Business Analytics-II

<table>
<tr><td>Course Name</td><td>Business Analytics-II</td></tr>
<tr><td>Course Code</td><td>BAS2602</td></tr>
<tr><td>Course Credit</td><td>3</td></tr>
<tr><td>Trimester</td><td>II</td></tr>
<tr><td>Course level Goals (CLGs)</td><td>Gain proficiency in statistics and R, enabling students to analyze data, conduct hypothesis testing, perform regression analysis, and communicate insights effectively for data driven decision making.</td></tr>
<tr><td>Course Outcome (COs)</td><td>
<table>
<tr><th>Course Outcome</th><th>Bloom’s Taxonomy Category</th><th>Level Number</th></tr>
<tr><td>CO1: Recall and understand advanced analytics tools and concepts</td><td>Remember, Understand</td><td>Level 1, Level 2</td></tr>
<tr><td>CO2: Apply business analytics software for real-world data analysis</td><td>Apply</td><td>Level 3</td></tr>
<tr><td>CO3: Analyze business data for forecasting and predictive insights</td><td>Analyze</td><td>Level 4</td></tr>
<tr><td>CO4: Evaluate the accuracy and utility of analytics-based decisions</td><td>Evaluate</td><td>Level 5</td></tr>
<tr><td>CO5: Create visualization reports and presentations from data analysis</td><td>Create</td><td>Level 6</td></tr>
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<tr><td>Pre-Requisite</td><td>Basic statistics</td></tr>
<tr><td>Course Outline</td><td>Introduction to Statistics
Fundamentals of Descriptive Statistics
Measures of Central Tendency (Mean, Median, Mode)
Measures of Asymmetry (Skewness) and Variability (Standard Deviation, Variance)</td></tr>
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	Types of Data Distribution Central Limit Theorem Confidence Intervals Inferential Statistics Hypothesis Testing (Null and Alternative Hypotheses, p-value) Examples of Hypothesis Testing Fundamentals of Regression Analysis Assumptions of Regression Analysis Handling Categorical Data Mathematics for Data Science Basic Probability Concepts Bayes Theorem
References	**Note :** 5. Curricular Activities would include group assignments, group projects, group presentations or any other group activity which the students would get in different subjects which they would be studying in that trimester. 6. 15 hours of faculty interaction will be allocated in each trimester including the VIVA session. 7. SRD in soft form should be submitted to the program one week before the respective trimester end exams. 8. Absolute score range.

	S. No.RanksRange of Absolute Score **1I70-100** **2 II60-69** **3III50-59** **4IV40-49** **5V<40** **Model 3: Co-curricular and extra-curricular Activities** Co-curricular and Extra-Curricular Activities would include group activities where leadership skills are reflected: 1. clubs 2 conduits 3. placements/ summer placements 4. seminars 5. conference 6. round table 7. guest lecture 8. competitions organized by companies / Top B Schools 9. Any activity with the permission of Programme Office Every program will manage and assess the progress of this component as per previous norms. **Module 4: Curricular –Final Psychometric Assessment** At the end of Trimester 4, for final evaluation, a post-test through psychometric each student within a period of 14 - 15 months. The test results/observations have to be appropriately recorded in the final SRD.
Evaluation	□ Self Reflection Diary (SRD) of 20% (20 marks) □ Peer to peer review of 15 % (15 marks) □VIVA of 15 % (15 marks) □Assessment of Co-curricular activities 25% (25 marks) □Assessment of Extra-curricular activities 25% (25 marks)