



ST. THOMAS COLLEGE PALAI

UGC Approved College with Potential for Excellence
Reaccredited by NAAC with A Grade (CGPA 3.30)

Syllabus for Vocational Education and Training (VET) Course

Elementary Business Analytics

Course Code	:	STCVE006
Course Coordinator	:	Dr. Tejil Thomas, Assistant Professor Department of Commerce
Maximum intake	:	60
Eligibility	:	Any regular UG or PG student of the College

Objectives:

- (1) To learn basic concepts and techniques of business analytics
- (2) To understand the methodology of business analytics
- (3) To get familiarize with packages for business data analysis like Excel, SPSS and R

Module 1 Introduction to Business Analytics:

Meaning of business analytics – key concepts – evolution – relevance of analytics – benefits from analytics - data – types of data – importance of data – fact-based decision making – challenges of analytics – Future of analytics – careers in analytics.

Module 2 Techniques of Analytics:

Descriptive – diagnostic - predictive – prescriptive - basic statistics – mean -median- mode- skewness – kurtosis – variance – standard deviation – covariance- correlation – regression – ANOVA – R^2 - adjusted R^2 – F-test – Information value – Weight of evidence (WOE) – Variable Inflation Factor (VIF)

Module 3 Packages for Analytics:

Data management – basic analysis and graphics using Excel, SPSS and R

References *Field, A. (2009). Discovering Statistics using SPSS. Chennai, India: SAGE Publications Ltd.*

Guerrero, H. (2010). Excel Data Analysis. New York : Springer-Verlag Berlin Heidelberg.

Ohri, A. (2012). R for Business Analytics. New York: Springer Science+Business Media.

Theory: **50%** & Practical: **50%**