



COURSE DATA SHEET

SEMESTER	I	BATCH	2026-2029
COURSENAME	Business Data Analytics	COURSE CODE	26UBBGE1001
COURSE UNITS	5	COURSE TYPE	Generic Elective
CONTACT HOURS (L-T-P)	4-2-0	CREDITS	4
OFFERED BY	Department of B.COM (BIM)	SHIFT (I / II) Shift I - 8:15 am - 12:50 pm Shift II - 1:00 pm - 5:30 pm	Shift II - 1:00 pm - 5:30 pm

COURSE OBJECTIVES	
1	To understand the concepts, scope and importance of Business Data Analytics.
2	To learn methods of data collection, classification and presentation.
3	To apply descriptive statistical techniques for business decision making.
4	To analyze business data using correlation, regression and time series analysis.
5	To construct and interpret index numbers used in business and economics.

COURSE OUTCOMES: On completion of the course the students will be able to...		
	CO Statement	Cognitive Level
CO1	Utilize proper method to collect data	Apply (K3)
CO2	Calculate Measures of central tendency; Mean, Median and Mode which helps to solve various business problems.	Apply (K3)
CO3	Compute values of variables using Correlation	Analyze (K4)
CO4	Analyze causes and conditions prevailing during occurrence.	Analyze (K4)
CO5	Relate the price level indices and quantity level indices	Analyze (K4)



SYLLABUS

UNIT	TOPICS	HOURS
1	Introduction to Business Data Analytics Business Data Analytics: Meaning, Scope and Importance-Types and Sources of Business Data-Data Collection Methods- Classification and Tabulation of data - Diagrammatic and Graphical Presentation of Data.	15
2	Descriptive Analytics Measures of Central Tendency – Arithmetic Mean, Median, Mode, Harmonic Mean and Geometric Mean. Measures of Variation – Range - Quartile Deviation- Standard deviation	15
3	Relationship Analysis Simple Correlation - Scatter Diagram - Karl Pearson's Correlation - Spearman's Rank Correlation -Regression - Meaning –Simple Linear Regression.	15
4	Time Series Analysis Analysis of Time Series- Causes of variation in Time Series Data - Components of Time series; Additive and multiplicative models – Determination of Trend by Semi average, Moving average and Least squares (Linear only) Methods - Computation of Seasonal indices by Simple average method only	15
5	Index Numbers Index numbers-Definition, Methods of construction of index number – Un weighted -Simple Aggregate, Simple Average of price relatives methods- Weighted index numbers-Aggregative indices- Laspeyre's, Paasche's Bowley's and Fisher's index numbers-Average of Relative Indices- Test of Adequacy. Cost of living index- Simple problems	15
Note (if any)	Theory – 20%; Problems – 80%.	



TEXT/REFERENCE BOOKS/E - RESOURCES:

Text Books	1. Gupta, S.P. Statistical Methods. Sultan Chand & Sons, New Delhi, 2023. 2. Vittal, P.R. Business Statistics. Margham Publications, Chennai, 2020. 3. Rajagopalan, S.P. and Sattanathan, R. Business Statistics and Operations 4. Research. Vijay Nicole Imprint Pvt. Ltd., Chennai, 2025.
Books For Reference	1. Mishra, S.K. (2018). Business Statistics for Managers. Himalaya Publishing House. 2. Kumar, S. & Meena, P. (2020). Business Statistics for Decision Making. Wiley India. 3. Gupta, S.P. (2016). Business Statistics. Sultan Chand & Sons. 4. Agarwal, A. (2016). Business Statistics: A Decision-Making Approach. Wiley India. 5. Sharma, J.K. (2017). <i>Business Statistics: Problems and Solutions</i>. Pearson Education India.
E-Learning Resources	1. www.3.govst.edu 2. https://spu.fem.uniag.sk 3. https://www.statisticshowto.com/ 4. http://www.ddegjust.ac.in/ 5. https://bbamantra.com/business-statistics-importance

PEDAGOGY(TEACHING METHODOLOGY):

- Interactive Lectures
- Tutorial Sessions
- Problem Solving
- Group Discussion
- Assignment & Quiz



CO-PO AND CO-PSO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	3	2	3	1	1	1	2
CO2	2	2	3	3	3	1	3	1	2
CO3	3	3	3	2	2	1	3	2	3
CO4	3	3	2	3	3	1	3	2	3
CO5	3	2	2	3	2	1	2	3	3
Average (Use only filled in cells for calculation)	2.6	2.2	2.6	2.6	2.6	1.0	2.4	1.8	2.6

Correlation Level: 1-Low

2-Moderate

3-Strong

JUSTIFICATION OF CO-PO/PSO MAPPING

CO	PO/PSO	Level of correlation	Justification
CO1	PO1	2	Applies basic statistical concepts for collecting, classifying and presenting business data.
	PO2	1	Demonstrates basic analytical ability in organizing and summarizing business data.
	PO3	3	Develops problem-solving skills through effective data presentation using tables, charts and graphs.
	PO4	2	Uses statistical methods to interpret and organize business data.
	PO5	3	Employs digital tools and statistical techniques for data presentation and analysis.
	PO6	1	Develops awareness of ethical and responsible handling of business data in professional practice.
	PSO1	1	Provides a strong foundation in business statistics and data analytics.
	PSO2	1	Introduces basic quantitative reasoning for business applications.
	PSO3	2	Provides introductory knowledge for business decision-making.
CO2	PO1	2	Applies measures of central tendency and dispersion to solve statistical problems.



	PO2	2	Examines business data using descriptive statistical techniques.
	PO3	3	Solves business problems using appropriate statistical methods.
	PO4	3	Interprets variability and consistency in business data.
	PO5	3	Uses computational tools for statistical calculations.
	PO6	1	Promotes responsible interpretation and reporting of statistical results in business contexts.
	PSO1	3	Strengthens statistical and analytical competency.
	PSO2	1	Enhances quantitative analysis and problem-solving skills.
	PSO3	2	Supports business interpretation using descriptive statistics.
CO3	PO1	3	Applies mathematical concepts to study relationships among business variables.
	PO2	3	Analyzes business data using correlation and regression techniques.
	PO3	3	Develops predictive models to support business decision-making.
	PO4	2	Interprets the strength and direction of relationships between variables.
	PO5	2	Uses statistical software and computational tools for regression analysis.
	PO6	1	Encourages ethical use of analytical models and responsible interpretation of business data.
	PSO1	3	Develops analytical modelling skills required in business analytics.
	PSO2	2	Enhances quantitative reasoning through relationship analysis.
	PSO3	3	Supports business forecasting and managerial decisions.
CO4	PO1	3	Applies statistical methods for analyzing time-dependent business data.
	PO2	3	Examines trends and seasonal variations in business data.
	PO3	2	Uses trend analysis techniques to support planning and forecasting.
	PO4	3	Evaluates business situations using time series analysis.
	PO5	3	Uses analytical tools to estimate trends and seasonal indices.
	PO6	1	Promotes responsible use of business forecasts for informed organizational decision-making.
	PSO1	3	Strengthens analytical skills in business forecasting.
	PSO2	2	Develops competence in predictive analytics.
	PSO3	3	Supports managerial planning through trend analysis.
CO5	PO1	3	Applies statistical knowledge in constructing and interpreting index numbers.
	PO2	2	Analyzes price and quantity changes using index numbers.



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PO3	2	Solves business and economic problems involving index numbers.
PO4	3	Evaluates economic conditions using index number analysis.
PO5	2	Uses computational techniques for index number calculations.
PO6	1	Recognizes the ethical and societal importance of accurate economic and business reporting.
PSO1	2	Applies statistical methods to real-world business and economic data.
PSO2	3	Supports quantitative evaluation of economic indicators.
PSO3	3	Enhances decision-making skills using business and economic indices.

