats and security issues, firewalls and database recovery; techniques of data base security; distributed data base.

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Reference Books:

1. Fundamentals of Database Systems by R.Elmasri and S.B.Navathe, 3rd Edition, Pearson Education, New Delhi.
2. An Introduction to Database Systems by C.J. Date, 7th Edition, Pearson Education, New Delhi.
3. A Guide to the SQL Standard, Data, C. and Darwen, H.3rd Edition, Reading, Addison-Wesley Publications, New Delhi.
4. Introduction to Database Management system by Bipin Desai, Galgotia Pub, New Delhi.
5. Database System Concepts by A. Silberschatz, H.F.Korth and S.Sudarshan, 3rd Edition, McGraw-Hill, International Edition.
6. SQL / PL/SQL, by Ivan Bayross, BPB Publications.

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SGT UNIVERSITY
SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY
(UGC Approved University) GURGAON, Delhi-NCR

BBA (Analytics)Third Semester

Principles of Marketing Management

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	60: End Term Marks	Time: 3 Hours	100

2. Objective:

1. To identify core concepts of marketing and the role of marketing in business and society.

2. Inculcate ability to develop marketing strategies based on product, price, place and promotion objectives.

3. Ability to create an integrated marketing communications plan which includes promotional strategies and measures of effectiveness.

4. Ability to apply knowledge and skills to real-world experiences in an internship.

3. Syllabus:

Unit -1

Introduction to marketing, difference between marketing and selling, Evolution of marketing concepts,

Marketing Mix, Marketing process, Marketing environment

Unit- 2

Determinants of consumer behavior, consumer purchase decision process; market segmentationconcept, importance and bases, Target marketing, Differentiation and positioning, Product

differentiation v. market segmentation

Unit- 3

Product and Product line decisions; Branding, Packaging and Labelling decisions, Product life cycle,

New Product Development; Pricing decisions; Pricing policies and strategies.

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Unit- 4

Marketing Channels, Retailing, Wholesaling, Warehousing and Physical distribution, Conceptual introduction to supply chain management, conceptual introduction to customer relationship marketing;

Promotion Mix and factors affecting promotion mix, Types of Marketing- Tele Marketing, E-Marketing- service Marketing, Rural Marketing- features and importance, suggestion for improvement of Rural Marketing.

Project work

1. Supply Chain for various consumer goods e.g. fast-selling and perishable goods.

2. Promotional methods and strategies of on line retailers and fixed place retailers in contrast; of automobile companies, of fresh food chains etc.

4. Suggested Readings:

1. Kotler, Keller, and Jha, Marketing Management, Pearson Education

2. Zikmund and D'Amico, Marketing, Thomson Learning

3. Etzel, Walker, Stanton &Pandit, Marketing Concepts and Cases.

4. Arun Kumar, Meenakshi, Marketing Management, Vikas Publishing House.

5. Saxena, Rajan, Marketing Management, Mc Graw Hill

6. Chhabra and Grover: Marketing Management, Dhanpat Rai

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Course Title: BUSINESS INTELLIGENCE **Course Code:**

L	T	P	C
4	0	4	4

Course Objective:

The course is aimed to provide comprehensive knowledge and exposure to the concepts, theories and practices in the field of Business Intelligence. The class will focus on solving problems around Data Processing and Analysis. The overarching goal is to enable students to have skills that will help them to solve complex real-world problems in for decision support.

Course Content

Unit	Content	Hours
I	**OVERVIEW OF BUSINESS INTELLIGENCE** Definition with Real Time Examples, How business intelligence can turn data into insight, Use of Business Intelligence-how it can help to combat fraud and understand social sentiments, Future of business intelligence and analytics.	**9**
II	**IBM COGNOS ANALYTICS FOR CONSUMER** Why IBM Cognos Analytics? What is IBM Cognos? List v/s Crosstab, Examine detail filters and summary filters, Introduction to visualization, Traditional visualization v/s RAVE visualization.	**9**
III	**IBM COGNOS ANALYTICS: AUTHOR REPORT FUNDAMENTALS** Concepts and types of prompts, expressions using functions, reuse object, drill -through reports, analyse multi-lingual reports, Highlight exceptional data.	**9**
IV	**IBM COGNOS ANALYTICS: AUTHOR ACTIVE REPORT** Theory, query models, SQL statements, distribute reports using bursting, Analyze reports by joining queries, dynamic headers and titles that reflect report data, tooltips that clarify report data, send, emails using links in a report.	**9**
V	**IBM COGNOS ANALYTICS: ADVANCED ACTIVE REPORT CONTROLS** Active Reports, debug active report, Examine Active Report controls, Active Report variables, Create a simple Active Report using Static and Data-driven controls, decks and data decks to display traditional charts creation and analysis of Dashboard.	9

Course Outcome:

- Understand the vision of Business Intelligence from a global context.
- Applying and analyzing various prompt types and conditionally render objects in reports.

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- Building and create Active Report connection. Creating projects using dashboards, stories and exploration to find business insights
- To understand and apply IBM Cognos Analytics in Market perspective of Business Intelligence.

Recommended Text Books:

1. "Successful Business Intelligence: Unlock the Value of BI & Big Data" by Cindi Howson
2. "Business Intelligence Guidebook: From Data Integration to Analytics" by Rick Sherman
3. "Big Data in Practice: How 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results" by Bernard Marr
4. "Business Intelligence Roadmap: The Complete Project Lifecycle for Decision-Support Applications" by Larissa T. Moss and Shaku Atr

Recommended Reference Books:

1. "Business Intelligence For Dummies" by Swain Scheps
2. "Hyper: Changing the way you think about, plan, and execute business intelligence for real results, real fast!" by Gregory P. Steffine.
3. "Learning Tableau 10 - Second Edition: Business Intelligence and data visualization that brings your business into focus" by Joshua N. Milligan
4. "Business Intelligence: The Savvy Manager's Guide" by David Loshin
5. "Business Intelligence in Plain Language: A practical guide to Data Mining and Business Analytics" by Jeremy Kolb

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Subject Name: Social Media Analytics (SMA)

1. Learning Outcome:

- Familiarize the learners with the concept of social media analytics and understand its significance.
- Familiarize the learners with the tools of social media analytics.
- Enable the learners to develop skills required for analyzing the effectiveness of social media for business purposes

2. Course Contents:

Module No.	Modules with its Contents/Chapters
I	**Introduction to Social Media Analytics (SMA)**: Social media landscape, Need for SMA; SMA in Small organizations; SMA in large organizations; Application of SMA in different areas **Network fundamentals and models:** The social networks perspective - nodes, ties and influencers, Social network and web data and methods. Graphs and Matrices- Basic measures for individuals and networks. Information visualization
II	**Making connections:** Link analysis. Random graphs and network evolution. Social contexts: Affiliation and identity. **Web analytics tools:** Clickstream analysis, A/B testing, online surveys, Web crawling and Indexing. Natural Language Processing Techniques for Micro-text Analysis

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III	**Facebook Analytics:** Introduction, parameters, demographics. Analyzing page audience. Reach and Engagement analysis. Post- performance on FB. Social campaigns. Measuring and Analyzing social campaigns, defining goals and evaluating outcomes, Network Analysis.

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	(LinkedIn, Instagram, YouTube Twitter etc. Google analytics. Introduction. (Websites)		
IV	Processing and Visualizing Data, Influence Maximization, Link Prediction, Collective Classification, Applications in Advertising and Game Analytics Introduction to Python Programming, Collecting and analyzing social media data; visualization and exploration	9	
V	**Practical:** Students should analyze the social media of any ongoing campaigns and present the findings.	---	(30 marks CEC)

3. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Matthew Ganis, Avinash Kohirkar	Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media	Pearson	2016
2	Jim Sterne	Social Media Metrics: How to Measure and Optimize Your Marketing Investment	Wiley	Latest edition
3	Oliver Blanchard	Social Media ROI: Managing and Measuring Social	Que Publishing	Latest edition
		Media Efforts in Your Organization (Que Biz-Tech)		
4	Marshall Sponder	Social Media Analytics	McGraw Hill	Latest edition
5	Tracy L. Tuten, Michael R. Solomon	Social Media Marketing	Sage	Latest edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

4. List of Journals / Periodicals / Magazines / Newspapers, etc.

Date of approval in BOS:
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1. Indian Journal of Marketing
2. The Journal of Social Media in Society
3. Social Networks
4. Journal of Digital and Social Media Marketing
5. Social Media Marketing (Magazine)
6. Brand Equity – Economic Times

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	SGT UNIVERSITY, GURGAON FACULTY OF COMMERCE AND MANAGEMENT		
PROGRAMME	**SEMESTER**	**COURSE NAME**	**COURSE CODE**
BBA ANALYTICS CREDITS 4	Sem-5	**ARTIFICIAL INTELLIGENCE**	

Course Description: The origins of Artificial Intelligence (AI) can be traced to the seminal work done by Alan Turing during the World War time. Advances in computing power have made application of brute force to AI feasible e.g., machine learning. This Cross Functional course offered provides an insight into Artificial Intelligence, Machine Learning, and Robotic Process Automation (RPA).

Course Objectives: The main objective of the course is to provide students an overview of AI and its applications in various fields of Management.

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Course Learning Outcomes: By the end of the course, the students should be able to:

CLO1 Comprehend the Fundamentals, Evolution and Economics of Artificial intelligence (AI)

CLO2 Identify appropriate analytical techniques to solve business scenarios using SPSS

CLO3 Identify potential applications suitable for RPA based on domain knowledge

CLO4 Comprehend Deep Learning techniques and its applications

CLO5 Review the ethical perspective while developing AI applications

Pedagogy: This course uses multiple pedagogies like interactive lecture, students discussions & presentations in order to enhance the learning

Detailed Curriculum

Unit I Introduction to AI
Introduction to AI, History and Evolution of AI, Economics of AI, Application of AI in Industries/Manufacturing, Internet of Things (IoT), AI in logistics, E-Business with AI tools.

Unit II Foundations of AI
Intelligent agents, Search, AI Canvas, 7-step process for framing an AI initiative

Unit III AI & Machine Learning
Fundamentals of AI, Machine Learning and Deep Learning with understanding of key players in the AI ecosystem

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Unit IV Robotic Process Automation
Introduction to Robotics and automation, Robotic Process Automation & Cognitive AI

Unit V Ethics & Future of Work
AI & Ethics, Trolley Problem, Capabilities and Limitations of AI

Text Books	**Author/Publication**
Artificial Intelligence: A Modern Approach (3rd ed.).	Russell, S., Norvig, P.(2010), Prentice Hall
A First Course in Artificial Intelligence	Khemani, D. (2013), McGraw-Hill
Reference Books	**Author/Publication**
Prediction Machines	Agarwal, A., Gans, J. & Goldfarb, A. (2018), Harvard Business Review Press
Artificial Intelligence Basics	Taulli, T. (2019), Apress.

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BBA (Analytics)Fourth Semester
Financial Management -6170402

1. Assessment:

Internal Assessment Marks (Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: The objective of the study is to expose the student to analytical framework guiding financial decision making within the business firm. Emphasis is placed on financial analysis, the evaluation of investment opportunities available to the firm, working capital management, and the analysis of alternative means of financing the firm. To be effective in finance, student must understand how supply and demand interact to determine prices and interest rates and how changes in national economic variables affect industries and firms within that economy.

3. Syllabus:

Unit-1

Financial Management: Meaning, concept, significance, objectives and scope; financial decisions. Time value of money, Risk and Return Analysis.

Unit- 2

Financial Planning: Concept and theories. Capitalization: meaning, types (over capitalization, undercapitalization and optimum capitalization). Financial forecasting: Meaning, purpose, process, types, methods and theories. Sources of finance

Unit-3

Capital Structure: Concept, patterns, point of indifference, theories, sound capital mix, capital gearing, financial distress and pecking order theory. Leverages: Meaning and types (financial leverage, operating leverage, composite leverage).

Cost of Capital: Concept, significance, computation of cost of capital (cost of debt, Inflation adjusted cost of debt, cost of preference capital, cost of equity share capital and CAPM, cost of retained earnings and weighted average cost of capital).

Unit-4

Capital Budgeting: Nature, significance and techniques. Risk and uncertainty in capital budgeting; risk adjusted discounting rate, certainty equivalent method, sensitivity technique, probability technique, standard deviation technique, co-efficient of variation method and decision tree analysis.

Management of Cash and Marketable Securities: Objectives of Cash Management, Factors Determining Cash Needs, Receivables Management: Meaning, Objectives, Credit Policies. Inventory Management: Introduction, Objectives, Techniques.

Date of approval in BOS:
Date of approval in AC:

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4. Suggested Readings:

1. Gupta, S.K.. & Sharma, R.K., Financial Management: Theory and Practice. Sultan Chand and Sons
2. Goel, D. K., Goel, R., & Goel, S,. Accounting for Management and Financial Management. Avichal Publishing Company.
3. Pandey, I. M., Essentials of Financial Management, 4th Edition. Vikas Publishing House.
4. Maheshwari, S. N., Financial Management: Principal and Practices. New Delhi, Sultan Chand.

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Course Title: Industry Session - INTELLIGENT BOT **Course Code:**

L T P C

Course Objective:

- To provide an overview of an exciting field of Artificial Intelligence
- To introduce the tools required to build and study the services like Watson Assistant and WKS.
- To teach the fundamental techniques and principles in achieving the concepts of machine learning and AI.
- To enable students to have skills that will help them to solve complex real-world problems regarding Artificial Intelligence.
- To study, understand and implement each unit according to National Education Policy 2020 and Bloom's Taxonomy.

Course Content

Unit	Content	Hours
I	**Artificial Intelligence Overview** Eras of Computing, types & main focus of AI, ML & its types, Neural Networks, NLP and processes, Use Cases, Computer Vision tools and use cases, Cognitive Computing, Setting up of IBM Bluemix Account.	9
II	**Artificial Intelligence Foundation** IBM Watson and real-world problems, Deep QA Architecture, Commercialization of Watson, Watson Services – capabilities of each Watson service, Watson Knowledge Studio, Usage of Watson API explorer.	12
III	**Chatbots** Chatbot and its applications, growing popularity of chatbots, tools and services for chatbots, Workspace, Intent, entity and dialog nodes. Nodes in a dialog, Advanced Features of a chatbot, Creation of Watson Assistant Instance, Add Intents and test in slack.	10

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Course Outcome:

- Understand the vision of AI from a global context. The CLO has been achieved according to BL1 and BL2 in Unit 1.
- To understand and apply IBM Watson Services in the Market perspective of Big Data. The CLO has been achieved according to BL2 and BL3 in Unit 2.
- Applying and analyzing architecture and APIs with the use of WKS and Watson Assistant.
- To evaluate the application of AI and ML in the Industrial and Commercial sectors. The CLO has been achieved according to BL 5 in Unit 3

TEXT/REFERENCE BOOKS

- Elaine A Rich, "Artificial Intelligence", Tata McGraw-Hill Publishing Company Limited.
- Aurélien Géron, "Hands-On Machine Learning with Scikit-Learn and TensorFlow: Concepts, Tools, and Techniques to Build Intelligent Systems", Shroff Publishers & Distributors Pvt. Ltd.

Further Suggested Readings

- "Artificial Intelligence: A Modern Approach" by Stuart Russell and Peter Norvig.
- "Artificial Intelligence: A New Synthesis" by Nils J Nilsson.

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Course Title: PREDICTIVE ANALYTICS **Course Code:**

L	T	P	C
4	0	4	4

Course Objective:

To provide an overview of an exciting field of Predictive Analytics. To introduce the tools required For the Predictive Analytics. Review and explore data to look at data distributions and to identify data problems, including missing values. To enable students to have skills that will help them to solve complex real-world problems in for decision support.
To study, understand and implement each unit according to National Education Policy 2020and Bloom's Taxonomy.

Course Content

Unit	Content	Hours
I	**ANALYTICS OVERVIEW** Definition of business Analytics with real time examples, How Predictive analytics: Transforming data into future insights, Analytics trends: Past, Present & Future, Towards a Predictive enterprise.	9
II	**IBM SPSS MODELER & DATA MINING** What is a Data Mining applications? Strategy for data mining: CRISP-DM, Identify nodes and streams, The framework of a Data – mining project, Brief the unit of analysis, Explain the type of dialog box.	9
III	**UNIT OF ANALYSIS** Concepts of Unit of analysis (Distinct, Aggregate, SetToFlag), Integrate data, CLEM Expression, Role of Relationship between two fields, Identifying the modeling objective.	9
IV	**ADVANCED DATA PREPARATION WITH IBM SPSS MODELER** Functions to enrich data, Method to transform data, Cross-record functions, Sampling, Partitioning and sampling data, Improving Efficiency.	9

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V	**PREDICTIVE ANALYTICS WITH IBM WATSON STUDIO** IBM Watson Studio, Watson studio Components, Data preparation, Watson Machine learning, Data Refinery, Watson Studio Neural Network Modeler, IBM Watson Studio jobs, Use case with AutoAI.	9
VI	**PROJECT** Predicting using IBM SPSS Modeler & IBM Watson with real Case studies.	

Course Outcome:

- The syllabus adhere to all Bloom's Taxonomy Levels and has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:
- Understand and critically apply the concepts and methods of Business analytics. The CLO has been achieved according to BL1 and BL2 in Unit 1.
- To understand and apply IBM SPSS Modeler in Data Mining, what kinds of data can be mined, what kinds of patterns can be mined? The CLO has been achieved according to BL2 and BL3 in Unit 2.
- Applying and analyzing how to use functions, deal with missing values, use advanced field operations, handle sequence data and improve efficiency. The CLO has been achieved according to BL2, BL3 & BL4 in Unit 3 & 4.
- To evaluate the Model on the basis of different Predictive Methods. The CLO has been achieved according to BL2, BL3, BL4 & BL5 in Unit 4.
- Building and create advanced analytical model that leverage historical data to uncover real-time insights to predict future events. The CLO has been achieved according to BL3, BL5 & BL6 in Unit 6.

- Satya Raju, Management- Text & cases, PHI, New Delhi.
- Koontz Harold &Weihrich Heinz – Essentials of management (Tata McGraw Hill, 5th Edition,2008)
- Principles of Management, George R. Terry & S.G. Franklin, AITBS, Delhi

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• L. M. Prasad- Principles and Practices of Management, Sulatn Chand & Sons, 7th edition, 2007.
• N M Khandelwal- Indian Ethos & Values for Management- Himalyan Publishing

Recommended Reference Books:

• IBM Courseware
• Predictive Analytics Mesmerizing & fascinating by ERIC SIEGEL

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Bigdata Frameworks

1. Name of the Department- Computer Science & Engineering

2. Course Name	**Bigdata Frameworks**	**L**	**T**	**P**		
3. Course Code		**3**	**0**	**0**		
4. Type of Course (use tick mark)		**Core 0**	**PE(✓)**	**OE 0**		
5. Pre-requisite (if any)		**6. Frequency (use tick marks)**	Even **0**	Odd (√)	Either Sem ()	Every Sem ()

7. Total Number of Lectures, Tutorials, Practical (assuming 12 weeks of one semester)

Lectures = 36 **Tutorials = 0** **Practical = 0**

8. Course Description

This course is aimed to understand the need of Big Data, challenges and different analytical architectures

1. Learning Objectives:

2.Installation and understanding of Hadoop Architecture and its ecosystems
3.Processing of Big Data with Advanced architectures like Spark.
4.Describe graphs and streaming data in Spark

10. Course Outcomes (COs):

At the end of the course student will be able to
1.Discuss the challenges and their solutions in Big Data
2.Understand and work on Hadoop Framework and eco systems.
3. Explain and Analyse the Big Data using Map-reduce programming in Both Hadoop and Spark framework.
4. Demonstrate spark programming with different programming languages.
5.Demonstrate the graph algorithms and live streaming data in Spark
6. Lab: analyse and implement different frame work tools by taking sample data sets.
7.Project: illustrate and implement the concepts by taking an application problem.

11. Unit wise detailed content

Unit-1 **Number of lectures = 9** Introduction To Big Data

Data Storage and Analysis - Characteristics of Big Data — Big Data Analytics - Typical Analytical Architecture – Requirement for new analytical architecture – Challenges in Big Data Analytics – Need of big data frameworks

Unit — 2 **Number of lectures = 9** Hadoop Framework & Ecosystem

Hadoop — Requirement of Hadoop Framework - Design principle of Hadoop —Comparison with other system - Hadoop Components — Hadoop 1 vs Hadoop 2 — Hadoop Daemon's — HDFS Commands — Map Reduce Programming: I/O formats, Map side join, Reduce Side Join, Secondary sorting, Pipelining MapReduce jobs
Hadoop Ecosystem: Introduction to Hadoop ecosystem technologies: Serialization: AVRO, Co-ordination: Zookeeper, Databases. HBase, Hive, Scripting language: Pig, Streaming: Flink, Storm

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Unit — 3 **Number of lectures = 9** Spark Framework

Introduction to GPU Computing, CUDA Programming Model, CUDA API, Simple Matrix, Multiplication in CUDA, CUDA Memory Model, Shared Memory Matrix Multiplication, Additional CUDA API Features.
Data Analysis with Spark Shell, Writing Spark Application - Spark Programming Batch Coordinator, Python, R, Java - Application Execution.

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Unit — 4 **Number of lectures = 9** Spark SQL and GraphX

SQL Context — Importing and Saving data — Data frames — using SQL — GraphX overview — Creating Graph — Graph Algorithms.

Spark Streaming: Overview — Errors and Recovery — Streaming Source — Streaming live data with spark

12. Brief Description of self-learning / E-learning component

The students will be encouraged to learn using the SGT E-Learning portal and choose the relevant lectures delivered by subject experts of SGT University.

13. Books Recommended

Reference Books

1. Mike Frampton, "Mastering Apache Spark", Packt Publishing, 2015.

2. TomWhite,"Hadoop:TheDefinitiveGuide",O'Reilly,4thEdition,2015.

3. NickPentreath,MachineLearningwithSpark,PacktPublishing,2015.

4. Mohammed Guller, Big Data Analytics with Spark, Apress,2015 5. Donald Miner, Adam Shook, "Map Reduce Design Pattern", O'Reilly, 2012

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Bi data Frameworks Lab

1. Name of the Department- Computer Science & Engineering

2. Course Name	Bigdata Frameworks Lab	**L**	**T**	**P**
3. Course Code		**0**	**0**	**2**
4. Type of Course (use tick mark)		**Core 0**	**PE(Ni)**	**OE 0**

5. Pre-requisite (if any)	**6. Frequency (use tick marks)**	Even **0**	Odd **(-V)**	Either Sem ()	Every Sem 0

7. Total Number of Lectures, Tutorials, Practical (assuming 12 weeks of one semester)

Lectures = 0 **Tutorials = 0** **Practical = 24**

8. Course Description: This course is aimed to understand the need of Big Data, challenges and different analytical architectures

Learning objectives:

1.Installation and understanding of Hadoop Architecture and its ecosystems
2.Processing of Big Data with Advanced architectures like Spark.
3.Describe graphs and streaming data in Spark

9. Course Outcomes (COs):

At the end of the course student will be able to

1.Discuss the challenges and their solutions in Big Data
2.Understand and work on Hadoop Framework and eco systems.
3. Explain and Analyse the Big Data using Map-reduce programming in Both Hadoop and Spark framework.
4. Demonstrate spark programming with different programming languages.
5.Demonstrate the graph algorithms and live streaming data in Spark
6. Lab: analyse and implement different frame work tools by taking sample data sets.
7.Project: illustrate and implement the concepts by taking an application problem.

10. List of Experiments

1. HDFS Commends Map Reduce Program to show the need of Combiner
2. Map Reduce I/O Formats-Text, key-value Map Reducel/O Formats — Nline, Multiline
3. Sequence file Input/Output Formats Secondary sorting
4. Distributed Cache & Map Side Join, Reduce side Join Building and Running a Spark Application Word count in Hadoop and Spark Manipulating RDD
5. Inverted Indexing in Spark Sequence alignment problem in Spark Implementation of Matrix algorithms in Spark Spark Sql programming, Building Spark Streaming application

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DIGITAL MARKETING WITH PRACTICAL APPROACH

UNIT-1

Digital marketing: Introduction and Differentiation with Traditional Marketing, Exploring digital marketing by doing, searching and surfing by Case Analysis on Sports website. Starting with a website creation, adding plug – ins

UNIT-II

Foundations of content marketing, creation of content plan, content creation and promotion, measuring content effectiveness, designing and developing blogs, Creating, promoting and measuring blog content, using newsletter in content, using photos in content marketing.

UNIT-III

An introduction to search engine marketing(SEM), Enhancing the organic search preferences, keyword allocation for improving website's search ability, Online Reputation Management to improve SEM, Enhancing the organic search preferences

UNIT-IV

Creating an advertisement, pay per click advertising, researching keywords, creating a campaign, Understanding social media marketing, building online community, growing an online community, getting started with twitter, Tweeting on twitter, building presence on twitter, getting started with face book, marketing on Facebook, Building your presence on Facebook, understanding instagram and advertising on instagram, developing LinkedIn's business strategy,

Recommended Readings:

1. Deiss, R., & Henneberry, R. (2020). *Digital marketing for dummies*. John Wiley & Sons.
2. Dodson, I. (2016). *The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns*. John Wiley & Sons.
3. Kotler, P. (2017). Marketing 4.0: dal tradizionale al digitale. *Marketing 4.0*, 1-168.
4. Visser, M., Sikkenga, B., & Berry, M. (2019). *Digital Marketing Fundamentals: From Strategy to ROI*. Routledge.

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Financial Institutions & Markets

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L.	T.	p.	C.
		EXTERNAL	TWO TERM	INTERNAL	EXTERNAL	INTERNAL.				
	Financial Institutions & markets	60	20	20			4	-	-	4

Legends : L-Lectures; T-Tutorial/Teacher Guided Students Activity; P-Practical; C-Credits
INTERNAL ASSESSMENT shall be based on the following *components-Quiz/Assignments/Project/Class Participation/Attendance/Synergy;* no component shall exceed **10** marks.

Course Objective

The purpose of this paper is to make the students aware about capital market, working of money market, financial institutions and their working.

Course Content

Unit I:
An Introduction to Financial System and its Components: Financial markets and institutions, financial intermediation. financial system and economic development, an overview of Indian financial system.
Money Market: Definition, Money Market vs. Capital Market, Features, Objectives, Importance of Money Market, Composition of money Market, money market Instruments: Treasury bills, Certificate of deposit, Commercial papers, Commercial Bills, Call money.

Unit II:
Capital Market: Meaning, Characteristics, Functions- Indian Capital Market-Evolution and Growth, Indian debt market; Indian equity market-Primary and Secondary Market, Instruments of Capital Market, Indian Capital Market- Major Issues, Rebound in Indian Capital market. Role of stock exchanges in India. Merchant Banking: Definition, Origin, Services, Progress in India, Problems, Scope, Qualities required for Merchant Banker, Merchant Banker as lead managers, guidelines.

Unit III: Financial Institutions: Depository and non-depository institutions, Commercial banking-introduction, its role in project finance and working capital finance. Development Financial Institutions (DFI's)-An overview and role in Indian economy. Life and non-life insurance companies in India; Mutual Funds-Introduction and their role in capital market development. Non-banking financial companies (NBFCs).

Unit IV:
Venture Capital: Meaning, Concept, Origin, Features, Importance, Activities, Scope, Initiative in India, Guidelines, Methods. Hire Purchase and Leasing: Meaning, Origin, Types, Legal Position, Hire Purchase and Leasing, Problems and Prospects of Leasing Industry in India.

Suggested Readings:

1. L.M.Bhole, Financial Markets and Institutions, Tata McGraw Hill Publishing Company
2. M.Y.Khan, Indian Financial System-Theory and Practice, New Delhi: Vikas Publishing House
3. G.L.Sharma and Y.P.Singh eds. Contemporary Issues in Finance and Taxation, Academic Foundation, Delhi
4. Khan and Jain, Financial Services, Tata McGraw Hill
5. J.K.Singh, Venture Capital Financing in India, Dhanpat Rai and Company, New Delhi.
6. Annual Reports of Major Financial Institutions in India.
7. Frederic S.Mishkin, Stanley Eakins, Financial Markets and Institutions (8th Edition), Pearson
8. Bharati V. Pathak, The Indian Financial System: Markets, Institutions and Services, 3rd Edition, Pearson
9. K.Sriram, Handbook of Leasing, Hire Purchasing and Factor, ICFAI Publications
10. Gledstone, Venture Capital Investing, NY, Prentice Hall

Course Title: Functional Analytics **Course Code:**

L	T	P	C
4	0	4	4

Course Objective:

1. *The course is aimed to provide fundamental knowledge and exposure to the concepts, theories and practices in the field of Sectoral Analytics. This course will equip the students with necessary techniques and skills of Basics of analytics, advantages and challenges & its type to inform, inspire and enlist their activity and willing cooperation in the performance of their jobs. This course's goal is to help to frame business problems from a financial perspective by using data to make better decisions by leveraging cognitive capabilities-Watson.*

Course Content

Unit	Content	Hours
I	**INTRODUCTION OF PYTHON** What is Python, Its advantages and disadvantages, How to run python scripts, How to use variables, String operator and functions, Inputting the data, Working with Boolean and other statements, Use of pandas library for data analysis, Different types of errors that one can encounter while working with Python, Perform visualization using matplotlib.	**9**
II	**BUSINESS ANALYSIS USING FINANCIAL STATEMENTS** Types of Financial Analytics, Difference between primary and secondary markets, Domains of Financial Analytics, Uses of Analytics across Retail banking, Investment banking, Credit ratings/targeted marketing, Fraud detection, Customer relationship management , Application of Financial Analytics across Financial Domains, Retail banking, Investment banking, Quantitative Methods in Finance, Managerial Economics and Corporate Strategy, Financial Management, Financial Modeling Basic concepts and techniques used to construct financial portfolios, Business Analysis Using Financial Statements, Strategic Investment Questions, Strategic acquisitions Questions, Strategic merger Questions.	**9**
III	**UNDERSTAND TRADITIONAL SYSYTEM IN HUMAN RESOUCRCE MANAGEMENT** The pyramid of employee needs, HRMS and HRIS (Traditional Systems in Human Resources Management),HR Analytics, Case Study: How implementation of Workday benefited a company, Issues where HR Analytics	**9**

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	revolves, Use of Analytics for answering to complex problems, Use of HR Analytics across various functions, Need of HR analytics in Business and Industries, Key business issues that can be addressed using HR analytics, Challenges in HR analytics, Ways to deal with existing challenges in HR Analytics, Data Driven HR decisions methods and case study, Basic HR Analytics Tools -IBM Cognos, Using Watson Analytics workforce attrition.	
IV	**PREDICTIVE & PRESCRIPTIVE ANALYTICS** Getting started with IBM Kenexa Talent Insight, New way of working using solutions and technologies to hire and onboard, understand and engage, and grow and retain, Use of Products and tools to realize the promise of a Smarter Workforce, Career Competency Framework, Resource Optimization & Contingency Planning, Business benefits of optimization	**9**
V	**ADVANCED DATA EXPLORATION** IBM SPSS Modeler – Machine Learning, Scoring, data mining, deployment at scale, non linear and iterative, automation and integration, Ad-hoc analysis, hypothesis and model testing, data preparation, data understanding, descriptive statistical analysis	9

Course Outcome:

- Understand the employee pyramid and HR Analytics form
- To understand Resource Optimization & Contingency Planning techniques.
- To Apply the Applications of Financial Analytics
- To Understand the development /identification marketing metrics.

Recommended Text Books:

1.Applying Predictive Analytics Within the Service Sector (Advances in Business Information Systems and Analytics) 30 May 2017 - Rajendra Sahu

2.Data Analytics Made Accessible, by A. Maheshwari

3.Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die by E. Siegel

4.Too Big to Ignore: The Business Case for Big Data, by award-winning author P.Simon

5.Lean Analytics: Use Data to Build a Better Startup Faster, by A. Croll and B. Yoskovitz

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6.Data Smart: Using Data Science to Transform Information into Insight, by J. W. Foreman

7.Human Resources Management, written by Gary Dessler

Recommended Reference Books:

1.The HR Scorecard Brian Becker, Mark Huselid, Dave Ulrich
2.Predictive HR Analytics: Mastering the HR Metric Kirsten & Martin Edwards
3.Investing in people. Financial Impact of Human Resource Initiatives KirsWayne Cascio, John Boudreau
4.Nine Lies About Work: A Freethinking Leader's Guide to the Real World *Marcus Buckingham, Ashley Goodall*

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