

AG & SG SIDDHARTHA COLLEGE OF ARTS AND SCIENCES - VUYYURU.

An Autonomous college within the jurisdiction of Krishna University A.P, India.

(With Effect from Academic Year 2018-'19)

COMPUTER SCIENCE	CCSC-403C	2018-'19	B.Com.(C.A)
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SEMESTER –IV PAPER – IV Max. Marks 75 Pass Marks 30 Total Hrs 60

Syllabus: Business Analytics NO. Of. Hours: 5 Credits: 4

Unit-I: 12Hrs
Introduction - Business Analytics Life Cycle - Business Analytics Process - Data concepts - Data exploration & visualization - Business Analytics as Solution for Business Challenges .

Unit-II: 12Hrs
Automated Data Analysis: Tabulation and Cross Tabulation of Data: Univariate, Bivariate and Multivariate Data Analysis – ANOVA.

Unit-III: 12Hrs
Hypothesis Testing: Type 1 & 2 errors - T-test, ANOVA, Chi-Square and correlation- Linear Regression Analysis - Logistic Regression - Cluster Analysis - Market Basket Analysis.

Unit-IV: 14Hrs
Business Data Management: Master Data Management: Data Warehousing and kinds of Architecture – Data Extraction – Transformation and Up-loading of Data – Data Mining – Meta Data – Data Marts – Creating Data Marts – Data Integration – OLTP and OLAP.

Unit-V: 10Hrs
SPSS Packages – Applications and Case Studies.

Suggested Books:

1. Gupta S.P. “Statistical Methods”, Sultan Chand, New Delhi, 2010.
2. K.V. Rao, “Research Methodology in Commerce and Management”, Sterling Publishers, New Delhi, 2012.
3. T.S. Wilkinson & P.L. Bhandarkar, “Methodology and Techniques of Social Research”, 2010.
4. Richard A.Johnson & Dean W.Wichern, “Applied Multivariate Statistical Analysis”, Prentice Hall International Inc., 2007.
5. R.N Prasad and Seema Acharya, “Fundamentals of Business Analytics”, Wiley India
6. Pang-Ning Tan, Michael Steinbach & Vipin Kumar, “Introduction to Data Mining”, Pearson, 2009.
7. Alex Berson, Stephen Smith & Kurt Thearling, “Building Data Mining Application for CRM”, Tata McGraw Hill, New Delhi,2000.

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Model Paper

Business Analytics

NO Of Hours: 5

Credits: 4

Section- A

Answer FIVE Questions. Each Question carries FIVE Marks.

5*5=25M

1. What is the role of Business Analyst?
2. Write a short note on Pivot table?
3. Explain methods of Tabulation?
4. Write a short note on ANOVA?
5. What is T-Test?
6. Explain Scatter diagram method?
7. Describe Data Warehouse?
8. Write a short note on SPSS?

Section- B

Answer FIVE the Questions. Each Question carries TEN Marks.

5*10=50M

9. Explain Business Analytics life cycle?
10. Define Data? Explain about different types of data?
11. Explain different types of Tabulation?
12. What is Hypothesis Testing? Explain One Tailed and Two Tailed test?
13. What is Regression? Explain Logistic Regression?
14. Explain about Data Marts?
15. Explain Different types of OLAP Architecture?
16. Explain Basic steps in working with SPSS?

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SEMESTER – IV	PAPER – III	Max. Marks 75	

Guidelines for paper setting '**BUSINESS ANALYTICS**'

Unit wise weightage of Marks

	Section-A (Short answer questions)	Section-B (essay questions)
Unit-1	2	2
Unit-2	2	1
Unit-3	2	2
Unit-4	1	2
Unit -5	1	1

- Each Short answer question carries 5 marks in Section –A
- Each Essay question carries 10 marks in Section –B
- The Question papers setters are requested to cover all the topics in the syllabus stipulated as per the weightage given by us.