

B.Com. (Business Analytics)

Syllabus

AFFILIATED COLLEGES

Program Code: 2AQ

2023 – 2024 onwards



BHARATHIAR UNIVERSITY

(A State University, Accredited with “A++” Grade by NAAC,
Ranked 21st among Indian Universities by MHRD-NIRF)

Coimbatore - 641 046, Tamil Nadu, India

Program Educational Objectives (PEOs)	
The B.Com (Business Analytics) program describe accomplishments that graduates are expected to attain within five to seven years after graduation	
PEO1	To develop the strong foundation of business analytical techniques and methods blended with commerce and computer related courses
PEO2	By applying business analytical techniques which helps in problem solving and decision making for business concern
PEO3	This program helps to explore wide knowledge in big data technologies and algorithms to give better inference for various business.
PEO4	Hands on experience in different software helps to resolve complex business analytical problem.
PEO5	To identify and resolve practically relevant business analytic tools to handle data based on diversified commerce conjecture to build and sustain a competitive advantage by expanding analytics capabilities for successful career.

Program Specific Outcomes (PSOs)	
After the successful completion of B.Com (Business Analytics) program, the students are expected to	
PSO1	Hands-on learning of leading analytical tools.
PSO2	To acquire theoretical knowledge of data science tools, but will also gain exposure to business perspectives.
PSO3	The Career opportunities after completion of B.Com (BA) degree are Business Analyst, Quantitative Analyst, Operations Research Analyst and Market research Analyst.
PSO4	Prospective career opportunities and growth in the field of big data analytics
PSO5	Learning trending programming language for career advancements

Program Objectives (POs)	
The B.Com (Business Analytics) program describe accomplishments that graduates are expected to attain within five to seven years after graduation	
PO1	Comprehensive knowledge about various tools and techniques of business Analytics
PO2	Integrating research with business analytics
PO3	Enhance career opportunities globally and nationally in the emerging field of business analytics
PO4	Learn emerging programming language for professional purposes
PO5	Applying business analytical tools in decision making and practical problems.

BHARATHIAR UNIVERSITY: COIMBATORE 641 046
BACHELOR OF COMMERCE WITH BUSINESS ANALYTICS (AFFILIATED COLLEGES)
(For the students admitted during the academic year 2023– 24 onwards)

Part	Course Code	Title of the Course	Credits	Hours		Maximum Marks		
				Theory	Practical	CIA	ESE	Total
		FIRST SEMESTER						
I		Language-I	4	6		25	75	100
II		English-I	4	6		25	75	100
III		Core I: Financial Accounting	4	5		25	75	100
III		Core: II– Fundamentals of Business Analytics	4	4		25	75	100
III		Allied I–Business Statistics I	2	4		25	75	100
III		Core III: Computer Applications Practical - I –Analysis with Excel	3	-	3	30	45	75
IV		Environmental Studies #	2	2		-	50	50
		Total	23	27	3	155	470	625
		SECOND SEMESTER						
I		Language-II	4	6		25	75	100
II		English-II	2	4		25	25	50*
		Language proficiency for employability Naan Mudhalvan Scheme http://kb.naanmudhalvan.in/Bharathiar_University_(BU)	2	2		25	25	50**
III		Core IV– C++	4	6		25	75	100
III		Core V Computer Application Practical II– C++	4	-	4	25	75	100
III		Allied II– Business Statistics II	2	6		25	75	100
IV		Value Education–Human Rights #	2	2		-	50	50
		Total	20	26	4	150	400	550
		THIRD SEMESTER						
I		Language-III	4	4		25	75	100
II		English –III	4	4		25	75	100
III		Core VI–Business Data Mining	3	4		25	75	100
III		Core VII–Security Analysis and Portfolio Management	3	3		25	75	100
III		Core VIII–Database Programming	3	4		30	45	75
III		Allied III: Operations and Strategic Management	2	3		30	45	75
III		Core-IX: Computer Applications Practical III –Database Programming	3	-	4	25	75	100
IV		Skill based Subject -I : Naan Mudhalvan-Digital Skills for Employability(Microsoft Office Essentials) http://kb.naanmudhalvan.in/Special:Filepath/Microsoft_Course_Details.xlsx	2	-	-	25	75	100
IV		Skilled Based Course II–Technological Analytics–Java and Linux Fundamentals	3	2		30	45	75
IV		Tamil @ / Advanced Tamil #(or) Non-major Elective I: Yoga for Human Excellence / Women’s Rights # Constitution of India	2	2		-	50	50
		Total	29	26	4	240	635	875

FOURTH SEMESTER								
I		Language-IV	4	4		25	75	100
II		English– IV	4	4		25	75	100
III		Core X–R Programming	3	4		25	75	100
III		Core XI–Business Intelligence	3	4		30	45	75
III		Core XII–Principles of Financial Management	4	4		25	75	100
III		Allied IV: Principles of Marketing	2	4		30	45	75
III		Core XIII: Computer Application Practical IV–Analysis with SPSS&R	3	-	4	25	75	100
IV		Skill based Subject-III Naan Mudhalvan – office Fundamentals http://kb.naanmudhalvan.in/BharathiarUniversity_(BU)	2			25	75	100
IV		Tamil @ /Advanced Tamil # (or) Non-major elective - II: General Awareness#	2	2		-	50	50
		Total	27	26	4	210	590	800
FIFTH SEMESTER								
III		Core XIV–Python	4	6		25	75	100
III		Core XV – Cost and Management Accounting	4	6		25	75	100
III		Core XVI–Income Tax	4	6		25	75	100
III		Core XVII – Computer Applications: Python- Practical-V	4	-	4	25	75	100
III		Elective-I A. Business Organisation and Models B. Brand Management C. Legal Aspects of Business	3	5		30	45	75
IV		Skill Based Course IV : SAS & SCILAB	3	3		30	45	75
IV		Skill Based Subject- V: Naan Mudhalvan- Accounting and Trading Essentials for Employability (Banking, Lending and NBFC Products and Services- I) http://kb.naanmudhalvan.in/images/3/37/BFSI-2_2023-2024.pdf	2		-	25	75	100
		Total	24	26	4	185	465	650

SIXTH SEMESTER								
III		Core XVIII – Hadoop	3	5	-	25	75	100
III		Core XIX – Computer Applications: Hadoop -Practicals VI	2	-	5	25	75	100
III		Core XX - Practical VII– SAS & SCILAB	2	-	4	30	45	75
III		Elective II A. Financial Markets and Institutions B. Cyber Law C. Goods and Service Tax	3	5	-	30	45	75
III		Elective III A. HR Analytics B. Digital Marketing C. Supply Chain and Logistics Analytics	3	5	-	30	45	75
III		Project Viva Voce	4	6	-	30	45	75
IV		Skill-based Subject-VI: Naan Mudhalvan- Fintech Course (Capital Markets / Digital Marketing / Operational Logistics) <a href="http://kb.naanmudhalvan.in/Bhara
thiar_University_(B
U">http://kb.naanmudhalvan.in/Bhara thiar_University_(B U	2	-	-	25	75	100
V		Extension Activities @	2	-	-	50	-	50
		TOTAL	21	21	9	245	405	650
		GRAND TOTAL	144	152	28	1185	2965	4150

List of elective papers (College can choose any one of the papers as elective)		
Elective I	A	Business Organisation and Models
	B	Brand Management
	C	Legal Aspects of Business
Elective II	A	Financial Markets and Institutions
	B	Cyber Law
	C	Goods and Service Tax
Elective III	A	HR Analytics
	B	Digital Marketing
	C	Supply Chain and Logistics Analytics

No Continuous internal assessment (CIA) only University Examination. @ No University Examination. Only Continuous internal assessment (CIA)

*English II University Semester Examination will be conducted for 50 marks (as per existing pattern of examination) and it will be converted for 25 marks.

** Nan Mudhalvan – Skill courses- external 25 marks will be assessed by industry and internal will be offered by respective course teacher.

Note to be added



First Semester

Course code		TITLE OF THE COURSE	L	T	P	C
Core 1		FINANCIAL ACCOUNTING	5	-	-	4
Pre-requisite		HIGHER SECONDARY : Basic concepts of Accounts	Syllabus version		2021-2022	
Course Objectives:						
The main objectives of this course are to:						
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Reference Books	
1	Nagarajan K.L., Vinayagam . N & P.L.Mani – Sultan Chand & Sons – 2010, 1 st Edition
2	S.K.Maheswari, T.S.Reddy - Advanced Accountancy-Vikas publishers
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.youtube.com/watch?v=FuDFXg4Onzc
2	https://www.youtube.com/watch?v=Z71rEnjW-Z4
3	https://www.youtube.com/watch?v=91m0siLj3-o
Course Designed By:	

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO3	S	S	S	M	S
CO3	S	M	S	S	S
CO4	S	S	S	M	S
CO5	S	M	S	S	S



Course code		TITLE OF THE COURSE	L	T	P	C
Core 2		FUNDAMENTALS OF BUSINESS ANALYTICS	4			4
Pre-requisite		Basic In Business Analytics	Syllabus Version	2021-2022		
Course Objectives:						
The main objectives of this course are to:						
➤ To achieve and establish vital understanding of big data application in business intelligence. ➤ To institute the concept of systematic transformation of process-oriented data into information of underlying business process. ➤ To exhibit knowledge of data analysis techniques and to apply principles of data sciences integrating enterprise reporting.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Outline the business analytical role					K2
2	Examine the business view of information technology application					K4
3	Explain the concepts of OLTP, OLAP and BI					K3
4	Demonstrate the data integration and data modelling concepts					K4
5	List the concepts of Enterprise reporting and BI in real world					k4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1						
INTRODUCTION TO THE BA			15-- hours			
Introduction to the BA Role: Business Analysis -Business Analyst - The evolving role of the Business Analyst - The BA roadmap: different levels of business analysis - The basic rules of Business & Business Analysis - Classical Requirements and Tasks performed by Business Analysts. Project Definition and Scoping: Aspects - Projects phases - Project approaches (Waterfall, Agile, Iterative, Incremental) - The role of the BA across the project lifecycle.						
Unit:2		INFORMATION TECHNOLOGY APPLICATIONS			10-- hours	
Business view of Information Technology Applications: Core business process – Baldrige Business Excellence framework - Key purpose of using IT in business - Enterprise Applications - Information users and their requirements. Data Definition: Types of Data – Attributes and Measurement – Types of data sets – Data quality – Types of Digital Data.						
Unit:3		OLTP and OLAP			10-- hours	
Introduction to OLTP and OLAP – OLTP – OLAP – Different OLAP Architectures – OLTP and OLAP – Data models for OLTP and OLAP – Role of OLAP Tools in BI Architecture. Business Intelligence – Business Intelligence defined – Evolution of BI and Role of DSS, EIS, MIS and Digital Dashboards – Need for BI – BI value chain – Introduction to Business Analytics. BI Definitions and Concepts – BI Component Framework – Need for BI – BI Users – Business Intelligence applications – BI roles and responsibilities.						
Unit:4		DATA INTEGRATION			15-- hours	
Data Integration – Data Warehouse – Goals – Data sources – Extract – Transform, Load – Data Integration – Technologies – Data Quality maintenance – Data profiling. Data Modelling – Basics – Types – Techniques – Fact table – Dimension Table – Typical Dimensional Models – Dimensional modeling life cycle – Designing the Dimensional Model.						

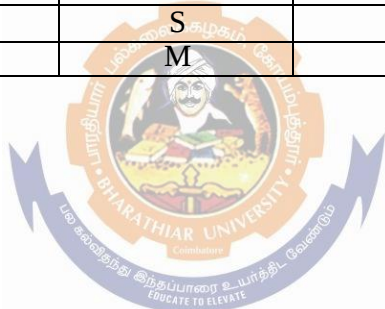
Unit:5	KPIs and PERFORMANCE MANAGEMENT	8-- hours
Measures, Metrics, KPIs and Performance Management – Definition - Measurement system terminology – Role of Metrics and metrics supply chain – fact based decision making and KPIS use of KPIs – potential source for metrics. Enterprise Reporting – Report standardization – Balanced score card – dashboards – scoreboards vs. dashboards. BI in Real world – BI and mobility – BI and cloud computing – BI for ERP systems –Social CRM and BI.		
Unit 6	Contemporary Issues	2 hours
Expert seminars and lectures		
	Total Lecture hours	60-- hours
Text Book(s)		
1	RN Prasad, Seema Acharaya - Fundamentals of Business Analytics – Wiley – Revised Edition 2015.	
2	Pang-Ning Tan, Michael Steinbach, Vipin Kumar – Introduction to Data Mining – Pearson Education - Revised Edition 2015.	
Reference Books		
1	Haydn Thomas – Demonoid – Business Analysis Fundamentals – Pearson Education – 2015 Revised Edition	

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO3	M	S	M	S	S
CO3	S	S	S	S	M
CO4	S	S	S	M	M
CO5	S	S	M	M	M

Course code		TITLE OF THE COURSE	L	T	P	C
ALLIED I		BUSINESS STATISTICS – I	4			2
Pre-requisite		ALLIED I: BUSINESS STATISTICS – I	Syllabus Version			2021-2022
Course Objectives:						
The main objectives of this course are to:						
➤ To enrich the knowledge in statistics and to solve the statistical problems in analysis of business problems. ➤ To be familiar with data collection, graphical presentation and classification of tables. ➤ To inculcate the knowledge of relationship between measures of variation and value deviation.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Produce appropriate graphical and numerical descriptive statistics for different types of data.					K1
2	Apply statistical concepts to analyze the business problems.					K2
3	Explain the concepts of average and range of data collection.					K2
4	Examine the relationship between the variations.					K4
5	Outline the preparation of graph and table.					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
UNIT –I		INTRODUCTION OF BUSINESS STATISTICS			Hours - 12	
Introduction of Business Statistics-Functions, Scope, Importance and Limitations of Statistics-Meaning of Data and information - Classification and Collection of Primary and Secondary Data-Preparing Primary data collection tools- Sampling & Sampling techniques.						
UNIT – II		PRESENTATION OF DATA			Hours - 12	
Presentation of Data – Formation of Frequency distribution table – Classification and Tabulation-Diagrammatic (1D, 2D) and graphical presentation- Graphs of Frequency Distribution –frequency curves – Ogive curve.						
UNIT – III		CENTRAL TENDENCY			Hours - 12	
Measures of Central tendency – Different methods of calculation of Mean, Median, Mode,Geometric Mean and Harmonic Mean – Empirical Relation.						
UNIT - IV		MEASURES OF DISPERSION			Hours - 12	
Measures of Dispersion - Different methods of calculation of Range, Quartile deviation, Mean Deviation, Standard deviation (Grouped and Ungrouped data) , Coefficient of Variation – Relationship between measures of variation, Correcting incorrect values of standard deviation,Lorenz curve.						
UNIT - V		CORRELATION			Hours - 12	
Skewness – Meaning – Measures of skewness- Pearson’s and Bowley’s coefficient of skewness Correlation- Meaning and Definition- scatter diagram, Karl Pearson’s coefficient of correlation, Spearman’s Rank correlation, and Methods of Least squares.						
		Total Lecture hours		60-- hours		

Reference Books	
1	S.P. Gupta and M.P. Gupta, Business Statistics– Sultan Chand & Sons Educational Publishers – New Delhi., 18th Edition -
2	Medhi. J ., Statistical Methods, An introductory text. New Age, 1992. □
3	J.K. Sharma, Business Statistics, Pearson Education India, 2007. □
4	KVK Sharma, Statistics Made Simple: Do it Yourself on PC-
5	Gupta, S.C, and V.K. Kapoor, Fundamentals of Mathematical Statistics- Cultan Chand & Sons – New Delhi. 2001
6	Mood A.M. Graybill F.A and Boes D.C, Introduction to the Theory of Statistics, Mcgraw Hill.
7	
8	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.] PHH Publication □	
1	
2	
3	
Course Designed By:	

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO3	S	S	S	M	S
CO3	S	M	S	S	S
CO4	S	S	S	M	S
CO5	S	M	S	S	S



Course code		TITLE OF THE COURSE	L	T	P	C
Core 3		COMPUTER APPLICATION PRACTICALS I – ANALYSIS WITH EXCEL	-	-	3	3
Pre-requisite		Basics knowledge in MS-Office	Syllabus Version		2021- 2022	

Course Objectives:

The main objectives of this course are to:

- To inculcate the knowledge of MS Excel
- To understand the basic statistics tools & methods

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

1	To outline the Analytical commands in Excel	K2
2	To identify the statistical tools for problem solving	K2
3	To analyze a program using appropriate analytical tool	K3

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

(45 Hours)

1. Suppose that at the beginning of May 2012 you purchased shares in Apple, Inc. (Nasdaq: AAPL). It is now five years later and you decide to evaluate your holdings to see if you have done well with this investment. The table below shows the market prices of AAPL.

DATE	PRICE
2012	59.77
2013	121.19
2014	188.75
2015	135.81
2016	256.88
2017	337.41

a) Enter the data, as shown, into a worksheet and format the table as shown.

b) Create a formula to calculate rate of return for each year. Format the results as percentages with two decimal places.

c) Calculate the total return for the entire holding period. What is the compound average annual rate of return?

d) Create a Line chart showing the stock price from May 2006 to May2011. Make sure to title the chart and label the axes. Now, create an XY Scatter chart of the same data. What are the differences between these types of charts? Which type of chart is more appropriate for this data?

e) Experiment with the formatting possibilities of the chart. For example,

you might try changing it to a 3-D Line chart and fill the plot area with a marble background. Is there any reason to use this type of chart to display this data? Do the “enhancements” help you to understand the data.

2. In your position as research assistant to a portfolio manager, you need to analyze the profitability of the companies in the portfolio. Using the data for Chevron Corporation below:

Fiscal Year	2017	2016	2015	2014	2013
Total Revenue	1,98,198	1,71,636	2,64,958	2,20,904	2,04,892
Net Income	19,024	10,483	23,931	18,688	17,138

- Calculate the net profit margin for each year.
- Calculate the average annual growth rates for revenue and net income using the GEOMEAN function. Is net income growing more slowly or faster than total revenue? Is this a positive for your investment in the company?
- Calculate the average annual growth rate of total revenue using the **AVERAGE** function. Is this result more or less accurate than your result in the previous question? Why?
- Create a Column chart of total revenue and net income. Be sure to change the chart so that the x-axis labels contain the year numbers, and format the axis so that 2017 is on the far right side of the axis.

3. Repeat Problem 2 using the data below for Qualcomm Inc. However, this time you should create a copy of your worksheet to use as a template. Replace the data for Chevron with that of Qualcomm.

Fiscal Year	2017	2016	2015	2014	2013
Total Revenue	10,991	10,416	11,142	8,871	7,526
Net Income	3,247	1,592	3,160	3,303	2,470

- Do you think that Qualcomm can maintain the current growth rates of sales and net income over the long run? Why or why not?
- Which company was more profitable in 2010? Which was more profitable if you take a longer view? Would this affect your desire to invest in one company over the other?

4. Using the data for Paychex, Inc. (Nasdaq: PAYX), presented below:

Fiscal Year	2017	2016	2015	2014	2013
Sales	\$ 2000.82	\$ 2082.76	\$ 2066.32	\$ 1886.96	\$ 1674.60
EBIT	729.31	812.08	854.82	743.27	674.77
Total Net Income	477.00	533.54	576.14	515.45	464.91
Dividends Per Share	1.24	1.24	1.22	1.02	0.69
Basic EPS from total operations	1.32	1.48	1.56	1.35	1.23

Total assets	5,226.30	5,127.42	5,309.79	6,246.52	5,549.30
Accounts payable	37.3	37.33	40.25	46.96	46.67
Total liabilities	3,824.32	3785.94	4113.15	4294.27	3894.46
Retained earnings	856.29	829.50	745.35	1595.10	1380.97
Net cash from operating activity	610.92	688.77	724.67	631.23	569.23

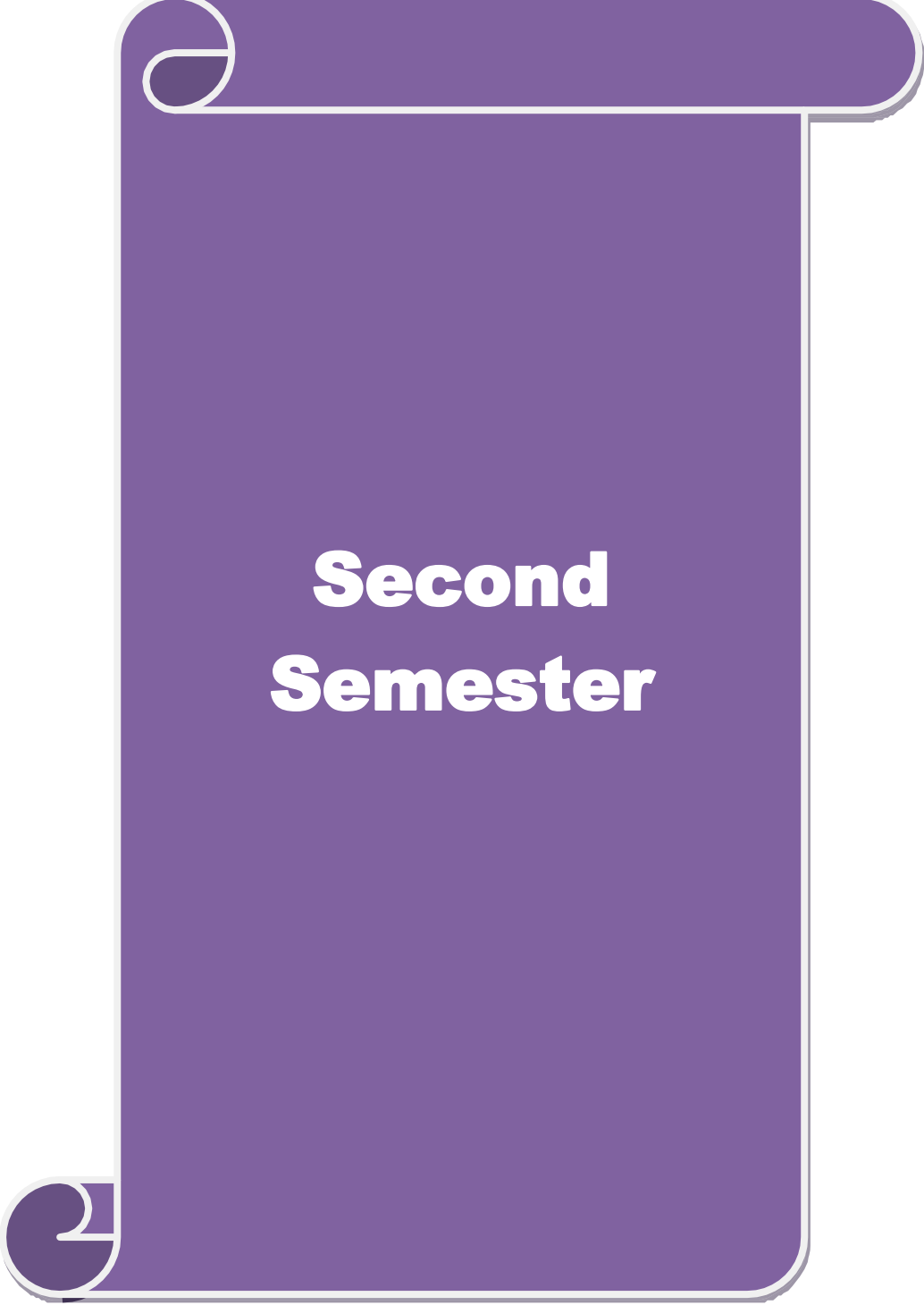
- a) Calculate the ratio of each year's data to the previous year for each of the above items for Paychex, Inc. For example, for the year 2010, $\$2,000.82/\$2,082.76 = 0.9607$.
- a) From your calculations in part a, calculate each year's rate of growth. Using the example in part a, the ratio is 0.9607, so the percentage growth in sales for 2010 is $0.9607 - 1$ or -3.93% .
- b) Calculate the average growth rate (using the **AVERAGE** function) of each of the above items using the results you calculated in part b. These averages are arithmetic averages.
- c) Use the **GEOMEAN** function to estimate the compound annual average growth rate (CAGR) for each of the above items using the results that you calculated in part a. Be sure to subtract 1 from the result of the **GEOMEAN** function to arrive at a percent change. These averages are geometric averages.
- d) Compare the results from part c (arithmetic averages using the **AVERAGE** function) to those for part d (geometric averages using the **GEOMEAN** function) for each item. Is it true that the arithmetic average growth rate is always greater than or equal to the geometric average (CAGR)?

Contrast the results for the geometric averages to those for the arithmetic average for the variables listed below. What do you observe about the differences in the two growth estimates for Sales and Accounts Payable? What do you observe about the differences in the two estimates for Total Assets and Retained Earnings? Hint: Look at the results from part b (the individual yearly growth rates) for each variable to draw some conclusions about the variation between the arithmetic and geometric averages

1. Sales
2. EBIT
3. Total Assets
4. Accounts Payable
5. Retained Earnings
2. Cash budget using What If Analysis
3. Using Goal Seek to calculate Break Even Points
4. Sensitivity analysis of Capital Budgeting – Scenario Analysis, NPV Profile Charts
5. Financial Forecasting- Income Statement, Assets and Liabilities on Balance Sheet
6. Analysing Datasets with Tables and Pivot Tables.

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO3	S	S	S	S	S
CO3	S	S	S	S	M





Second Semester

Course code	TITLE OF THE COURSE		L	T	P	C
Core 4	C++		6			4
Pre-requisite	Basic knowledge in C		Syllabus version		2021-2022	
Course Objectives:						
The main objectives of this course are to:						
➤ To understand the concepts of object oriented programming.						
➤ To develop programming skills in C++ language.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Define the concepts of Object Oriented Programming in C++					K1
2	Summarize the concepts of tokens, expression and control structures C++					K2
3	Develop program involving classes and objects & other concepts.					K3
4	Apply the concept of operator overloading					K4
5	Explain the use of pointer in developing c++ prpgram					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1						
INTRODUCTION TO OBJECT ORIENTED PROGRAMMING			20-- hours			
Principles of Object Oriented Programming – A Look at Procedure and Object Oriented Programming Paradigm – Basic Concepts of Objects Oriented Programming – Benefits of OOP – Object Oriented Languages – Application of OOP – Beginning with C++ – What is C++ – Application of C++ – C++ Statements – Structure of C++ Program.						
Unit:2						
OPERATORS IN C++			18-- hours			
Tokens, Expressions and Control Structures – Tokens – Keywords – Identifiers – Basic and User Defined Data Types – Operators in C++ – Operator Overloading – Operator Precedence – Control Structures. Functions in C++ – The Main Function – Function Prototyping – Call by Reference – Return by Reference – Inline Functions.						
Unit:3						
CLASSES AND OBJECTS			17-- hours			
Classes and Objects – Introduction – Specifying A Class – Defining A Member Function – Static Data Members – Arrays of Objects – Objects as Function Arguments – Friendly Function – Pointers to Members. Constructors and Destructors – Constructors – Copy Constructors – Dynamic Constructors – Destructors.						
Unit:4						
OPERATOR OVERLOADING			15-- hours			
Operator Overloading – Type Conversions – Introduction – Defining Operator Overloading – Overloading: Unary and Binary Operators – Overloading Binary Operators Using Friends – Manipulation of String Using Operators – Rules for Overloading Operators – Types Conversions – Inheritance – Extending Classes – Defining Derived Classes – Single, Multilevel, Multiple, Hierarchical and Hybrid Inheritance – Virtual Base Classes – Abstract Classes.						
Unit:5						
VIRTUAL FUNCTIONS & WORKING WITH FILES			18-- hours			
Pointers, Virtual Functions and Polymorphism – Pointers to Objects – Pointers to Derived Classes – Virtual Functions. Working With Files – Classes For File Stream Operations – Opening and Closing of a File – File Pointers and their Manipulation – Sequential I/O Operations.						

Unit 6		Contemporary Issues	2 hours
Expert seminars and lectures			
	Total Lecture hours		90-- hours
Text Book(s)			
1	Balaguruswamy. E - Object Oriented Programming with C++, Tata McGraw Hill Publishing Co. Ltd, 4 th edition, Reprint 2009.		
2	Ravichandran.D - Programming with C++, Tata McGraw Hill Publishing Co. Ltd, 5 th edition, Reprint 2009.		
Reference Books			
1	Venugopal K.R., Rajkumar, Ravishankar T. - Mastering C++, Tata McGraw Hill Publishing Co. Ltd, 2nd edition, Reprint 2008.		
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]			
1			
2			
3			
Course Designed By:			

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO3	S	S	S	S	M
CO3	S	S	S	S	S
CO4	S	S	S	M	M
CO5	S	S	M	M	M

Course code		TITLE OF THE COURSE	L	T	P	C
Core 5		COMPUTER APPLICATION PRACTICAL II – C++			4	4
Pre-requisite		Basic application knowledge in C	Syllabus Version		2021-2022	
Course Objectives:						
The main objectives of this course are to:						
➤ To inculcate C++ programming ability among the students.						
➤ To provide knowledge about the implementation of C++ concepts in to programming						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Demonstrate C++ Programming Structure					K1, K2
2	Apply operators and functions of C++					K3
3	Illustrate the object oriented concept in programming					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
						60-- hours
Syllabus						
1. Odd and Even series						
2. Maximum and Minimum Numbers						
3. Arithmetic operations using member functions						
4. Students details						
5. Details of manager using array of objects						
6. Computation of mean values using friend function						
7. Swapping of two values using friend function						
8. Static Member function using static data member						
9. Sum of two complex numbers using constructors						
10. String Manipulation using dynamic constructors						
11. Destroy the object using Destructors						
12. Simple and compound interest using Single Inheritance						
13. Calculation of Depreciation						
14. Hybrid Inheritance						
15. Virtual Functions.						

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO3	S	S	M	S	S
CO3	S	S	S	S	S

Course code		TITLE OF THE COURSE	L	T	P	C
Allied II		Business Statistics II	6			2
Pre-requisite		Basic Knowledge in Arithmetic Calculation	Syllabus Version			2021-2022
Course Objectives:						
The main objectives of this course are to:						
➤ To analysis a data for the purpose of exploration using descriptive and inferential statistics. ➤ To solve the creative application statistical problems ➤ To enable the students to learn the Statistical methods of inferential statistics.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Explain the creative application of linear regression in multivariate context for predictive purpose.					K1
2	Understand probability and sampling distribution.					K2
3	Understand the concepts of chi-square test.					K2
4	Understand the statistical tools for multivariate data set.					K2
5	Examine the data reliability and validity of the data set.					K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
UNIT – I		REGRESSION ANALYSIS			Hours - 18	
Regression Analysis - Meaning of regression and linear prediction- Regression in two variables- Regression equation - Regression coefficients, Standard errors of estimates, Coefficient of determination.						
Time Series- Meaning, Components and models – Business forecasting- Methods of estimating trend Graphic, semi- average, Moving average and Method of Least squares- Different variation (Seasonal, cyclical, irregular).						
UNIT – II		PROBABILITY			Hours - 18	
Probability – introduction, meaning and application of Probability – Addition and Multiplication theorem- Bayes theorem – Practical problems.						
Sampling from finite population – simple random sampling, stratified random sampling and systematic sampling- estimation of mean, total and their standard errors. Sampling and non- Sampling errors (concepts only).						
UNIT – III		HYPOTHESIS & STANDARD DEVIATIONS			Hours - 18	
Test of Hypothesis: Type I error and II errors- one tailed and two tailed test -Test of significance – standard error- large sample tests with respect to mean, standard deviation proportion, difference between means, standard deviations and proportions - Power test – Neyman – Pearson lemma- Likelihood ratio tests – concept of most powerful test (statements and results only) - chi- Square test – Applications.						
UNIT - IV		ANALYSIS OF VARIANCE			Hours - 18	
Analysis of Variance: one way, two classifications- fundamental principles of experimentation- CRD, RBD and LSD, analysis of co-variance.						
UNIT - V		MULTIVARIATE STATISTICS			Hours – 18	
Multivariate Statistics-validity, Reliability, Types-Multiple regression, Logistic regression- Factor analysis, conjoint analysis, cluster analysis, correspondence analysis, multivariate model building.						
			Total Lecture hours		90-- hours	

Reference Books

1	S.P. Gupta and M.P. Gupta, Business Statistics– Sultan Chand & Sons Educational Publishers – New Delhi., 18th Edition -2014
2	Anderson, David.R., Thomas A. Williams and Dennis J. Sweeney, Statistics for Business and Economics, New Delhi: South Western.
3	J.K. Sharma, Business Statistics, Pearson Education India, 2007.
4	KVK Sharma, Statistics Made Simple: Do it Yourself on PC- PHI Publication
5	Gupta, S.C, and V.K. Kapoor, Fundamentals of Mathematical Statistics- Cultan Chand & Sons – New Delhi. 2001
6	Mood A.M. Graybill F.A and Boes D.C, Introduction to the Theory of Statistics, Mcgraw Hill.
7	Lee, Cheng. et.al, Statistics for Business and Financial Economics, New York: Wiley Heidelberg Dordrecht
8	

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

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Course Designed By:

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO3	S	S	M	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	M
CO5	S	S	S	S	M





Third Semester

Course code	TITLE OF THE COURSE		L	T	P	C
Core 6	BUSINESS DATA MINING		4			3
Pre-requisite	Basic knowledge in data mining		Syllabus Version		2021-2022	
Course Objectives:						
The main objectives of this course are to:						
➤ To understand data mining techniques and algorithm in business analytics. ➤ To apply data preprocessing techniques and tools to solve business problems. ➤ No prerequisite required						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Define the concepts of data warehousing, data mining and data preprocessing					K1
2	Outline the concepts of association rule mining					K2
3	Define the concepts of classification of predication of data using c++					K1
4	Explain the methods of clustering using C++					K4
5	Analyze the data mining tool					K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	DATA WAREHOUSING				10-- hours	
Data Warehousing - Operational Database Systems vs. Data Warehouses - Multidimensional Data Model - Schemas for Multidimensional Databases – OLAP Operations – Data Warehouse Architecture– Indexing – OLAP queries & Tools. Datamining & Data Preprocessing- Introduction to KDD process – Knowledge Discovery from Databases - Need for Data Preprocessing – Data Cleaning – Data Integration and Transformation – Data Reduction – Data Discretization and Concept Hierarchy Generation.						
Unit:2	ASSOCIATION RULE MINING				12-- hours	
Association Rule Mining: Introduction - Data Mining Functionalities - Association Rule Mining- Mining Frequent Itemsets with and without Candidate Generation - Mining Various Kinds of Association Rules - Constraint-Based Association Mining.Data Mining: Data mining tasks- Datamining vs KDD- Issues in data mining, Data Mining metrics, Data mining architecture - Data cleaning- Data transformation- Data reduction - Data mining primitives.						
Association Rule Mining: Introduction Mining single dimensional Boolean association rules from transactional databases - Mining multi- dimensional association rules.						
Unit:3	CLASSIFICATION & PREDICTION				12-- hours	
Classification & Prediction: Classification vs. Prediction – Data preparation for Classification and Prediction – Classification by Decision Tree Introduction – Bayesian Classification – Rule Based Classification – Classification by Back Propagation – Support Vector Machines – Associative Classification – Lazy Learners – Other Classification Methods – Prediction – Accuracy and Error Measures – Evaluating the Accuracy of a Classifier or Predictor – Ensemble Methods – Model Section.						
Unit:4	CLUSTERING				13-- hours	
Clustering: Cluster Analysis: - Types of Data in Cluster Analysis – A Categorization of Major Clustering Methods – Partitioning Methods – Hierarchical methods – Density-Based Methods – Grid- Based Methods – Model-Based Clustering Methods – Clustering High- Dimensional Data – Constraint- Based Cluster Analysis – Outlier Analysis.						

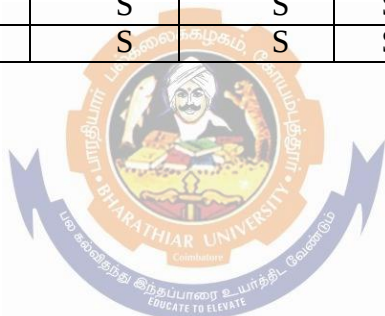
Unit:5	DATA MINING TOOL	11-- hours
Data Mining Tool: Introduction to WEKA – Loading the data (Simple) - Filtering attributes (Simple) - Selecting attributes (Intermediate) – Training a classifier (Simple) - Building your own classifier (Advanced) - Tree visualization (Intermediate) - Testing and evaluating your models (Simple)Regression models (Simple) - Association rules (Intermediate) – Clustering (Simple) - Reusing models (Intermediate) - Data mining in direct marketing (Simple) - Using Weka for stock value forecasting (Advanced).		
Unit 6	Contemporary Issues	2 hours
Expert seminars and lectures		
	Total Lecture hours	60-- hours
Text Book(s)		
1	Jiawei Han and MichelineKamber – Data Mining Concepts and Techniques – Morgan Kaufman – 2011 3 rd Edition.	
2	Ian H. Witten and Eibe Frank – Data Mining Practical Machine Learning Tools and Techniques, Morgan Kaufmann Publication – 2016 4 th Edition.	
	M. H. Dunham – Data Mining Introductory and Advanced Topics, Imprint Pearson Education, 2011 4 th Impression.	
Reference Books		
1	Arun K. Pujari – Data Mining Techniques, Universities Press (India) Pvt. Ltd., 2013 Kindle Edition.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
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Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO3	S	S	M	S	S
CO3	M	S	S	S	M
CO4	S	S	S	M	M
CO5	S	S	S	M	M

Course code		TITLE OF THE COURSE	L	T	P	C
Core 7		SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	3			3
Pre-requisite		Basic knowledge in investment avenues	Syllabus version		2021-2022	
Course Objectives:						
The main objectives of this course are to:						
➤ To familiarize the fundamental concept of Securities and Portfolio Management						
➤ To provide knowledge of risk and return involved in the different types of Securities						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Outline the nature and scope of Investment management					K2
2	Explain the concepts of Security valuation using various techniques					K2
3	Demonstrate the fundamental analysis and its theories					K3
4	Examine the process of portfolio analysis and its relevant theories					K4
5	List the techniques of portfolio plans					K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1		INTRODUCTION TO INVESTMENT MANAGEMENT			8-- hours	
Nature and scope of Investment management: Investment speculation and Gambling- Factors favorable for investment-Investment Media-Features of an investment Programme -The investment Process-Stages in Investment-Structure of Financial Markets-DEMAT-ing - Functions.						
Unit:2		SECURITY VALUATION			8-- hours	
Security Valuation: Elements of Investment-Approaches to Investment-Historical Developments of Investment Management-Basic Valuation Models-Bonds, Preference Shares, Common Stock. Returns: Measurement-Traditional Technique -Holding Period-Yield- Probability Distributions-Statistical Methods. Risk: Risk Classification-Systematic, Unsystematic Risk Measurement-Standard Deviation and Variance-Regression Equation-Correlation Coefficient- Co-variance-Investor's Attitude towards Return and Risk.						
Unit:3		FUNDAMENTAL ANALYSIS			8-- hours	
Fundamental Analysis: Economic Analysis-Industrial Analysis-Company Analysis. Technical Analysis: Assumptions-Dow Theory Charts and Signals-Technical Indicators. Efficient Market Theory: Weak Form-Semi-Strong Form-Strong Form of Market- Experiments and Analysis of Theory. Comparisons with Fundamental and Technical Analysis.						
Unit:4		PORTFOLIO ANALYSIS			9-- hours	
Portfolio Analysis: Traditional Vs. Portfolio Analysis-Markowitz Theory-Efficient Frontier - Sharp ideal Index - Foreign Security Investment - Affecting the India Investor - Opportunities. Portfolio Selection and International Diversification: Types of Investors - Finding Cut off Rate - Internal Diversification.						
Unit:5		TECHNIQUES OF PORTFOLIO			10-- hours	
Techniques of Portfolio Revision: Formula Plans - Constant Rupee Value - Constant Ratio - Variable Ratio - Rupee Cost Averaging. Classification of Investment Companies - Management Performance evaluation - Sharp's Index - Treynor's Index - Jensen's Index - Empirical Tests.						
Unit 6		Contemporary Issues			2 hours	
Expert seminars and lectures						
Total Lecture hours					45-- hours	

Text Book(s)	
1	Preeti Singh – Investment Management, Himalaya Publishing House, 2011, 1 st Edition.
2	Punithavathi Pandian – Security Analysis and Portfolio Management, Vikas Publishing House Pvt. Ltd., 2012 2 nd Edition.
3	Fransics – Investment, S.Chand & Co, 2015, 5 th Edition.
Reference Books	
1	Bhalla V.K – Investment Management, S.Chand & Co, 2010, 10 th Edition.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
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Course Designed By:	

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO3	S	S	S	S	S
CO3	S	S	S	S	M
CO4	S	S	S	S	M
CO5	S	S	S	S	M



Course code	TITLE OF THE COURSE		L	T	P	C
Core 8	DATABASE PROGRAMMING		4			3
Pre-requisite	Basic knowledge in SQL		Syllabus Version	2021-2022		
Course Objectives:						
The main objectives of this course are to:						
➤ To provide comprehensive knowledge about relational and nosql database management system						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Interpret relational database management concepts					K1
2	Develop the tables using normalization					K2
3	Illustrate SQL operators and keys					K3
4	Explain the overview and history of SQL database					K4
5	Motivate the concepts of MongoDB					K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	INTRODUCTION TO DATABASE MANAGEMENT SYSTEM				12-- hours	
Introduction to database management system-Data models-Database system architecture-The SQL Language-Relational database Management System-Candidate key, primary tables key, Foreign key-Relational operators-Attribute domains and their implementations-New conventions for Database object-Structure of SQL statements and SQL writing guidelines-Creating tables-Describing the structure of a table-Populating tables.						
Unit:2	NORMALIZATION PROCESS				12-- hours	
Functional dependencies-Normalization process: 1NF- 2NF-3NF-BCNF. The E-R model-Entities and attributes-Relationships-Normalizing the model-Table instance charts-Implementation of the selection operator-Using aliases to control column headings-Implementation of the projection and join operators-Creating foreign keys and primary keys and check constraints-adding and modifying columns-Removing constraints from a table.						
Unit:3	INTRODUCTION TO GROUP FUNCTIONS				12-- hours	
Built in functions-Numeric-Character conversion functions-Introduction to group functions-sum, avg, max, min, count-combining single value and group functions- Displaying specific groups-Introduction to processing date and time-Arithmetic with dates - Date Functions-Formatting dates and time. Sub queries-Correlated queries-Using sub queries to create, update, insert and delete rows from a table-Transaction-Commit, rollback, save point and auto commit-Introduction to PL/SQL-user defined functions-Triggers-Stored procedures.						
Unit:4	OVERVIEW AND HISTORY OF NOSQL				12-- hours	
Overview and History of NoSQL Databases Definition of the Four Types of NoSQL Database, The Value of Relational Databases, Getting at Persistent Data, Concurrency, Integration, Impedance Mismatch, Application and Integration Databases, Attack of the Clusters, The Emergence of NoSQL. Aggregate Data Models: Aggregates - Key-Value and Document Data Models - Column- Family Stores - Summarizing Aggregate-Oriented Databases - More Details on Data Models - Distribution Models - Consistency.						
Unit:5	INTRODUCTION TO MONGODB				10—hours	
Introduction to MongoDB- Getting Started – Querying - Creating, Updating, and Deleting Documents – Querying - Designing Your Application: Indexing - Special Index and Collection Types – Aggregation.						
Unit 6	Contemporary Issues				2 hours	

Expert seminars and lectures		
	Total Lecture hours	60-- hours
Text Book(s)		
1	Ramon A Mata-Toledo Pauline K Cushman – Database Management System, Tata McGrew-Hill Publishing Company Limited, New Delhi, 2010, 2 nd Edition.	
2	Pramod J. Sadalage & Martin Fowler - NoSql Distilled, Pearson Education Inc., 2013Edition.	
3	Kristina Chodorow – MongoDB: The Definitive Guide, O’Reilly Media Inc., 2013 2 nd Edition.	
Reference Books		
1	Ramakrishnan & Gehrke – Database Management Systems, Tata Mc Graw Hill, 2009, 8th edition.	
2	Nilesh Shah – Database System using Oracle, PHI learning Pvt. Ltd., 2014, 2 edition.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
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Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO3	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	M
CO5	S	S	S	S	M

Course code		TITLE OF THE COURSE	L	T	P	C
ALLIED III		OPERATIONS AND STRATEGIC MANAGEMENT	3			2
Pre-requisite			Syllabus Version			2021-2022
Course Objectives:						
The main objectives of this course are to:						
➤ To provide an in-depth study of the various business processes. ➤ To analyze various operations of business system ➤ To enable the production and operation planning of different strategy.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Explain the modern operations functions and MRP in production.					K1
2	Understand product life cycle and control measures of operational system.					K2
3	Apply the concepts of basic tools of quality measurement techniques.					K2
4	Understand the maintenance system of production					K4
5	Examine the SWOT analysis of different strategies.					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
UNIT – I	OPERATIONS MANAGEMENT				Hours - 9	
Operations Management – Introduction – Scope characteristics of modern operations functions – recent trends in production / operations management. Operations planning: Demand forecasting – capacity planning - capacity requirement planning - facility location - facility layout – Resource aggregate planning – Material requirements planning – Manufacturing resource planning – Economic Batch quantity.						
UNIT – II	OPERATIONAL SYSTEMS AND CONTROL				Hours - 9	
Designing of operational systems and control: Product Design, Process design - Selection - Product Life Cycle – Process Planning – Process Selection. Production Planning and Control: Introduction – Control Measures – Time study, Work study, Method study, Job Evaluation, Job Allocation (Assignment Technique), Scheduling Queuing Models, Simulation and Line Balancing – Optimum Allocation of resources – Lean Operations – JIT – Transportation Model and Linear Programming Technique (Formulation of equations only).						
UNIT – III	PRODUCTIVITY AND QUALITY MANAGEMENT				Hours - 10	
Productivity Management and Quality Management: Measurement techniques of productivity index, productivity of employee, productivity of materials, productivity of management resources, productivity of other factors – productivity improving methods – TQM basic tools and certification – ISO standards basics. Project Management: Project planning – project life cycle – Gantt charts, PERT and CPM.						
UNIT - IV	SPARES MANAGEMENT				Hours - 7	
Economics of Maintenance and spares Management: Break down Maintenance – Preventive Maintenance – Routine Maintenance – Replacement of Machine – Spare Parts Management.						
UNIT - V	STRATEGIC ANALYSIS AND STRATEGIC PLANNING				Hours - 10	
Strategic Analysis and strategic planning Situational Analysis –SWOT Analysis – Portfolio Analysis – BCG Matrices – Stages in Strategic Planning – Alternatives in Strategic Planning- Formulation and Implementation of strategy: Strategy formulation function wise (Production Strategy, Marketing Strategy, Man Power Strategy) – Structuring of Organisation for implementation of strategy – Strategic Business Unit – Business Process re-engineering.						
	Total Lecture hours				45-- hours	

Reference Books	
1	Richard, B. Chase, F. Robert, Jacobs Nicholas, J. Aquilano and Nitin, K. Agarwal – Operations Management for Competitive Advantage, Tata McGraw-Hill Education, Reprint 2014, 11 th Edition.
2	Arunkumar, B.K.Agnihotri, Operation Management and Information system, ShuchitaPrakashan (P) Ltd., 2016, 14 th Edition.
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Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
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Course Designed By:	

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO3	S	S	S	M	S
CO3	S	M	S	S	S
CO4	S	S	S	M	S
CO5	S	M	S	S	S



Course code		TITLE OF THE COURSE	L	T	P	C
Core 9		COMPUTER APPLICATION PRACTICAL III – DATABASE PROGRAMMING			4	3
Pre-requisite		Basic application knowledge in SQL	Syllabus Version		2021- 2022	
Course Objectives:						
The main objectives of this course are to:						
➤ To provide comprehensive knowledge about relational and nosql database management system						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Interpret relational database management concepts					K1
2	Develop the tables using normalization					K2
3	Illustrate SQL operators and keys					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
						60-- hours
Syllabus						
1. Normalize the following dataset:						
a) Employee database						
b) Students database						
c) Hospital database						
2. Data Definition Language and Data manipulation Language Table: Student						
Regno number(5) primary key						
Studname varchar2(15)						
Gender char (6)						
Deptname char (15)						
Address char (25)						
Percentage number (4,						
2) Queries:						
a) To create a table, describe a table, alter a table, drop a table, and truncate a table						
b) To insert values, retrieve records, update records, delete records						
3. Create an Employee table with following field.						
Eno number (5) primary key						
Ename varchar2 (20) not null						
Deptno number (2) not null						

Desig char (10) not null

Sal number (9, 2) not null

- Insert values and display the records
- Display sum, maximum amount of basic pay
- List the name of the clerks working in the department 20
- Display name that begins with „G“
- List the names having „I“ as the second character
- List the names of employees whose designation are „Analyst“ and „Salesman“
- List the different designation available in the Employee table without duplication (distinct)

4. Create a student table with the following

fields

Stuno number (5) primary key

Stunm Varchar2 (20)

Age number (2)

Mark1 number (3)

Mark2 number (3)

Mar 3 number

(3) Queries:

- Insert values and display the records
- List the names and age of the student whose age is more than 12
- Display total and average of marks
- Display the names of the maximum total & minimum total student
- List the names of the student that ends with „A“
- List the names of student whose names have exactly 5 characters

5. Create the table PAYROLL with the following fields and insert the values:

Emplno	number (8)
Emplname	varchar2 (8)
Dept	varchar2 (10)
Baspay	number (8, 2)
HRA	number (6, 2)
DA	number (6, 2)
Pf	number (6, 2)
Netpay	number (8, 2)

Queries:

- Update the records to calculate the net pay.
- Arrange the records of the employees in ascending order of their net pay.
- Display the details of the employees whose department is "Sales".
- Select the details of employees whose HRA >= 1000 and DA <= 900.
- Select the records in descending order.

Create a Table Publisher and Book with the following fields: Table: publisher

Pubcode Varchar2 (5)

Pubname Varchar2 (10)

Pubcity Varchar2 (12)

PubState Varchar2 (10)
 Bookcode Varchar2 (5) Table:
 BookBooktitleVarchar2 (15)
 Bookcode Varchar2 (5)
 Bookprice Varchar2 (5)

Queries:

- f) Insert the records into the table publisher and book.
- g) Describe the structure of the tables.
- h) Show the details of the book with the title "DBMS".
- i) Show the details of the book with price>300.
- j) Show the details of the book with publisher name "Kalyani".
- k) Select the book code, book title; publisher city is "Delhi".
- l) Select the book code, book title and sort by book price.
- m) Count the number of books of publisher starts with "Sultan chand".
- n) Find the name of the publisher starting with "S".

6. Create Orders table and customers table with following fields: Table: order

Orderid number (10)
 Customerid number (5)
 Orderdate date
 Table: customers

Customerid number (5)
 Custname varchar2 (10)
 Contactname varchar2 (10)
 Country varchar2 (10)

- a) Perform INNER JOIN, that selects records that have matching values in both tables
- b) Perform LEFT JOIN, that selects records that have matching values in both tables
- c) Perform RIGHT JOIN, that selects records that have matching values in both tables.

7. Create Customer Table and supplier table with following fields: Table: Customer

Cusid number(10)
 FirstName varchar2 (10)
 LastName varchar2 (10)
 City varchar2 (10)
 Country varchar2 (10)
 Phone number (10) Table:
 SupplierSupid number (10)
 CompanyName varchar2 (10)
 ContactName varchar2 (10)
 City varchar2 (10)
 Country varchar2 (10)
 Phone number (10)
 Fax number (10)

- a) Insert the records into the table customer and supplier.
- b) Describe the structure of the tables.
- c) List details of customer table and supplier table.
- d) Perform full outer join from customer on supplier table order by country

MONGODB:

9. Create a Student Database in MongoDB using “use” Command.
10. Create program using crud operation using MongoDB.
11. Create program text search and indexes using MongoDB.
12. Create the replica set in the mongo shell and test the configuration

WEKA:

13. Demonstration of preprocessing on dataset student.arff
14. Demonstration of classification rule process on dataset employee.arff using id3 algorithm
15. Demonstration of clustering rule process on dataset student.arff using simple k-means
16. Demonstration of preprocessing on dataset labor.arff.

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO3	S	S	S	S	M
CO3	S	M	S	S	S

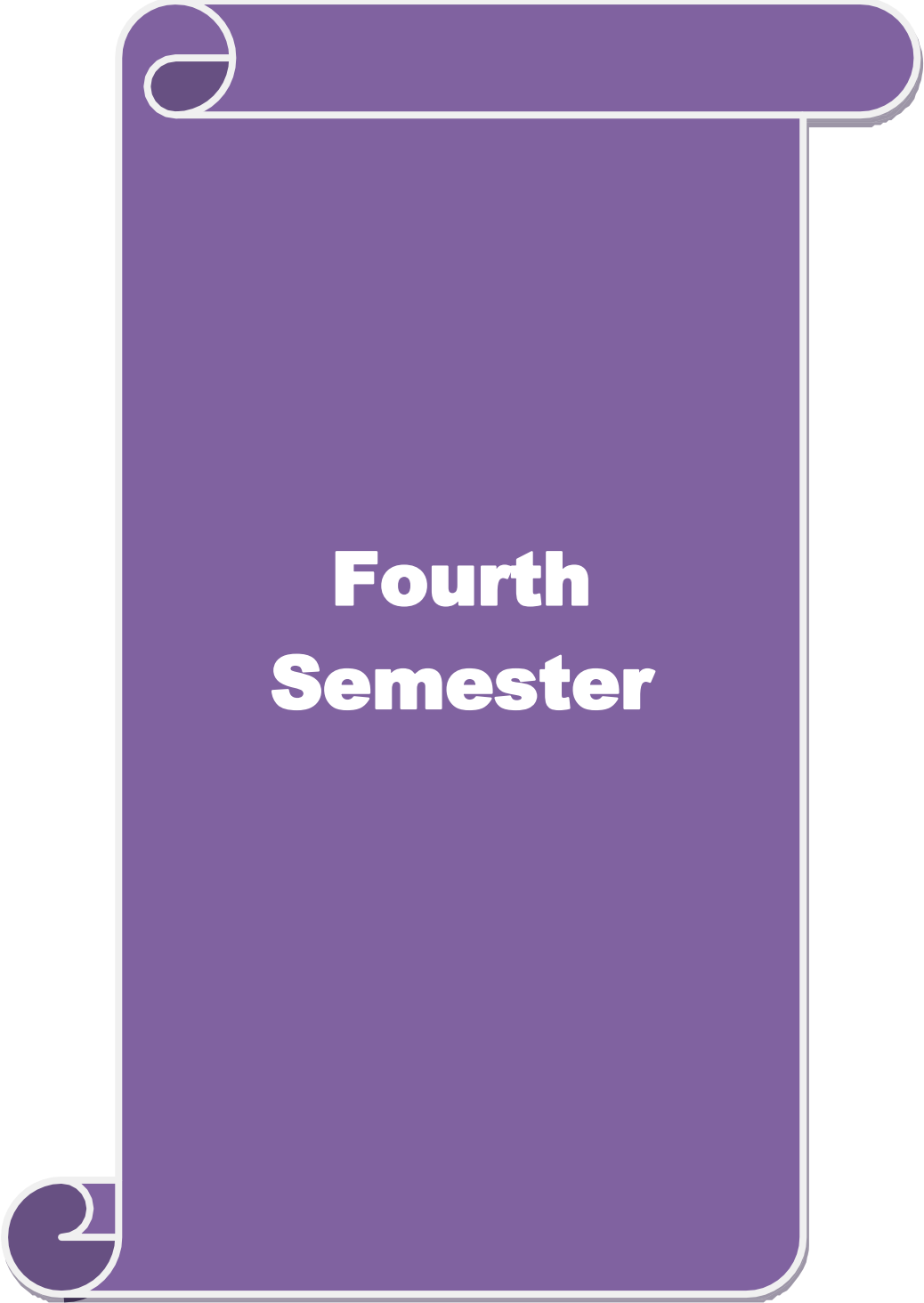


Course code		Technological Analytics - Java & Linux Fundamentals	L	T	P	C
Skill based subject-2		Basic knowledge in java	2	-	-	3
Pre-requisite			Syllabus Version	2021-2022		
Course Objectives:						
1. This course introduces various tools and techniques commonly used by Linux programmers, 2. System administrators and end users to achieve their day to day work in Linux environment. 3. It is designed for computer students who have limited or no previous exposure to Linux						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the fundamental programming concepts of Java				K1	
2	Clear Knowledge on Linux				K2	
3	Relate analysis techniques to data sets				K3	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	BASICS IN JAVA				5 hours	
C++ Vs JAVA, JAVA and Internet and WWW, JAVA support systems, JAVA environment. JAVA program structure,Tokens, Statements, JAVA virtual machine, Constant & Variables, Data Types, Declaration of Variables, Scope of Variables, Symbolic Constants, Type Casting. Operators : Arithmetic, Relational, Logical Assignments, Increment and Decrement, Conditional, Bitwise, Special, Expressions & its evaluation. If statement, if...else...statement, Nesting of if...else... statements, else...if Ladder, Switch, ? operators, Loops – While, Do, For, Jumps in Loops, Labeled Loops						
Unit:2	CLASSES AND OBJECTS				6 hours	
Defining a Class, Adding Variables and Methods, Creating Objects, Accessing Class Members, Constructors, Methods Overloading, Static Members, Nesting of Methods. Inheritance : Extending a Class, Overriding Methods, Final Variables and Methods, Final Classes, Finalize Methods, Abstract methods and Classes, Visibility Control.						
Unit:3	ARRAYS				6 hours	
Arrays : One Dimensional & two Dimensional, strings, Vectors, wrapper Classes, Defining Interface Extending Interface, Implementing Interface, Accessing Interface Variable, System Packages, Using System Package, Adding a Class to a Package, Hiding Classes.						
Unit:4	PACKAGES IN JAVA				5 hours	
Packages - Creating Threads, Extending the Threads Class, Stopping and Blocking a Thread, Life Cycle of a Thread, Using Thread Methods, Thread Exceptions, Thread Priority, Synchronization, Implementing the Runnable Interface.						
Unit:5	LINUX				6 hours	

Linux Basics: Introduction to Linux, Managing Files and Directories: File System of the Linux, File Compression and Archiving. Managing Directories: Creating Directories, Deleting Directories, Dot Directories. General usage of Linux kernel & basic commands: Shell Prompt Terms, Opening and using a Shell Prompt, pwd, ls, cp, mv, head Command, tail Command, cat, grep, chmod		
Unit 6	Contemporary issues	2 hours
	Expert lectures and seminars	
	Total Lecture hours	30 hours
Text Book(s)		
1	E. Balaguruswamy, “ Programming In Java ”, 2nd Edition, TMH PublicationsISBN	
2	Red Hat Enterprise Linux 4: System Administration Guide Copyright, 2005 Red Hat,Inc	
Reference Books		
1	Peter Norton, “ Peter Norton Guide To Java Programming ”, Techmedia Publications	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	-	
2		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	L	M	M
CO2	S	M	M	S	M
CO3	S	M	L	M	S

S- Strong; M-Medium; L-Low



Fourth Semester

Course code		TITLE OF THE COURSE	L	T	P	C
Core 10		R PROGRAMMING	4			3
Pre-requisite		Basic knowledge in Research	Syllabus version		2021-2022	
Course Objectives:						
The main objectives of this course are to:						
➤ To introduce R Programming concepts and to develop programming skills in R Programming						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Relate R Programming concepts with Datasets				K1	
2	Explain data frames using data sets				K2	
3	Outline the data manipulating using SQL for data analyse				K2	
4	Demonstrate the reading and writing of CSV file				K2	
5	Applying statistical tools for complex data analyze				K4	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1		INTRODUCTION TO R			11-- hours	
An overview of R: Introduction to R expressions, variables, and functions-Vectors: Grouping values into vectors, then doing arithmetic and graphs with them- Matrices: Creating and graphing two-dimensional data sets- Calculating and plotting some basic statistics: mean, median, and standard deviation- Factors: Creating and plotting categorized data.						
Unit:2		DATA FRAMES & WORLD DATA			12-- hours	
Data Frames: Organizing values into data frames, loading frames from files and merging them- Working With Real-World Data: Testing for correlation between data sets, linear models and installing additional packages.						
Unit:3		DATA MANIPULATIONS			11-- hours	
Data manipulations: Overview of how to connect database from R-How to run SQL queries from R to fetch data- Data manipulation using SQL to prepare data for analysis.						
Unit:4		READING AND WRITING OF CSV FILE			12-- hours	
Reading and writing of csv file- Importing and exporting of data set-Merging of file having same or different number of column-Reading a file involving date and converting this date into different format-Plotting two series on one graph-one with a left y axis and another with a righty axis-histogram-Multivariate Statistical Techniques like Discriminant Analysis, Factor Analysis.						
Unit:5		COMPLEX STATISTICS			12-- hours	
Formula notation and complex statistics: Analysis of Variance(ANOVA) - Manipulating Data and Extracting Components: Creating data for complex analysis – summarizing data Regression – Simple Linear Regression – Multiple Regression – Curvilinear Regression.						
Unit 6		Contemporary Issues			2 hours	
Expert seminars and lectures						
		Total Lecture hours			60-- hours	

Text Book(s)	
1	Beginning R: The Statistical Programming Language (Wrox) – Dr.Mark Gardener, John Wiley & Sons, Inc., 2016 Revised Edition.
2	The Art of R Programming – Norman Matloff, No Starch Press, 2011 Edition.
3	The R Book – Michael J. Crawle, Wiley, 2008 Edition
Reference Books	
1	Statistical Analysis with R – M.John, Tata Mcgraw Hill Publishing Co.Ltd., October 2010, Edition.
2	Learning R – Richard Cotton, O'Reilly Media, September 2013, Edition.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
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Course Designed By:	

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO3	S	S	M	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	M
CO5	S	S	S	S	M

Course code	TITLE OF THE COURSE		L	T	P	C
Core 11	BUSINESS INTELLIGENCE		4			3
Pre-requisite	Basic knowledge in BI		Syllabus version		2021-2022	
Course Objectives:						
The main objectives of this course are to: To equip knowledge on technical components of Business Intelligence.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Outline the framework of business intelligence					K2
2	Explain the concepts of Business performance management					K2
3	Illustrate the method of text and web mining					K2
4	Examine the business integration and implementation in business					K4
5	Outline the Legal, ethical and privacy issues in Business Intelligence					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	INTRODUCTION TO BUSINESS INTELLIGENCE				12-- hours	
Introduction to Business Intelligence: Framework for Business Intelligence–Intelligence Creation–Transaction Processing Versus Analytic Processing–Major Tools and Techniques of BI.						
Unit:2	BUSINESS PERFORMANCE MANAGEMENT				12-- hours	
Business Performance Management – Strategize–Plan–Monitor–Performance Measurement–BPM Methodologies–Performance Dashboards and Scorecards.						
Unit:3	TEXT AND WEB MINING				12-- hours	
Text and web mining – text mining concepts and definitions – natural language processing – text mining applications – text mining process – text mining tools – web mining overview – web content mining and web structure mining – web usage mining – web mining success stories.						
Unit:4	BUSINESS INTELLIGENCE IMPLEMENTATION				10-- hours	
Business Intelligence Implementation: Integration and Emerging Trends– Implement BI– BI and Integration implementation –Connecting BI systems to Databases and other enterprise systems.						
Unit:5	ON-DEMAND BI				12-- hours	
On-Demand BI–Issues of Legality, Privacy and Ethics–Emerging Topics in BI – the web2.0 revolution – online social networking – virtual worlds – social networks and BI: collaborative decision making – RFID and new BI application opportunities – reality mining.						
Unit 6	Contemporary Issues				2 hours	
Expert seminars and lectures						
	Total Lecture hours				60-- hours	
Text Book(s)						
1	Efraim Turban, Ramesh Sharda, Dursun Delen and David King – Business Intelligence – A Managerial Approach, Pearson, 2012, 2 nd Edition.					
2	Stuart Russel and Peter Norvi, Artificial Intelligence: A Modern Approach, Prentice Hall, 2009, 3 rd Edition.					

Reference Books	
1	Galit Shmueli, Nitin R. Patel and Peter C. Bruce – Data Mining for Business Intelligence, Prentice Hall, 2009, 3 rd Edition.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
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3	
Course Designed By:	

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO3	S	M	M	S	S
CO3	S	S	S	S	S
CO4	S	S	S	M	M
CO5	S	S	M	M	M



Course code	TITLE OF THE COURSE		L	T	P	C
Core 12	PRINCIPLES OF FINANCIAL MANAGEMENT		4			4
Pre-requisite	Basic knowledge in finance		Syllabus version		2021-2022	
Course Objectives:						
The main objectives of this course are to:						
➤ To familiarize the students with the principles and practices of financial management. ➤ To understand the concepts of Financial Management and their application for managerial decision making						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Define and identify the concepts of Financial Management					K1
2	Understand Capital Structure and leverage for strategic Financial Decision Making					K2
3	Apply the concept of cost of capital and techniques of capital budgeting to enhance the investment proposal.					K3
4	Illustrate the importance and estimation of working capital in the organization					K2
5	Outline the concepts of dividend policy					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1			INTRODUCTION TO FINANCIAL MANAGEMENT			15-- hours
Business Finance – Meaning, Definition, Scope, Importance, Finance Functions, Fixed and variable objectives of Financial Management – Factors influencing Financial Decisions – Source of Capital – Financial Planning – Capitalisation – Time Value of Money.						
Unit:2			CAPITAL STRUCTURE			10-- hours
Capital Structure – Introduction – Importance – Financial Break Even Point – Point of Indifference – Optimal Capital Structure – Risk Return Trade off - Theories of Capital Structure, NI, NOI, MM, Arbitrage process – Factors Determining Capital Structure – Capital Gearing. Leverage – Meaning, Types, Impacts, Significance and Limitation.						
Unit:3			COST OF CAPITAL & CAPITAL BUDGETING			10-- hours
Cost of Capital – Meaning – Significance – Classification of cost – Computation of cost of capital – Cost of debt, Preference, Equity and Weighted average Cost of Capital. Capital Budgeting – Meaning – Need – Importance – Kinds and process of Capital BudgetingTechniques of Appraisal of Investment Proposal.						
Unit:4			WORKING CAPITAL MANAGEMENT			15-- hours
Working Capital Management – Meaning, Concepts, Classification, Importance, Objects of working Capital – Factors determining the Working Capital Requirements – Management of working capital – Methods of Estimating Working Capital Requirements. Cash Management – Determining optimum cash balance.						
Unit:5			RECEIVABLES MANAGEMENT & DIVIDENDPOLICY			8-- hours
Receivables Management – Forming of credit policy. Inventory Management – Tools and Techniques of Inventory Management. Dividend Policy - Factors Affecting Dividend – Types of Dividend – Advantages and disadvantages of stable dividend policy – Theory of Relevance and Irrelevance – Bonus Issue – Rights Issue. *Theory Only						

Unit 6		Contemporary Issues	2 hours
Expert seminars and lectures			
		Total Lecture hours	60-- hours
Distribution of marks Theory 40% Problems 60%.			
Text Book(s)			
1	Shashi .K.Gupta, Sharma R.K – Financial Management, Kalyani Publishers, 2013, Reprint.		
2	Khan&Jain - Financial Management, Tata McGraw Hill, 2014, Reprint		
3	Maheshwari S.N - Financial Management, Sultan Chand & Sons, 2013 Reprint		
Reference Books			
1	Pandey I.M - Financial Management, Vikas Publishing House Ltd,q2013, Reprint.		
2	Prasanna Chandra - Financial Management, Tata McGraw Hill, 2014, Reprint.		
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]			
1			
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3			
Course Designed By:			

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO3	S	S	S	S	S
CO3	S	S	S	S	M
CO4	S	S	S	S	M
CO5	S	S	S	M	M

Course code		TITLE OF THE COURSE	L	T	P	C
Allied IV		PRINCIPLES OF MARKETING	4			2
Pre-requisite		Basic Knowledge In Marketing Concepts	Syllabus Version			2021-2022
Course Objectives:						
The main objectives of this course are to:						
➤ To emphasize on the importance of marketing as a strategy for market segmentation and for establishing a market share. ➤ To highlight the role of advertising and personal selling for increased turnover and profitability. ➤ To enable the students to learn the consumer protection act and new marketing approaches.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Explain the modern marketing concepts.					K2
2	Understand functions of marketing and standardization systems.					K2
3	Understand the concepts of marketing promotional strategy.					K3
4	Understand the consumer behavior needs and factors of buying behavior.					K4
5	Examine the needs of consumer protection act and new approaches of marketing.					K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
UNIT – I		INTRODUCTION TO MARKETING			Hours - 12	
Marketing-Definition of Market & Marketing-Classifications of Markets-Marketing & Selling-Objectives & Importance of Marketing – Modern Marketing Concept.						
UNIT – II		MARKETING FUNCTIONS			Hours - 12	
Marketing Functions-Marketing Process-Classification-Functions of Exchange-Physical Supply-Facilitating Functions-Standardization and Grading -AGMARK-BIS/ISI.						
UNIT – III		MARKET MIX			Hours - 12	
Market Mix-Product Mix- Price mix-Market Segmentation-Promotion Mix-Advertising and Personal Selling-Physical Distribution Mix-Functions-Types of Middlemen.						
UNIT - IV		CONSUMER BEHAVIOR			Hours - 12	
Consumer Behavior-Meaning - Need for Studying Consumer Behavior- Factors Influencing Consumer Behavior- Buyers Decision Making Process.						
UNIT - V		CONSUMERISM & CONSUMER PROTECTION ACT			Hours - 12	
Consumerism-Need for Consumer Protection-Consumer Protection Act-Features-Competition Act-Commission Act-RTI Act- Unfair and Restricted Trade Practices-New Approaches in Marketing-Web-Based Marketing-E-Marketing-E-Retailing- Multi Level Marketing- Tele Marketing – Plano gram.						
		Total Lecture hours			60-- hours	
Reference Books						
1	Rajan N. Nair and Sanjith, Nair R – Marketing, Sultan Chand & Sons, 2012, 7th edition.					
2	Chandrasekaran K.S – Marketing Management, The McGraw Hill Companies, 2010 1st Edition.					
3	Pillai R.S.N and Bhagavathi – Modern Marketing Principles and Practice, Sultan Chand & Sons, 2010, 14th edition.					
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]						
1						
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Course Designed By:						

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO3	S	S	S	S	S
CO3	S	S	S	S	M
CO4	S	S	S	S	M
CO5	S	S	S	S	M



Course code	TITLE OF THE COURSE		L	T	P	C																				
Core 13	COMPUTER APPLICATION PRACTICAL IV – ANALYSIS WITH SPSS & R				4	3																				
Pre-requisite	Basic application knowledge in research		Syllabus Version		2021-2022																					
Course Objectives:																										
The main objectives of this course are to:																										
➤ To explore and acquire skills in SPSS and R Programming.																										
Expected Course Outcomes:																										
On the successful completion of the course, student will be able to:																										
1	Understand the fundamental programming concepts of R					K1																				
2	Application of SPSS and R Statistical tools to problems					K2																				
3	Relate analysis techniques to data sets					K3																				
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create																										
			60-- hours																							
Syllabus																										
1. Find Factorial of a number using recursion 2. Write program to calculate Multiplication Table using R 3. Check if a Number is Positive, Negative or Zero 4. Creating vector and matrices using R program. 5. Import and Visualize data using scatter plots 6. Logical statements, cbind/rbind command in R and Create dataset using dataframes and factors and plot a graph.																										
<u>R and SPSS</u>																										
7) Create an SPSS and R Dataset and determine the number of 18-22 year old population in 2000, 2004 and 2005																										
<table border="1"> <tr> <th>PARTICULARS</th> <th>2000</th> <th>2004</th> <th>2005</th> </tr> <tr> <td>UNIVERSITY STUDENT</td> <td>47498</td> <td>66309</td> <td>70153</td> </tr> <tr> <td>NUMBER OF TEACHERS</td> <td>17302</td> <td>19103</td> <td>18098</td> </tr> <tr> <td>NUMBER OF INSTITUTIONS</td> <td>77</td> <td>91</td> <td>90</td> </tr> <tr> <td>NUMBER OF STUDENTS IN THE % OF THE 18-22YEAR-OLD POPULATION</td> <td>10.4</td> <td>13.9</td> <td>15</td> </tr> </table>							PARTICULARS	2000	2004	2005	UNIVERSITY STUDENT	47498	66309	70153	NUMBER OF TEACHERS	17302	19103	18098	NUMBER OF INSTITUTIONS	77	91	90	NUMBER OF STUDENTS IN THE % OF THE 18-22YEAR-OLD POPULATION	10.4	13.9	15
PARTICULARS	2000	2004	2005																							
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NUMBER OF INSTITUTIONS	77	91	90																							
NUMBER OF STUDENTS IN THE % OF THE 18-22YEAR-OLD POPULATION	10.4	13.9	15																							
8) The data below are about the number of tourists in Hungary between 1988 and 1994.																										

Year	Quarters	Number of tourists (thousand persons)	Year	Quarters	Number of tourists (thousand persons)
1988	1	687.5	1990	4	1061.2
1988	2	944.7	1991	1	839
1988	3	1212.8	1991	2	1446
1988	4	999.4	1991	3	2274.7
1989	1	839.8	1991	4	1281.5
1989	2	1126.6	1992	1	868.1
1989	3	1423.4	1992	2	1374
1989	4	1164.8	1992	3	1823.9
1990	1	896.2	1992	4	1319.3
1990	2	1307.8	1993	1	854
1990	3	1887.8			

- Is there any trend in this model? (Normality test)
- Create a graph from the time series!
- Which seasonal decomposition should you use? Why?
- Do a seasonal decomposition! Analyze the parameters and the seasonalfactors!
- Create graphs from the seasonal factors (saf_1, sas_1, stc_1)!
- Determine the number of tourists for the 2nd, 3rd and 4th quarter of 1993!

9) Open the Employee_data.sav file! and analyse the following inSPSS and RTransform / Select Data

- What is the proportion of custodials?
- What is the proportion of women within managers?

Graphs

Create a column diagram about the proportion of employees grouped bygender! Embellish the graph! Put the value of proportions into the chart!

- Transform this column diagram into a pie chart!
- Create a scatter plot about month since hire and beginning salary ifyou set markers bygender! Embellish the graph!
- Create a scatter plot about month since hire and previous experience if you set markersby employment category! Embellishthe graph!
- Define simple box plot about previous experience! Embellish the graph!
- Define simple box plot about the month since hire categorized by theemployment category! Embellish the graph!
- Define box plot about the previous experience categorized by the employment category clustered by gender! Embellish the graph!
- Create a graph to test the normal distribution of beginning salary!

Central Tendencies, Measures of Distribution, Measures of Asymmetry

- Define the central tendencies of month since hire!
- Define the characteristics of distribution of previous experience!
- What is the average salary of employees belonging to the minority?

Correlation and Linear Regression

Is there any relation between previous experience and month since hire?

- b) Determine a linear relation between the month since hire and previous experience of employees!
- c) Define a 90% confidence interval for its b_0 and b_1 parameters!
- d) Define a 90% confidence interval for the y variable!
- e) Open the Cars.sav file!

Transform / Select Data

- a) How old are the cars? Create a new variable as age!
- b) What is the ratio of American, European and Japanese cars within cars with higher consumption than 20 miles per gallon?
- c) What is the ratio of those American cars which have 4-6-8 cylinders?

10. Estimation and Hypothesis Testing

- a) Define a 95% confidence interval for the vehicle weight!
- b) Define a 90% confidence interval for the horsepower!
- c) Define a 98% confidence interval for the time to accelerate!
- d) Test the hypothesis that the average consumption of cars is 20 miles per gallon! ($\alpha = 5\%$)
- e) Use One Sample T Test to determine whether or not the average miles per gallon significantly differ from 24 at 10% significance level!
- f) Test the hypothesis that the average horsepower of cars is 100! ($\alpha = 5\%$)
- g) Test the hypothesis that the average consumption of Japanese and American cars is the same! ($\alpha = 5\%$)
- h) Test the hypothesis that the average consumption of European and American cars is the same! ($\alpha = 10\%$)
- i) Check if the horsepower follows a normal distribution or not!

Statistical Dependence

- a) Create a crosstabs from the model year and the country of origin!
- b) Create a crosstabs from the number of cylinders and the country of origin!
- c) Is there any relationship between the country of origin and engine displacement?
- d) Is there any relationship between the country of origin and horsepower?
- e) Is there any relationship between the country of origin and vehicle weight?

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO3	M	S	S	S	M
CO3	S	S	M	S	S

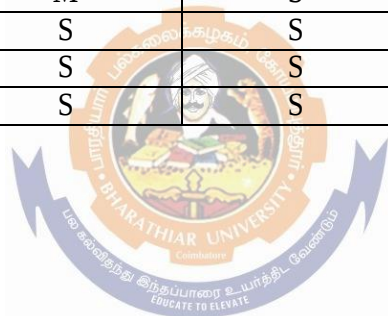


Fifth Semester

Course code	TITLE OF THE COURSE		L	T	P	C
Core 14	PYTHON		6			4
Pre-requisite	Basic knowledge in analytics		Syllabus version		2021-2022	
Course Objectives:						
The main objectives of this course are to:						
➤ To introduce Python concepts and to develop programming skills in Python Programming.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the Python concepts with Datasets					K2
2	Outline the concepts of data frames, data wrangling, plotting and vectorized computation					K2
3	Explain the application of strings					K2
4	Illustrate the unit test using refactoring and generation of XML files					K2
5	Experiment with serializing python objects and packaging python libraries					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	INTRODUCTION TO PYTHON				20-- hours	
Installing Python- Your First Python Program – Native Data Types: Boolean- Numbers-Lists-Tuples-Sets- Dictionaries. Comprehension: Working with files and dictionaries-List Comprehensions-Dictionary Comprehensions- Set Comprehension.						
Unit:2	VISUALISATION				18-- hours	
Pandas – Series and Dataframes – DataFrames and Data wrangling – Visualisation – Plotting – Histograms – Grouping Data – Time series and Statistics - Visualisation in Python- I Python – NumPy Basics: Arrays - Vectorized Computation.						
Unit:3	STRINGS				17-- hours	
Strings: Unicode – Diving in – Formatting Strings – Compound Field Names – Format Specifier – Other common string methods – Slicing a string – Strings versus bytes – Charater encoding of python source code. Regular expression- closure and generators – classes and iterators – Advanced iterators.						
Unit:4	REFACTORING & FILES				15-- hours	
Unit test - Refactoring: Handling changing requirements – Refactoring. Files: Reading from text files – Writing to text files – Binary files – Streams objects from non file sources – standard input, output and error. XML: Parsing XML, Elements are lists, attributes are dictionaries. Generating XML, Parsing broke XML.						
Unit:5	HTTP WEB SERVICES				18-- hours	
Serializing Python Objects- HTTP web services: Features of HTTP, How not to fetch dataover HTTP, Beyond HTTP GET, Beyond HTTP POST. Packaging python libraries: Dictionary Structures – Classifying your package – Checking your setup script from error –creating a source distribution – creating a graphical installer.						
Unit 6	Contemporary Issues				2 hours	
Expert seminars and lectures						
Total Lecture hours				90-- hours		

Text Book(s)	
1	Mark Pilgrim - Dive into Python3, Apress, Revised Edition
2	Phuong Vo. T., H., Martin & Czygan, Getting started with Python Data Analysis, Packt Publishing, 2011.
3	
Reference Books	
1	Allen Downey - Think Python, Green Tea Press Needham, Massachusetts, Revised Edition.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
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Course Designed By:	

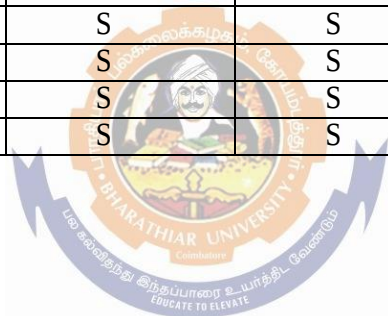
Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO3	S	M	S	S	M
CO3	S	S	S	S	M
CO4	S	S	S	S	M
CO5	S	S	S	M	M



Course code	TITLE OF THE COURSE		L	T	P	C
Core 15	COST AND MANAGEMENT ACCOUNTING		6			4
Pre-requisite	Basic knowledge in Accounting		Syllabus version		2021-2022	
Course Objectives:						
The main objectives of this course are to:						
➤ Knowledge on Classification of Material, Labour and Overheads. ➤ To provide the fundamental knowledge and techniques in Management Accounting ➤ To apply the tools and techniques used to plan, control and make decisions						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Recall various concepts of costing and costing methods				K1	
2	Analyze the material costing with various methods				K4	
3	Explain the labour wage payment system				K2	
4	Outline the various concepts relating to management accounting				K2	
5	Analyze financial statements using ratio analysis				K4	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	INTRODUCTION TO COST ACCOUNTING				18-- hours	
Cost Accounting – Definition, Meaning & Scope – Relationship of Cost Accounting with Financial Accounting and Management Accounting – Methods of Costing – Cost Analysis, Concepts and Classifications – Elements of Cost, Preparation of Cost Sheet and Tender – Costing as an Aid to Management – Limitations and Objections Against Cost Accounting - Reconciliation of Costs and Financial Accounts.						
Unit:2	MATERIAL ISSUES				20-- hours	
Materials – Purchasing of Materials, Procedure and Documentation Involved in Purchasing – Requisitioning for Stores – Methods of Valuing Material Issues – Maximum, Minimum & Re-ordering Levels – EOQ – Perpetual Inventory.						
Unit:3	LABOUR				17-- hours	
Labour – Systems of Wage Payment, Idle Time, Control Over Idle Time – Labour Turnover. Overhead – Classification of Overhead – Allocation and Absorption of Overheads. Activity Based Costing.						
Unit:4	INTRODUCTION TO MANAGEMENT ACCOUNTING				15-- hours	
Management Accounting- Meaning, Objectives & Scope - Need and Significance - Relationship between Management Accounting, Cost Accounting & Financial Accounting. Financial Statement and their importance- Tools for Analysis and Interpretation- Common Size Statements, Comparative statement and Trend Analysis.						
Unit:5	RATIO ANALYSIS				18-- hours	
Ratio Analysis - Significance of Ratios - Ratios for Long term and Short term - Financial Position – Profitability, Liquidity - Uses and Limitations of Ratios. Fund Flow & Cash Flow Analysis.						
Unit 6	Contemporary Issues				2 hours	
Expert seminars and lectures						
			Total Lecture hours		90-- hours	

Text Book(s)	
1	Maheswari. S N - Principles of Cost Accounting, Sultan Chand & Sons, Reprint 2016.
2	Sharma R.K, Sashi K.Gupta & Neeti Gupta – Management Accounting, Kalyani Publishers, Reprinted 2016, IV edition.
3	Reddy T.S and Reddy H.P – Management Accounting, Margham Publications, 2013, VIII Edition.
Reference Books	
1	Jain and Narang - Cost and Management Accounting, Kalyani Publishers, 2013, 21 st Edition. Maheswari S.N - Management Accounting, Sultan Chand and Sons, 2013, Reprint.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
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Course Designed By:	

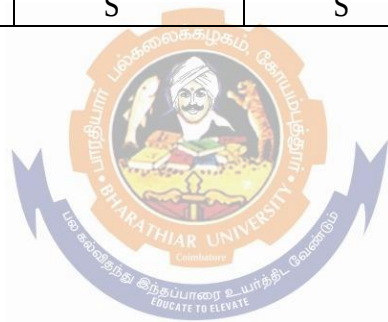
Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO3	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	M
CO5	S	S	S	S	M



Course code	TITLE OF THE COURSE		L	T	P	C
Core 16	INCOME TAX		6			4
Pre-requisite	BASIC KNOWLEDGE IN TAX		Syllabus version		2021-2022	
Course Objectives:						
The main objectives of this course are to:						
➤ To state the laws relating to income tax and procedures. ➤ To equip the students with revised provisions of The Income Tax Act of 1961. ➤ To lay down a foundation for computing gross total income, rebate and the total tax liability of an individual.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Outline the various terminologies related to income tax					K1
2	Understand the method of calculating and levying tax					K2
3	Apply the various tax laws and available provisions in tax computations					K3
4	Evaluate the set off and carry forward of losses while calculating personal income					K5
5	Analyze self-assessment of income and tax computation					K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1						
INTRODUCTION TO TAX			20-- hours			
The Income Tax Act - Definition of Income - Assessment Year - Previous Year - Assessee – Types of Assessee - Scope of Income - Charge of Tax - Residential Status – Exempted Incomes- Incomes which do not Form Part of Total Income - Tax Rates.						
Unit:2			SALARIES		18-- hours	
Computation of Income from salaries – annual accretion – allowances, perquisites and their types and treatment – Profits in lieu of salary and exempted profits – Deductions U/S 16						
Unit:3			INCOME FROM HOUSE PROPERTY & PROFITS AND GAINS OF BUSINESS		17-- hours	
Income from House property – Determination of Annual value – Deductions out of annual value - Profits and Gains of Business or Profession - Meaning of Business or Profession - Computation of Profits and Gains of Business or Profession of an Individual- Expenses Expressly Allowed - Expenses Expressly Disallowed.						
Unit:4			INCOME FROM CAPITAL GAINS		15-- hours	
Income from Capital Gains - Computation of Capital Gains-Income from Other Sources - Computation of Income from Other Sources.						
Unit:5			SET OFF AND CARRY FORWARD		18-- hours	
Set off and Carry Forward Set off losses – Deductions to be made in computing Total Income – Computation of Gross Total Income - Assessment of Individuals. Introduction to e-Filing.						
Unit 6			Contemporary Issues		2 hours	
Expert seminars and lectures						
			Total Lecture hours		90—hours	
Note: 20% theory and 80% problems						

Text Book(s)	
1	Gaur V.P. and Narang D.B. - Income Tax and Practice, Kalyani Publishers, Current Edition.
2	Dinkar Pagare - Income Tax and Practice, Sultan chand & Sons, Current Edition.
Reference Books	
1	Mehrothra - Income Tax and Practice, Sultan chand & Sons, Current Edition.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	
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Course Designed By:	

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO3	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	M
CO5	S	S	S	S	M



Course code		TITLE OF THE COURSE	L	T	P	C
Core 17		COMPUTER APPLICATIONS PRACTICAL V - PYTHON			4	4
Pre-requisite		BASIC APPLICATION KNOWLEDGE IN STATISTICAL CALCULATIONS	Syllabus Version		2021-2022	
Course Objectives:						
The main objectives of this course are to:						
➤ To explore and acquire skills in Python Programming						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Relate statistical calculations				K1	
2	Describe pandas				K2	
3	Apply plotting graphs				K3	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
			60-- hours			
1. Word frequency analysis						
Exercise 1.1. Write a program that reads a file, breaks each line into words, strips whitespace and punctuation from the words, and converts them to lowercase. Exercise 1.2. Go to Project Gutenberg (http://gutenberg.org) and download your favorite out-of-copyright book in plain text format. Modify your program from the previous exercise to read the book you downloaded, skip over the header information at the beginning of the file, and process the rest of the words as before. Then modify the program to count the total number of words in the book, and the number of times each word is used. Print the number of different words used in the book. Compare different books by different authors, written in different eras. Which author uses the most extensive vocabulary? Exercise 1.3. Modify the program from the previous exercise to print the 20 most frequently- used words in the book. Exercise 1.4. Modify the previous program to read a word list (see Section 9.1) and then print all the words in the book that are not in the word list. How many of them are typos? How many of them are common words that should be in the word list, and how many of them are really obscure?						
2. Random numbers						
Exercise 2.1. Write a function named <code>choose_from_hist</code> that takes a histogram as defined in and returns a random value from the histogram, chosen with probability in proportion to frequency.						
3. Word histogram						

Exercise 3.1. reads a file and builds a histogram of the words in the file **Exercise 3.2.** reads emma.txt, which contains the text of Emma by Jane Austen.

Exercise 3.3. updates the histogram by creating a new item or incrementing an existing one. **Exercise 3.4.** count the total number of words in the file by add up the frequencies in the histogram.

4. Most common words

Exercise 4.1. Find the most common words by applying the DSU pattern; most_common takes a histogram and returns a list of word-frequency tuples, sorted in reverse order by frequency.

Exercise 4.2. Prints the ten most common words.

5. Optional parameters

Exercise 5.1. Prints the most common words in a histogram.

6. Dictionary subtraction

Exercise 6.1. Python provides a data structure called set that provides many common set operations. Read the documentation at [http:// docs. python. org/ 2/ library/ stdtypes. html#types-set](http://docs.python.org/2/library/stdtypes.html#types-set) and

Exercise 6.2. Write a program that uses set subtraction to find words in the book that are not in the word list.

Solution: [http:// thinkpython. com/ code/ analyze_ book2. py](http://thinkpython.com/code/analyze_book2.py) .

7. Random words

Exercise 7.2: Use keys to get a list of the words in the book, Build a list that contains the cumulative sum of the word frequencies. The last item in this list is the total number of words in the book, n, Choose a random number from 1 to n. Use a bisection search to find the index where the random number would be inserted in the cumulative sum, Use the index to find the corresponding word in the word list.

Exercise 7.2. Write a program that uses this algorithm to choose a random word from the book. **Solution:** [http:// thinkpython. com/ code/ analyze_ book3. py](http://thinkpython.com/code/analyze_book3.py) .

8. Markov analysis

read a text from a file and perform Markov analysis

Add a function to the previous program to generate random text based on the Markov analysis.

Finally mashup:

Solution: <http://thinkpython.com/code/markov.py>. You will also need <http://thinkpython.com/code/emma.txt>.

9. docstrings for polygon, arc and circle.

Draw a stack diagram that shows the state of the program while executing circle(bob, radius). **Solution:** [http:// thinkpython. com/ code/ polygon. py](http://thinkpython.com/code/polygon.py) .

10. Draws an Archimedian spiral.

Read about spirals at [http:// en. wikipedia. org/ wiki/ Spiral](http://en.wikipedia.org/wiki/Spiral), then (or one of the other kinds). **Solution:** [http:// thinkpython. com/ code/ spiral. py](http://thinkpython.com/code/spiral.py).

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO3	S	M	S	S	S

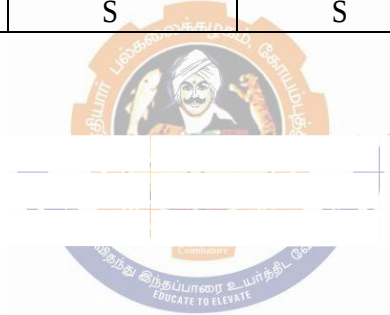


Course code	TITLE OF THE COURSE		L	T	P	C
Elective I A)	BUSINESS ORGANISATION AND MODELS		5			3
Pre-requisite	Basic knowledge in organizational behavior		Syllabus version		2021-2022	
Course Objectives:						
The main objectives of this course are to:						
➤ To enable the students to learn principles and concepts of Business. ➤ To provide a theoretical knowledge about the process of decision making with models of business.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Classify the basic ideas of Business					K2
2	Indicate the Preparation method of business models.					K2
3	Outline the financial models of business					K2
4	Illustrate the marketing and selling models to promote business					K2
5	Explain the models of HR in business					K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1						
INTRODUCTION TO BUSINESS			15-- hours			
Meaning of Business – Entrepreneur (Meaning, Characteristics of an entrepreneur)- Enterprise- a business venture- Business idea and opportunity- Examining some business ideas in agriculture, agro-based enterprises, general trade (including shops), manufacturing products and services (including hotels) and their unique features by incorporating outsourcing.						
Unit:2		BUSINESS PLAN			15-- hours	
Preparing a Business Plan – Retail selling grocery shop; a textiles selling shop; any other consumer goods selling business; a small scale manufacturing unit –Printing Press- Electrical and Electronic goods dealership. Contract works as business - Estimating the returns or profits- Preparing a conceptual and graphic model.						
Unit:3		FINANCING MODEL			15-- hours	
Financing model for a business: Sources for a small business- owned capital, friends and relatives; banks; government sources; suppliers and customers; interest and other costs and the terms and conditions attached to such sources and investing the finance in assets-The working capital cycle.						
Unit:4		MARKETING AND SELLING MODELS			15-- hours	
Marketing and Selling models- Advertising and soliciting customers, customer relationship; Quality assurance; Pricing Methods; Competition and strategies in facing the competition.						
Unit:5		HUMAN RESOURCES IN THE BUSINESS			13-- hours	
Models for managing the human resources in the business- recruitment, training, employee productivity and compensation; Building up organizational procedures and commitment, loyalty.						
Unit 6		Contemporary Issues			2 hours	
Expert seminars and lectures						
Total Lecture hours					75-- hours	

Text Book(s)	
1	Y.K.Bhushan - Business Organisation and Management, Sultanchand& Sons, 2012 edition.
2	C.B. Gupta – Business Organisation and Management, Mayur Paperbacks, 2011 Edition.

3	S.A. Sherlekar – Modern Business Organisation and Management- A System Approach, Himalaya, 2010 edition.
Reference Books	
1	Rashmi Bansal - Take Me Home: The Inspiring Stories of 20 Entrepreneurs, Westlands, 2014 edition.
2	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
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Course Designed By:	

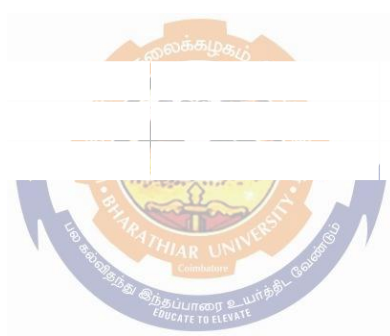
Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO3	S	S	S	S	M
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	M



Course code	TITLE OF THE COURSE		L	T	P	C
Elective I B)	BRAND MANAGEMENT		5			3
Pre-requisite	Basic knowledge in branding		Syllabus version		2021-2022	
Course Objectives:						
The main objectives of this course are to:						
➤ To teach the importance of brand and its impacts among the customers						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Recall the basic concepts of branding and related terms				K1	
2	Compare brand image building and brand positioning strategies				K2	
3	Analyze the impact of brand, brand loyalty and brand audit.				K4	
4	Explain the brand rejuvenation and brand monitoring process				K4	
5	Apply various strategies for brand building and monitoring				K3	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1						
INTRODUCTION TO BRANDING			15-- hours			
Introduction- Basic understanding of brands – concepts and process – significance of a brand – brand mark and trade mark – different types of brands – family brand, individual brand, private brand – selecting a brand name – functions of a brand – branding decisions – influencing factors.						
Unit:2						
BRAND ASSOCIATIONS			15-- hours			
Brand Associations: Brand vision – brand ambassadors – brand as a personality, as trading asset, Brand extension – brand positioning – brand image building.						
Unit:3						
			15-- hours			
Brand Impact: Branding impact on buyers – competitors, Brand loyalty – loyalty programmes – brand equity – role of brand manager – Relationship with manufacturing - marketing- finance - purchase and R & D – brand audit.						
Unit:4						
BRAND REJUVENATION			15-- hours			
Brand Rejuvenation: Brand rejuvenation and re-launch, brand development through acquisition takes over and merger – Monitoring brand performance over the product life cycle. Co-branding.						
Unit:5						
BRAND STRATEGIES			13-- hours			
Brand Strategies: Designing and implementing branding strategies – Case studies.						
Unit 6						
Contemporary Issues			2 hours			
Expert seminars and lectures						
			Total Lecture hours		75-- hours	
Text Book(s)						
1	Kevin Lane Keller, “Strategic brand Management”, Person Education, New Delhi, 2003.					
2	Lan Batey Asian Branding – “A great way to fly”, Prentice Hall of India, Singapore 2002.					
3	Jean Noel, Kapferer, “Strategic brand Management”, The Free Press, New York, 1992.					

Reference Books	
1	Paul Tmeporal, Branding in Asia, John Wiley & sons (P) Ltd., New York, 2000.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
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Course Designed By:	

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO3	S	S	S	S	M
CO3	S	S	S	S	S
CO4	S	S	S	S	M
CO5	S	S	S	S	M



Course code		TITLE OF THE COURSE	L	T	P	C
Elective I C)		LEGAL ASPECTS OF BUSINESS	5			3
Pre-requisite		Basic knowledge of law related to business	Syllabus version		2021-2022	
Course Objectives:						
The main objectives of this course are to:						
➤ To acquaint the student with the knowledge of basic legal aspects under various laws.						
➤ To provide knowledge of the various rights and liabilities under the various laws.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Outline the essential elements of Indian Contract Act					K2
2	Understand the sale of goods act					K2
3	Inspects the nature and registration process in partnership act					K4
4	Explain the importance, types and claim settlement of insurance					K4
5	Examine the need for consumer protection act, its procedures for consumer grievances					K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1						
		LEGAL RULES	15-- hours			
Indian Contract Act – Classification of contracts – Essential elements of contract – Legal rules as to Offer – Acceptance – Consideration. Capacity – Competent parties to a contract – Free consent – Flaw in consent – Legality of object. Performance of contract – Discharge of contract – Remedies for breach of contract.						
Unit:2						
		NEGOTIABLE INSTRUMENTS ACT	15-- hours			
Sale of Goods Act – Formation – Conditions and Warranties – Transfer of property – Performance of contract - Negotiable Instruments Act – Nature – Types- Liabilities of parties – special rules for cheque and drafts- Discharge of negotiable instruments.						
Unit:3						
		LAW OF PARTNERSHIP	15-- hours			
Law of Partnership – Introduction, meaning and nature of partnerships – Registration of firms – Partnership Deed – Relations of partners to one another and third parties – changes in a firm - dissolution						
Unit:4						
		INSURANCE	15-- hours			
Insurance – Definition – Functions – Types of insurance – Principles – Importance to business. Fire insurance – Kinds – Procedure for effecting fire insurance – Policy conditions – Settlement of claims. Marine Insurance – Kinds – Procedure for taking a marine insurance policy – Policy conditions – Settlement of claims.						
Unit:5						
		CONSUMER PROTECTION ACT	13-- hours			
Consumer Protection Act – consumer rights, procedures for consumer grievances redressal – types of consumer redressal machinaries and forums – Competition Act 2002 – copy rights – trademarks, patent Act						
Unit 6						
		Contemporary Issues	2 hours			
Expert seminars and lectures						
Total Lecture hours						
75-- hours						
Text Book(s)						
1	N.D.Kapoor - Elements of Mercantile Law, Sultan Chand, 32 nd Edition.					
2	AkhileshwarPathak - Legal aspects of business, Tata McGraw Hill, 4 th Edition					

Reference Books	
1	Paul Tmeporal, Branding in Asia, John Wiley & sons (P) Ltd., New York, 2000.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	S.S.Gulshan - Business Law, Excel books, 4 th Edition.
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Course Designed By:	

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO3	S	S	S	S	M
CO3	S	S	S	S	S
CO4	S	S	S	S	M
CO5	S	S	S	S	M

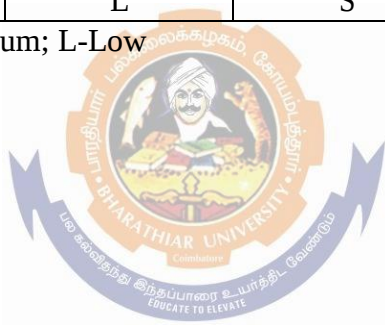


Course code		SAS & SCILAB	L	T	P	C
Skill based subject-4		Basic knowledge in statistics	3	-	-	3
Pre-requisite			Syllabus Version	2021-2022		
Course Objectives:						
1. To understand and analyse using tools in business analytics. 2. To enlighten Programming and graphing capabilities to solve business proble						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Statistical Analytical Software			K ₁		
2	Analysis using Dataset			K ₂		
3	Numerical Computational Package			K ₃		
4	Programming in SAS, using Procedures within SAS and Data Visualization			K ₄		
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	ACCESSING DATA			8 hours		
Accessing Data: Use FORMATTED, LIST and COLUMN input to read raw data files - UseINFILE statement options to control processing when reading raw data files - Use various components of an INPUT statement to process raw data files including column and line pointer controls, and trailing @ controls - Combine SAS data sets using the DATA step. Creating Data Structures: Create temporary and permanent SAS data sets - Create and manipulate SASdate values - Control which observations and variables in a SAS data set are processed and output.						
Unit:2	MANAGING DATA			9 hours		
Managing Data: Sort observations in a SAS data set - Conditionally execute SAS statements - Use assignment statements in the DATA step - Modify variable attributes using options and statements in the DATA step - Accumulate sub-totals and totals using DATA step statements.						
Unit:3	SAS FUNCTIONS			8 hours		
Use SAS functions to manipulate character data, numeric data, and SAS date values - Process data using DO LOOPS - Process data using SAS arrays. Generating Reports: Generate list reports using the PRINT and REPORT procedures - Generate summary reports and frequency tables using base SAS procedures. Enhance reports through the use of labels, SAS formats, user-defined formats, titles, footnotes and SAS System reporting options - Generate HTML reports using ODS statements. Handling Errors: Identify and resolve programming logic errors.						
Unit:4	INTRODUCTION TO SCILAB			7 hours		
Introduction To Scilab - How to get and install Scilab–Programming: Variables, assignment and display – Loops – Tests - 2 and 3D plots - Supplements on matrices and vectors - Calculation accuracy - Solving differential equations - Scilab functions: Analysis - probability and statistics - To display and plot – Utilities.						

Unit:5	INPUT/OUTPUT IN SCILAB	11 hours
INPUT/OUTPUT in Scilab –saving and loading variables–unformatted output to screen -unformatted output to file – working with files – writing to files – reading from keyboard – reading from files – Manipulating strings in Scilab: string concatenation – string function – converting numerical values to strings – string concatenation for a vector of a strings - converting strings to numbers – executing Scilab statements represented by strings – producing labeled output – using disp function		
Unit 6	Contemporary issues	2 hours
	Expert lectures and seminars	
	Total Lecture hours	45 hours
Text Book(s)		
1	Venkat Reddy Konasani, <u>Shailendra Kadre</u> , Practical Business Analytics Using SAS: A Hands-on Guide, Apress, 2015,1 st Kindle Edition	

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	L	L	L	M
CO2	S	L	L	M	M
CO3	S	L	L	L	M
CO4	M	L	S	L	L

S- Strong; M-Medium; L-Low





Sixth Semester

Course code	TITLE OF THE COURSE		L	T	P	C
Core XVIII	HADOOP		5	-	-	3
Pre-requisite	BASIC knowledge in computer		Syllabus version		2021-2022	
Course Objectives:						
The main objectives of this course are to:						
➤ To explore and acquire skills in Hadoop, Pig and Hive.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Relate Hadoop concepts with Datasets					K1
2	Outline the use of Hadoop distribution file system					K2
3	Experiment with MacReduce application for development					K3
4	List the features of MacReduce applications					K2
5	Apply PIG and Hive concepts to integrate					K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit 1	MEET HADOOP & MAP REDUCE				15 hours	
Meet Hadoop: Data – Data Storage and Analysis – Comparison with other systems – A brief history of Hadoop – The Apache Hadoop Project – Map Reduce: A weather dataset – Scaling out - Hadoop streaming - Hadoop pipes.						
Unit 2	HADOOP DISTRIBUTED FILESYSTEM				15 hours	
The Hadoop Distributed Filesystem: The design of HDFS – HDFS concepts – The Command Line interface – Hadoop File Systems – The Java Interface – Data Flow – Parallel copying with distcp – Hadoop archives. Hadoop i/o: Data Integrity – Compression – Serialization – File based data structure.						
Unit 3	MAPREDUCE APPLICATION				15 hours	
Developing a MapReduce Application: The Configuration API – Configuring the development environment – Writing a Unit Test – Running locally on test data – Running on a cluster – Tuning a job – Map Reduce workflows. MapReduce Types and Formats: MapReduce Types – Input Formats – Output Formats.						
Unit 4	SETTING UP A HADOOP CLUSTER				15 hours	
MapReduce Features: Counters – Sorting – Joins – Side Data Distribution – MapReduce library classes. Setting up a Hadoop Cluster: Hadoop Specification – Cluster setup and installation – SSH Configuration – Hadoop Configuration – Post Installation – Benchmarking a Hadoop Cluster – Hadoop in the cloud.						
Unit 5	PIG & HIVE				13 hours	
PIG: Features – modes – modes – PIG Latin – Dataset – Commands and Functions – Operators – Evaluation Functions – Batch Mode – Embedded Mode – PIG vs. SQL. HIVE: Features – Architecture – Data Units – HIVE Query Languages – Database Operations – Tables – Joins – HIVE vs. PIG.						
Unit 6	Contemporary Issues				2 hours	
Expert seminars and lectures						
Total Lecture hours					75 hours	

Text Book(s)	
1	Tom White - Hadoop: The Definitive Guide, O'Reilly, 4th Edition, 2015.
Reference Books	
1	Mark Kerzner, Sujee Maniyam - Hadoop Illuminated, Git-Hub, 2016 Edition
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
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2	
Course Designed By:	

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO3	S	S	S	M	M
CO3	S	M	S	S	S
CO4	S	S	S	M	M
CO5	S	S	S	M	M



Course code		TITLE OF THE COURSE	L	T	P	C
Core XIX		COMPUTER APPLICATIONS PRACTICAL VI – HADOOP	-	-	5	2
Pre-requisite		Basic application knowledge in computer	Syllabus Version		2021-2022	
Course Objectives:						
The main objectives of this course are to:						
➤ To explore and acquire skills in Hadoop Programming.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Relate data as data sets				K1	
2	Describe PIG AND HIVE				K2	
3	Relate analysis techniques to more complex data sets				K3	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
		Total Hours			75 hours	
Syllabus						
1. Perform File Management in Hadoop.						
2. Perform Health Care Analysis using Map Reduce.						
3. Perform Word Count in Map Reduce using Politics dataset.						
4. Find Maximum temperature using Map Reduce.						
5. Perform Inner joins in PIG using Human Resource dataset.						
6. Program to perform job tracker, word count using Travel dataset.						
7. Perform PIG operations using Telecom dataset.						
8. Perform HIVE operations using Politics dataset.						
9. Cross Operation in PIG using Logistics dataset.						
10. Order the data by Ascending and Descending operations Retail Dataset.						

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO3	S	M	S	S	M
CO3	S	S	M	S	S

Course code		SAS & SCILAB	L	T	P	C
Core XX - SAS & SCILAB - Practical VII		Basic knowledge in statistics	-	-	4	2
Pre-requisite			Syllabus Version	2021-2022		
Course Objectives:						
- To understand and analyse using tools in business analytics. - To enlighten Programming and graphing capabilities to solve business problems.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Statistical Analytical Software			K ₁		
2	Import and generate CSV files			K ₂		
3	Analyze the data with different statical measures			K ₃		
4	Perform conditional and logical operations			K ₄		
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
			60 hours			
SAS						
1. Student database: Writing a Basic SAS Program Accessing Data in SAS Libraries Create a sas program by getting input from user for name, age, phone, address. Give datelines with required variables. Enter print command to display result of student.						
2. Car database: Reading and Generating CSV Files Using Snippets & Using the Import Data Utility in SAS Studio Import a car database from permanent database from sas using snippets Rename the file name and generate same csv file. By using import utility option, import an excel file into sas and display the result.						
3. Car Database: a) Creating a New Column in SAS, Performing Conditional Logic in SAS from permanent database take car dataset b) Add new column called Markup by subtracting MDRP with Invoice						
4. Heart Database: a) Pick out heart dataset from permanent database b) give appropriate values to filter a data and display the result c) By using Air Dataset d) Format the date column						
5. Baseball Database: a) Pick out Baseball dataset from permanent database b) Select scatter plot and series plot c) Change the settings in tab, option with necessary arguments						
6. Iris Database: a) Transform the dataset and set analysis variable, categorical variable. b) Apply necessary arguments for selected graph and display the result.						

7. Fish Dataset:
Summary Statistics, Distribution Analysis Using SAS Studio
 - a) Perform summary & distribution analysis on fish dataset.
 - b) Set required variable and give statistic measure to plot the graph
8. Class Database:
 - a) Assign single variable to analyse.
 - b) Apply necessary arguments for selected graph and display the result.
 Cars Database:
 - c) Perform Correlation Analysis, One-Way ANOVA
 - d) Set required variable and give statistic measure to plot the graph
9. Fish Database:
Analysis of Covariance & Forecasting Using SAS Studio
 - a) Assign single variable to analyse.
 - b) Apply necessary arguments for selected graph and display the result.

SciLab

10. Matrix manipulation using Scilab
11. Celsius temperatures can be converted to Fahrenheit by multiplying by 9, dividing by 5, and adding 32. Assign a variable called C the value 37, and implement this formula to assign a variable F the Fahrenheit equivalent of 37 Celsius.
12. Least Square Curve Fitting and plotting in scilab
13. Solve an ODE using Scilab
14. Write a program to input 2 strings from the user and to print out (i) the concatenation of the two strings with a space between them, (ii) a line of asterisks the same length as the concatenated strings, and (iii) the reversed concatenation. Foreexample:
 - i. Enter string 1: Mark ii. Enter string 2: Huckvale iii. Mark Huckvale iv. elavkcuH kraM

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	L	L	L	M
CO2	S	L	L	M	M
CO3	S	L	L	L	M
CO4	M	L	S	L	L

S- Strong; M-Medium; L-Low

Course code		TITLE OF THE COURSE	L	T	P	C
Elective II A)		FINANCIAL MARKETS AND INSTITUTIONS	5			3
Pre-requisite		Basic knowledge about financial institutions	Syllabus version		2021-2022	
Course Objectives:						
The main objectives of this course are to:						
To enable the students to know the functioning of Indian financial markets and institutions.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Relate the concepts of Indian financial system				K1	
2	Outline the concepts of new issue market				K2	
3	Examine the role and functions of Investment Institutions in India				K4	
4	List the types, role and performance of Mutual funds and its regulations				K4	
5	Identify the importance and kinds of derivatives				K4	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1		INDIAN FINANCIAL SYSTEM	15 hours			
Indian Financial System: Financial Market - Meaning - Need and Objectives. Functions- Classifications of Financial Market. Capital Market: Role of Capital Markets - Functions - Capital market instruments - Recent Trends in capital market in India – Money Market: Money market instruments.						
Unit:2		NEW ISSUE MARKET	15 hours			
New issue market - Secondary market. Stock Exchange - Objectives - Functions. SEBI: Role and Powers of SEBI. Recent Trends and developments in Security Market - OTCEI - NSE - BSE - Achievements - Guidelines - DEMAT - Objectives – Importance.						
Unit:3		INVESTMENT INSTITUTIONS IN INDIA	15 hours			
Investment Institutions in India: UTI - ICICI - IDBI - IFCI - SFC. Commercial Banks -Role and functions - Central Bank - Objectives and Functions - Insurance Companies –History and Development of Insurance Companies - kinds of Insurance - IRDA - Powers and Functions – Debt Market - Types of Bonds.						
Unit:4		MUTUAL FUND	15 hours			
Mutual Fund - Meaning, Definition–Advantages–Types - Mutual Fund Products - Performance of Mutual Fund - Role of Mutual Fund Sector - SEBI Regulations on Issue of Mutual Fund - Recent Developments in Mutual Fund. Credit Rating - Features – Advantages - CRISIL & ICRA - Domestic and Global Credit Rating Agencies.						
Unit:5		DERIVATIVES	13 hours			
Derivatives –Meaning–Definition–Importance - Kinds of Financial Derivatives– Forwards – Features - financial forward - Futures - Types of Futures – Options – Types – Benefits – Swap – Kinds - Derivatives in India – Securitization – Definition - Mechanism of Securitization – Securitization in India.						
Unit 6		Contemporary Issues	2 hours			
Expert seminars and lectures						
			Total Lecture hours		75 hours	

Text Book(s)	
1	Varshney P.N.& Mittal D. K. - Indian Financial System, Sultan Chand & Sons, 2014 edition.
2	Avadhani V.A - Marketing of Financial Services, Himalaya Publishing House, 3 rd edition 2017.
Reference Books	
1	Gordan E, Natarajan K - Financial markets and services, Himalaya Publishing House, 10 th edition 2018
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	S.S.Gulshan - Business Law, Excel books, 4 th Edition.
Course Designed By:	

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO3	S	S	S	S	M
CO3	S	S	S	S	S
CO4	S	S	S	S	M
CO5	S	S	S	S	M



Course code		TITLE OF THE COURSE	L	T	P	C
Elective II B)		CYBER LAW	5			3
Pre-requisite		Basic knowledge in cyber securities	Syllabus Version		2021-2022	
Course Objectives:						
The main objectives of this course are to: After the successful completion of the course the student should have a thorough knowledge on the basic concepts which lead to the formation and execution of electronic contracts						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Relate the concepts of Cyberspace				K1	
2	Outline the technical aspects of encryption				K2	
3	Analyze the law of procedures and factors influencing computer crime				K4	
4	Interpret and Analyze the Legal frame work for Electronic Data Interchange				K2	
5	Examine the authentication of electronic records				K4	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1		INTRODUCTION TO E-COMMERCE	13 hours			
Introduction- Concept of Cyberspace-E-Commerce in India-Privacy factors in ECommerce-cyber law in E-Commerce-Contract Aspects.						
Unit:2		INTELLECTUAL PROPERTY ASPECTS	15 hours			
Introduction-Technical aspects of Encryption-Digital Signature-Data Security. Intellectual Property Aspects: WIPO-GII-ECMS-Indian Copy rights act on soft propriety works- Indian Patents act on soft propriety works.						
Unit:3		EVIDENCE & CRIMINAL ASPECTS	15 hours			
Evidence as part of the law of procedures –Applicability of the law of Evidence on Electronic Records-The Indian Evidence Act1872. Criminal aspect: Computer Crime-Factors influencing Computer Crime- Strategy for prevention of computer crime Amendments to Indian Penal code 1860.						
Unit:4		ELECTRONIC DATA INTERCHANGE	15 hours			
Legal frame work for Electronic Data Interchange: EDI Mechanism-Electronic Data Interchange Scenario in India.						
Unit:5		ELECTRONIC RECORDS	15 hours			
Definitions-Authentication of Electronic Records Electronic Governance-Digital Signature Certificates.						
Unit 6		Contemporary Issues	2 hours			
Expert seminars and lectures						
			Total Lecture hours		75 hours	

Text Book(s)	
1	The Indian Cyber Law: Suresh T.Viswanathan, Bharat Law House, New Delhi.
2	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	S.S.Gulshan - Business Law, Excel books, 4 th Edition.
Course Designed By:	

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO3	S	S	S	S	M
CO3	S	S	S	M	M
CO4	S	S	S	S	M
CO5	S	S	S	M	M



Course code	TITLE OF THE COURSE		L	T	P	C
Elective II C)	GOODS AND SERVICE TAX		5			3
Pre-requisite	Basic knowledge in taxation		Syllabus version		2021-2022	
Course Objectives:						
The main objectives of this course are to:						
➤ To provide an in-depth knowledge of the various provisions of indirect taxation ➤ To know the various types of indirect taxes like, excise duty, customs duty, production linked tax, and Value Added Tax ➤ To identify situations where input tax credit is available.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Relate the concepts of Indirect Taxes					K1
2	Understand the Levy and Collection of Cost of GST					K2
3	Explain the concepts relating to supply of goods and services					K3
4	Analyze the registration procedure under GST					K4
5	Outline the scope, objectives relates to customs law					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1		INTRODUCTION TO INDIRECT TAX			15 hours	
Indirect Taxes – Introductory Concept: Introduction -Importance -Meaning – Definition - Characteristics -Objectives -Canons of Taxation -Impact Shifting and Incidence of Tax - Classification of Taxes- Advalorem and Specific Duties - GST in India. Basics of Goods and Services Tax: Introduction - GST Law – GST Levy -Features of GST -Taxes Subsumed under Goods and Services -Benefits of Goods and Services Tax -GST Rate Structure -Types of Supplies under GST in India.						
Unit:2		LEVY AND COLLECTION OF COST			15 hours	
Levy and Collection of Cost:-Introduction - GST – Supply - Levy and Collection – concept of supply - Composite and Mixed Supplies - Composition Levy-Reverse Charge Mechanism - Place of Supply of Goods and Services:-Introduction-Importance -Time of Supply of Goods And Services:-Introduction -Importance of time of supply in GST -Rules for Determination of Time of Supply -Time of Supply of goods -Time of Supply of services.						
Unit:3		VALUATION OF SUPPLY OF GOODS AND SERVICES			15 hours	
Valuation of Supply of Goods and Services: Valuation of supply -Transaction value - Inclusion in value of supply -Elusive in value of supply -Valuation Rules. Input Tax Credit under GST: - Introduction -GST – Solution for Double Taxation and Cascading -Input Tax Credit– Salient Features of GST-Methods - Mechanism -Framework - Input Tax Credit in Special Circumstance- Documents Required for Claiming -Utilization - Recovering Input Credit Distributed in Excess. (Simple Problems only).						
Unit:4		REGISTRATION UNDER GST			15 hours	
Procedures under GST - Introduction - Registration under GST -Tax Invoice, Credit and Debit Notes-Accounting and Records-Filling of Returns. Integrated Goods and Services Tax Act 2017 – Introduction – Scope – Levy and Collection – Powers to Grant Exemption – Determination of Nature of Supply – Inter State Supply – Intra State Supply – Place of Supply – Zero Rated Supply						

Unit:5	INTRODUCTION TO CUSTOMS LAW	13 hours
Introduction to Customs Law: -Introduction -Objectives - Scope. Customs Act 1962: Legal Structure – Definition - Prohibitions on Importation and Exportation of goods - Levy and Collection of Customs Duty -Taxable Event -Types of Customs Duty -Computation of Customs Duty- Classification and Valuation of Goods Under Customs Law: Classification of Goods - Customs Valuation.		
Distribution of Marks Theory 80%. and Problems 20%.		
Unit 6	Contemporary Issues	2 hours
Expert seminars and lectures		
	Total Lecture hours	75 hours
Text Book(s)		
1	Dr. Parameswaran - Indirect Taxes GST and Customs Laws, Kavin Publications, 1 st Edition, 2018.	
2	V. S. Datey – GST, Taxman's Publications (P) Ltd., 2017 Edition	
3	Radhakrishnan P - Indirect Taxation, Kalyani publishers, 2016, 4 th Edition.	
Reference Books		
1	CA. Kamal Garg, Neeraj Kumar & Sehrawat - Beginner's guide to Goods & Services Tax, Bharat Law House Pvt. Ltd., New Delhi, 2018.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	S.S.Gulshan - Business Law, Excel books, 4 th Edition.	
2		
3		
Course Designed By:		

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO3	S	S	S	S	M
CO3	S	S	S	S	S
CO4	S	S	S	M	M
CO5	S	S	S	M	M

Course code	TITLE OF THE COURSE	L	T	P	C
Elective III A)	HR Analytics	5	-	-	3
Pre-requisite	Basic knowledge in HR & Analytics	Syllabus Version		2021-2022	
Course Objectives:					
The main objectives of this course is to: 1. Understand the fundamentals of HR analytics 2. Understand the process of recruitment analysis					
Expected Course Outcomes:					
On the successful completion of the course, student will be able:					
1	Understand of the role and importance of HR analytics.				K2
2	Explain the strategies to track, store, retrieve, analyse and interpret HR data to support decision making.				K3
3	Apply appropriate software to record, maintain, retrieve and analyse human resources information.				K3
4	Apply quantitative and qualitative analysis to understand trends and indicators in human resource data.				K3
5	Demonstrate how to connect HR results to business results.				K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6– Create					
Unit:1	INTRODUCTION TO HR ANALYTICS				15 hours
Evolution of HR Analytics, HR information systems and data sources, HR Metric and HR Analytics, Evolution of HR Analytics; HR Metrics and HR Analytics; Intuition versus analytical thinking; HRMS/HRIS and data sources					
Unit:2	DIVERSITY ANALYSIS				15 hours
Equality, diversity and inclusion, measuring diversity and inclusion, Testing the impact of diversity, Workforce segmentation and search for critical job roles.					
Unit:3	RECRUITMENT AND SELECTION ANALYTICS				13 hours
Evaluating Reliability and validity of selection models, finding out selection bias, Predicting the performance and turnover.					
Unit:4	PERFORMANCE ANALYSIS				15 hours
Predicting employee performance, training requirements, evaluating training and development, Optimizing selection and promotion decisions					
Unit:5	MONITORING IMPACT OF INTERVENTIONS				15 hours
Tracking impact interventions, Evaluating stress levels and value-change. Formulating evidence-based practices and responsible investment. Evaluation mediation process, moderation, and interaction analysis					
Unit:6	Contemporary Issues				2 hours
Expert lectures, online seminars – webinars					
	Total Lecture hours				75 hours

	Text Book(s)
1	Edwards Martin R, Edwards Kirsten (2016), “Predictive HR Analytics: Mastering the HR Metric”, Kogan Page Publishers, ISBN-0749473924
2	Fitz-enz Jac (2010), “The new HR analytics: predicting the economic value of your company’s human capital investments”, AMACOM, ISBN-13: 978-0-8144-1643-3
3	Fitz-enz Jac, Mattox II John (2014), “Predictive Analytics for Human Resources”, Wiley, ISBN- 1118940709

	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	L
CO2	S	S	M	M	L
CO3	S	M	M	M	L
CO4	M	M	M	M	L
CO5	M	M	M	M	L

*S-Strong; M-Medium; L-Low

Course code	TITLE OF THE COURSE	L	T	P	C
Elective III B)	DIGITAL MARKETING	5	-	-	3
Pre-requisite	Basic knowledge in Digital Marketing	Syllabus Version		2021-2022	
Course Objectives:					
The main objectives of this course are to:					
1. Understand the major digital marketing concepts, channels, key factors and methods.					
2. Learn and develop, digital marketing process, digital / online visibility and various types and process of conversion.					
3. Learn how to measure various digital marketing tools and combining digital and traditional marketing.					
4. Explore the SEO & SEM, Links and link quality factors.					
5. Analyze the SMM, Measures, Metrics and Campaign.					
Expected Course Outcomes:					
On the successful completion of the course, student will be able:					
1	Define and explain various channels associated with Digital Marketing.				K1
2	Apply the knowledge of Digital marketing process and conversion.				K2
3	Construct an appropriate digital marketing tools and combining traditional marketing.				K3
4	Analyze role and importance of SEO, SEM and link quality factors				K4
5	Implement the key elements of SMM, Measures, Metrics and Campaign.				K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6– Create					
Unit:1	INTRODUCTION TO DIGITAL MARKETING				13 hours
Marketing – Four Ps of Marketing – Digital Marketing – History - Benefits – Advantages – Disadvantages - Key Factors - Methods – Types / Channels of Digital Marketing.					
Unit:2	FUNDAMENTALS TO DIGITAL MARKETING				15 hours
Digital Marketing Process – Digital / Online Visibility – Increasing Online Visibility – Engagement Marketing – Visitors Engagement – Increasing Visitors Engagement – Website Traffic – Outbound & Inbound Marketing – Difference Between Outbound & Inbound Marketing – Conversion – Types of Conversion – Conversion Process.					
Unit:3	DIGITAL MARKETING VS TRADITIONAL MARKETING				15 hours
Digital Marketing – Traditional Marketing – Benefits – Advantages – Disadvantages – Digital Marketing over Traditional Marketing – Digital Marketing Tools - Benefits of Combining Digital with Traditional Marketing - Making Digital and Traditional Marketing Work Together					
Unit:4	SEARCH ENGINE OPTIMIZATION (SEO) AND SEARCH ENGINE MARKETING (SEM)				15 hours
Search Engine Optimization (SEO) – Three Core Components of a SEO Strategy - Technical Setup – Content – Links – Backlink - Links Quality Factors - Link Building - Monitoring & Tracking of SEO Results - Search Engine Marketing (SEM) - Search Engine Marketing (SEM) Tools - Functions of Ad Auction - Difference Between SEO and SEM - Marketing Tactic					
Unit:5	SOCIAL MEDIA MARKETING (SMM)				15 hours
Social Media Marketing – Benefits – Components / Elements of Social Media Marketing - Creating Social Media Marketing Strategy – Social Media Metrics – Measures of Social Media Metrics – Social Media Marketing Resources - Social Media Marketing Campaign – Setting of SMM Campaign – Creating of SMM Campaign.					
Unit:6	CONTEMPORARY ISSUES				2 hours
Expert lectures, online seminars – webinars					
	Total Lecture hours				75 hours

Text Book(s)	
1	Ryan Deiss and Russ Hennesberry, "Digital Marketing for Dummies", 2017
2	Puneet Singh Bhatia, "Fundamentals of Digital Marketing", 2017
3	Dr.G.Vengatesan and V.P.Karthikeyan, "Fundamentals of Digital Marketing", 2021
Reference Books	
1	Introduction to Programmatic Advertising Dominik Kosorin, 2016
2	Blogging: A Practical Guide to Plan Your Blog: Start Your Profitable Home-Based Business with a Successful Blog by Jo and Dale Reardon, 2015
3	Email Persuasion: Captivate and Engage Your Audience, Build Authority and Generate More Sales with Email Marketing by Ian Brodie, 2013
4	Social Media Marketing All-In-One for Dummies by Jan Zimmerman and Deborah Ng, 2017

Mapping Course objectives and course outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	M	S	M	S	S
CO2	S	S	S	S	S
CO3	S	S	S	M	S
CO4	S	S	S	S	S
CO5	S	S	S	M	M

*S-Strong; M-Medium; L-Low

Course code	TITLE OF THE COURSE	L	T	P	C
Elective III C)	Supply Chain and Logistics Analytics	5	-	-	3
Pre-requisite	Basic knowledge in supply chain & logistics	Syllabus Version		2021-2022	
Course Objectives: The main objective is 1) To develop conceptual knowledge on the overview of dynamic aspects of marketing namely Logistics & Supply Chain Management. 2) To focus on fundamentals of Logistics & Supply Chain Management, Physical distribution, Procurement and Recent trends in Business.					
Expected Course Outcomes:					
On the successful completion of the course, student will be able:					
1	Understand of the role and importance of Supply chain management.				K2
2	Understand the concepts of planning systems				K2
3	Understand the concepts of Logistics management				K2
4	Analyze the role and importance logistic management				K4
5	Implement the key elements of supply chain project.				K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6– Create					
Unit 1	INTRODUCTION				15 hours
Basics of Supply Chain Management Supply Chain Management – An Overview Supply Chain Analysis Types of Supply Chains Advanced Planning					
Unit 2	CONCEPTS OF ADVANCED PLANNING SYSTEMS				15 hours
Structure of Advanced Planning Systems, Strategic Network Planning, Demand Planning, Master Planning, Demand Fulfilment, Transport Planning Coordination, and Integration Collaborative Planning					
Unit 3	IMPLEMENTING SUPPLY CHAIN PROJECT				15 hours
Implementing Advanced Planning Systems, The Definition of a Supply Chain Project, The Implementation Process					
Unit 4	LOGISTICS MANAGEMENT				15 hours
Definition and Evolution -Achievement of competitive advantage through logistics Framework-Role of Logistics Management-Integrated Logistics Management - Model – Flow of process activities					
Unit 5	LOGISTICS STRATEGY				13 hours
Strategic role of logistics – Definition-role of logistics managers in strategic decisions: Strategy options, Lean Strategy, Agile Strategies & Other strategies: Designing & Implementing logistical strategy.					
Unit 6	Contemporary Issues				2 hours
Expert lectures, online seminars – webinars					
	Total Lecture hours				75 hours

	Text Book(s)
1	Stadler Hartmut and Kilger Christoph (2005), “Supply Chain Management and Advanced Planning: Concepts, Models, Software and Case Studies”, Third Edition, Springer, ISBN-3- 540-22065-8.
2	Márquez Adolfo Crespo (2010) “Dynamic Modelling for Supply Chain Management: Dealing with Front-end, Back-end and Integration Issues”, Springer
3	Simchi-Levi, David, Chen, Xin, Bramel, Julien (2014), “The Logic of Logistics Theory, Algorithms, and Applications for Logistics Management”, Third Edition, Springer, ISBN- 978-1- 4614-9149-1
4	Tang Christopher S, Teo Chung-Piaw and Wei Kwok-Kee (Eds) (2008), “Supply Chain Analysis: A Handbook on the Interaction of Information, System and Optimization”, Springer, ISBN-13: 978-0- 387-75239-6

	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	M
CO2	S	S	S	M	M
CO3	S	S	S	M	M
CO4	S	S	S	S	S
CO5	S	S	S	M	M

*S-Strong; M-Medium; L-Low

Course code	-	TITLE OF THE COURSE	L	T	P	C
Core		PROJECT AND VIVA VOCE	6			4
Pre-requisite		Knowledge in Core, Research Methods and Analytical Tools	Syllabus Version		2021-2022	
Course Objectives:						
The main objectives of this course are to:						
1. The students will get on-the-job training and experience.						
2. The students will gain knowledge on problem identification and solutions.						
3. The students will gain a complete knowledge on the program and the course outcome.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Explain about how to collect literature.				K2	
2	Implement problem identification and will frame tool for collecting data				K3	
3	Evaluate and get practical exposure on the framed objective.				K5	
4	Execute and generate the procedure of compiling the collected data by using Analysis				K5	
5	Summarize and execute report writing, and will get complete knowledge of the course.				K3	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6– Create						
Textbook(s)						
1	C.R. Kothari, “Research Methodology Methods and Techniques”, Second Edition, New Delhi: New Age International publisher, 2004					
Reference Books						
1	Ranjit Kumar , Research Methodology: A Step-by-Step Guide for Beginners, SAGE Publications, 2014					
2	Robert B Burns, Introduction to Research Methods, SAGE Publications					
Mapping with Programme Outcomes						
COs	PO1	PO2	PO3	PO4	PO5	
CO1	M	S	M	S	S	
CO2	S	S	S	S	S	
CO3	S	S	S	S	S	
CO4	S	S	S	S	S	
CO5	S	S	S	S	M	
*S-Strong; M-Medium; L-Low						