



Villa Marie Degree College for Women
 6-3-1089, Raj Bhavan Road, Somajiguda, Hyderabad-500082
 Affiliated to Osmania University, Management Program Approved by AICTE
 Recognised by UGC u/s 2(f), an ISO 9001:2015 Certified Institution
 Accredited by NAAC with B++ Grade

DEPARTMENT OF BUSINESS MANAGEMENT

BBA (BUSINESS ANALYTICS)

ACADEMIC YEAR 2025 – 2026

COURSE OBJECTIVES AND COURSE OUTCOMES

S. No	Course Title	Course Code	Course Objective	Course Outcome
1	Principles of Management	DSC 101	<ul style="list-style-type: none"> Comprehend a broad and integrative introduction to the theories and practices of management. 	<ul style="list-style-type: none"> Apprehend a broad and integrative introduction to the theories and practices of management.
			<ul style="list-style-type: none"> Realize on the basic areas of the management process and functions from an organizational viewpoint. 	<ul style="list-style-type: none"> Grasp the basic areas of the management process and functions from an organizational viewpoint.
			<ul style="list-style-type: none"> Enable the students to understand the role, challenges, and opportunities of management. 	<ul style="list-style-type: none"> Understand the role, challenges, and opportunities of management.
			<ul style="list-style-type: none"> Gain exposure to Line and Staff management concepts. 	<ul style="list-style-type: none"> Exposed to Line and Staff management concepts.
			<ul style="list-style-type: none"> Absorb emerging managerial issues 	<ul style="list-style-type: none"> Imbibe emerging managerial issues.
2	Business Mathematics	DSC 102	<ul style="list-style-type: none"> To learn mathematical function 	<ul style="list-style-type: none"> Apply mathematical concepts for business decision making
			<ul style="list-style-type: none"> To learn set theory and differentiation 	<ul style="list-style-type: none"> Solve business problems using mathematical techniques
			<ul style="list-style-type: none"> To learn the concept of integration and matrix algebra 	<ul style="list-style-type: none"> Have strong conceptual knowledge in business mathematics
			<ul style="list-style-type: none"> To develop critical thinking skills 	<ul style="list-style-type: none"> Evaluate the validity and reliability of mathematical models

			<ul style="list-style-type: none"> To use quantitative methods to support decision making 	<ul style="list-style-type: none"> Apply mathematical techniques to analyse and interpret quantitative data relevant to business decision making
3	Introduction to Information Technology	DSC 103	<ul style="list-style-type: none"> To familiarise with basic concepts of IT 	<ul style="list-style-type: none"> Understand basic concepts of IT for business.
			<ul style="list-style-type: none"> To provide knowledge on basic elements of Information systems. 	<ul style="list-style-type: none"> Evaluate the basic concept of IS and how they are used in organisation.
			<ul style="list-style-type: none"> To comprehend basic Multimedia concepts. 	<ul style="list-style-type: none"> Analyse multimedia applications formats.
			<ul style="list-style-type: none"> To enlighten with concepts of Internet and security issues. 	<ul style="list-style-type: none"> Appreciate the concepts of internet and security issues.
			<ul style="list-style-type: none"> To equip with MS-office and MS-excel 	<ul style="list-style-type: none"> Use various options in MS-office and MS-excel
4	Business Economics	DSC 201	<ul style="list-style-type: none"> Introduce Business Economics and its applications 	<ul style="list-style-type: none"> Know the concepts and significance of business economics
			<ul style="list-style-type: none"> Develop concepts of Micro-economics and its applications 	<ul style="list-style-type: none"> Apply micro economics concepts and tools
			<ul style="list-style-type: none"> Analyse cost-output relationship in the short and long run. 	<ul style="list-style-type: none"> Analyse cost-output relationship in the production function
			<ul style="list-style-type: none"> Understand optimal factor combination to maximize production 	<ul style="list-style-type: none"> Understand optimal input combination to maximize production.
			<ul style="list-style-type: none"> Apply decision tools relevant to market structure 	<ul style="list-style-type: none"> Apply price and output decision under different market structure
5	Financial Accounting	DSC 202	<ul style="list-style-type: none"> To familiarize the students with the basics of accounting 	<ul style="list-style-type: none"> The students understand the basics of accounting
			<ul style="list-style-type: none"> To help the students record & classify the business transactions 	<ul style="list-style-type: none"> The students know how to record business transactions in the Journal prepare the Ledger & Trial Balance
			<ul style="list-style-type: none"> To enable the students to prepare and analyse financial statements 	<ul style="list-style-type: none"> The students can prepare and analyse Final Accounts
			<ul style="list-style-type: none"> To help the students to interpret accounting statements using 	<ul style="list-style-type: none"> The students can interpret the performance of companies

			Ratio Analysis	using Ratio Analysis
			<ul style="list-style-type: none"> To enable the students to gain knowledge of Indian Accounting Standards 	<ul style="list-style-type: none"> The students comprehend the need and importance of Accounting Standards
6	Introduction to Business Analytics	DSC 202	<ul style="list-style-type: none"> To Understand Business Analytics, its methods, applications. 	<ul style="list-style-type: none"> Apply analytics, model decisions using data.
			<ul style="list-style-type: none"> To Master descriptive stats, visualize data effectively. 	<ul style="list-style-type: none"> Create dashboards, interpret data visually.
			<ul style="list-style-type: none"> To Learn predictive modelling, regression. 	<ul style="list-style-type: none"> Apply regression, predict trends accurately.
			<ul style="list-style-type: none"> To Understand linear optimization, decision analysis methods. 	<ul style="list-style-type: none"> Apply optimization, handle risk effectively.
			<ul style="list-style-type: none"> To Learn R programming, data manipulation skills. 	<ul style="list-style-type: none"> Effectively use R for data management.
7	Advanced Computer Skills	SEC 2	<ul style="list-style-type: none"> To provide basic understanding of Data and its importance in understanding information. 	<ul style="list-style-type: none"> Expertise and will have knowledge of Data Analysis techniques
			<ul style="list-style-type: none"> To equip the students with different types of data analysis techniques. 	<ul style="list-style-type: none"> Attain proficiency in MS-Excel
8	Basics of Marketing	DSC 301	<ul style="list-style-type: none"> Provide with a broad introduction to marketing concepts. 	<ul style="list-style-type: none"> Identifying evidence of marketing concepts in everyday life
			<ul style="list-style-type: none"> Understand the customer segments to target for marketing activities. 	<ul style="list-style-type: none"> Selecting customer segments to target for marketing activities
			<ul style="list-style-type: none"> Develop qualities and characteristics of products. 	<ul style="list-style-type: none"> Evaluate process for quality in new products
			<ul style="list-style-type: none"> Have a firm understanding of pricing strategy. 	<ul style="list-style-type: none"> Apply pricing strategy that affects the value products or services value
			<ul style="list-style-type: none"> Examine the product impacts the selection of a promotional mix 	<ul style="list-style-type: none"> Developing effective messaging for promotion

9	Management Science	DSC 302	<ul style="list-style-type: none"> To understand role of relationship between Operations as business function, PPC and process technologies 	<ul style="list-style-type: none"> Express Operations as important business function.
			<ul style="list-style-type: none"> To understand concepts of Plant Location and Layout, maintenance management, capacity planning, Work Study 	<ul style="list-style-type: none"> Develop an idea about concepts of Plant Location and Layout, maintenance management.
			<ul style="list-style-type: none"> To understand concepts of purchase management & Stores Management 	<ul style="list-style-type: none"> Identifying insights about purchase management and stores management
			<ul style="list-style-type: none"> To determining the Optimum solution to the LPP by using Graphical Method. 	<ul style="list-style-type: none"> Formulate and solve mathematical model (linear programming problem) for a physical situation like production, distribution of goods and economics by graphical method
			<ul style="list-style-type: none"> To able to build and solve Transportation Models and Assignment Models. Summarize different queuing situations 	<ul style="list-style-type: none"> Build and solve Transportation Models and Assignment Models and Summarize different queuing situations.
10	Descriptive Business Analytics (Practical EXCEL)	DSC 303	<ul style="list-style-type: none"> To comprehend the nuances of data analysis and use MS-Excel to undertake various descriptive analysis. 	<ul style="list-style-type: none"> Spreadsheets & their Applications
			<ul style="list-style-type: none"> To learn the usage of measures of central tendency 	<ul style="list-style-type: none"> Calculations through Excel
			<ul style="list-style-type: none"> To understand measures of dispersion and its importance 	<ul style="list-style-type: none"> Usage of Descriptive statistics in Data analysis
			<ul style="list-style-type: none"> It leads the way for better understanding and viewing of data. 	<ul style="list-style-type: none"> Interpretation of Data
			<ul style="list-style-type: none"> To visualise and understand data with the help of statistical tools 	<ul style="list-style-type: none"> Conceptual and Practical knowledge of Data Mining

			<ul style="list-style-type: none"> • Develop respect for the dignity of individual and society among learners. 	<ul style="list-style-type: none"> • Learnt to appreciate individual differences.
			<ul style="list-style-type: none"> • Inculcate the essence of good manners. 	<ul style="list-style-type: none"> • Motivated to practice good manners in their personal and professional life.
			<ul style="list-style-type: none"> • Train the learners adequately through exposure of case studies for different values and provide understanding of the attitudes, motivation and behaviours. 	<ul style="list-style-type: none"> • Inculcated human values as an integral part of personality and increase their employability quotient.
			<ul style="list-style-type: none"> • Understand the significance of one's potentials. 	<ul style="list-style-type: none"> • Identified their strengths.
			<ul style="list-style-type: none"> • Develop the understanding for the forms of service through stimulated situations. 	<ul style="list-style-type: none"> • Developed confidence to serve others.
11	Business Laws	SEC 4	<ul style="list-style-type: none"> • Introduce the concepts of contract, agreement, valid contract and void contracts 	<ul style="list-style-type: none"> • Comprehend the concepts of contract, agreement, valid contract and void contracts
			<ul style="list-style-type: none"> • Familiarize Indian Companies Act 2013 with reference to Formation of a Company, Documentation, Meetings, Directors and their qualifications and powers 	<ul style="list-style-type: none"> • Apply the concepts of Companies Act, formation of company, documentation, meetings, directors & their qualifications and powers in companies
12	Human Resource Management	DSC 401	<ul style="list-style-type: none"> • To make them understand the HR Management system. 	<ul style="list-style-type: none"> • Understand of basic human resource concepts
			<ul style="list-style-type: none"> • To focus on and analyse the issues and strategies required to select and develop manpower resource 	<ul style="list-style-type: none"> • Develop necessary skill set for application to plan, select and acquire human resources
			<ul style="list-style-type: none"> • To learn and earn relevant skills necessary for application of training and career planning human resource development 	<ul style="list-style-type: none"> • Analyse the strategic issues and strategies required to select and develop manpower resources.

			<ul style="list-style-type: none"> To know the knowledge of labour relation and disputes and effective ways of handling disputes 	<ul style="list-style-type: none"> Integrate the knowledge of HR concepts with techniques to maintain peaceful industrial relations
			<ul style="list-style-type: none"> To enable students to develop strategies for rewarding human resources 	<ul style="list-style-type: none"> Plan reward management system
13	Financial Management	DSC 402	<ul style="list-style-type: none"> To introduce Financial Management and the finance function. 	<ul style="list-style-type: none"> Know the concepts of Financial Management & the finance function
			<ul style="list-style-type: none"> To understand Time Value of Money & its application 	<ul style="list-style-type: none"> Apply Capital Budgeting techniques using Time Value of Money
			<ul style="list-style-type: none"> To know the different sources of finance & calculate the Cost of Capital 	<ul style="list-style-type: none"> Calculate the Cost of Capital and understand the different sources of finance
			<ul style="list-style-type: none"> To acquaint the concepts of Working Capital Management and Cash Management 	<ul style="list-style-type: none"> Estimate Working Capital requirement & prepare a Cash Budget
			<ul style="list-style-type: none"> To comprehend Inventory & Receivables Management 	<ul style="list-style-type: none"> Understand Inventory & Receivables Management
14	Predictive Business Analytics (Practical EXCEL)	DSC 403	<ul style="list-style-type: none"> Develop a foundational understanding of Dimensionality Reduction in Predictive Analytics 	<ul style="list-style-type: none"> Application of PCA and Principal Factor Axis to extract features through SPSS
			<ul style="list-style-type: none"> Learn to solve Hypothesis Testing for products and marketing scenarios. 	<ul style="list-style-type: none"> Formulate Hypothesis tests and interpret them with quality metrics
			<ul style="list-style-type: none"> Gain knowledge in clustering and its application in businesses 	<ul style="list-style-type: none"> Uses of clustering groups to segment consumers, markets and their behaviours
			<ul style="list-style-type: none"> Grasp the concepts of time series and its components to segregate effect of the components in the data 	<ul style="list-style-type: none"> Graphing time series to understand trends and seasonality in data

			<ul style="list-style-type: none"> • Understand Regression and its core assumptions 	<ul style="list-style-type: none"> • Build regression models for prediction of numerical attributes
15	Entrepreneurship Development	GE	<ul style="list-style-type: none"> • To make the students learn the importance of Entrepreneurship 	<ul style="list-style-type: none"> • Learn the cues and motives of Entrepreneurship
			<ul style="list-style-type: none"> • To motivate the students towards Entrepreneurship 	<ul style="list-style-type: none"> • Learn more about types of Enterprises and growth
			<ul style="list-style-type: none"> • To make them learn about entrepreneurial environment 	<ul style="list-style-type: none"> • Gain knowledge of entrepreneurship to emerge as a successful entrepreneur
			<ul style="list-style-type: none"> • To provide information about financial resources 	<ul style="list-style-type: none"> • Understand the perspectives of the entrepreneurship
			<ul style="list-style-type: none"> • To impart training to raise and establish enterprises 	<ul style="list-style-type: none"> • Understand and comprehend on venture capital fund
16	Big Data Analytics	DSE 501	<ul style="list-style-type: none"> • To understand fundamental concepts, technologies, and evolution of Big Data. 	<ul style="list-style-type: none"> • Explain core Big Data concepts, characteristics, and technologies.
			<ul style="list-style-type: none"> • To explore Big Data analytics techniques and their role in business decision-making. 	<ul style="list-style-type: none"> • Apply Big Data analytics techniques to solve real-world problems.
			<ul style="list-style-type: none"> • To study Big Data platforms, storage, and processing frameworks. 	<ul style="list-style-type: none"> • Analyze and compare Big Data platforms, storage, and processing models.
			<ul style="list-style-type: none"> • To analyze applications of Big Data in enterprise environments. 	<ul style="list-style-type: none"> • Evaluate the impact of Big Data in enterprise and industry contexts.
			<ul style="list-style-type: none"> • To learn the complete Big Data analytics lifecycle and modern analytical methods. 	<ul style="list-style-type: none"> • Implement the Big Data analytics lifecycle using appropriate tools and techniques.
17	(a) Financial Markets and Services (F)	DSE 502	<ul style="list-style-type: none"> • To provide the components of the Indian Financial System along with regulatory bodies 	<ul style="list-style-type: none"> • Know the Indian Financial System along with its regulatory bodies

			<ul style="list-style-type: none"> To comprehend the Primary & the Secondary Markets 	<ul style="list-style-type: none"> Understand the Primary & the Secondary Markets
			<ul style="list-style-type: none"> To introduce the concepts of Hire Purchase, Leasing & Venture Capital 	<ul style="list-style-type: none"> Comprehend Hire Purchase, Leasing & Venture Capital
			<ul style="list-style-type: none"> To familiarize Non-Fund Financial Services such as Credit Rating, Factoring & Forfaiting 	<ul style="list-style-type: none"> Apply the concepts of Credit Rating, Factoring & Forfaiting
			<ul style="list-style-type: none"> To understand the concept and working of Mutual Funds 	<ul style="list-style-type: none"> Acquire the knowledge & working of Mutual Funds
18	(b) Brand Management (M)	DSE 502	<ul style="list-style-type: none"> To understand the nature of branding which can attract customers 	<ul style="list-style-type: none"> Demonstrate the nature of branding which can attract customers
			<ul style="list-style-type: none"> To provide best deal to customers in terms of utility value compared to competitors. 	<ul style="list-style-type: none"> Evaluate the scope of brand management activity to deal to customers.
			<ul style="list-style-type: none"> To understand the concept of brand extension along with generic branding strategies. 	<ul style="list-style-type: none"> Appraise the strategic brand decisions for effective marketing mix.
			<ul style="list-style-type: none"> To study the concepts of branding, brand personality, and brand positioning 	<ul style="list-style-type: none"> Formulate brand development decisions for a right brand image.
			<ul style="list-style-type: none"> To analyze the concept of brand equity and its key components 	<ul style="list-style-type: none"> Analyse strategies and initiatives to increase the brand equity
19	(c) Organizational Development (HR)	DSE 502	<ul style="list-style-type: none"> To define fundamental terminology relevant to the discipline of Organizational Development. 	<ul style="list-style-type: none"> Learn basics of OD
			<ul style="list-style-type: none"> To Describe the steps involved in planned change programs 	<ul style="list-style-type: none"> To apply planned change theories to develop organization
			<ul style="list-style-type: none"> To Explain theories and models that form the foundation of the OD diagnostic process 	<ul style="list-style-type: none"> Describe what an organizational intervention

			<ul style="list-style-type: none"> To Various diagnostic tools and the appropriate methodology for collecting organizational data to plan a major change effort. 	<ul style="list-style-type: none"> Understand and explain basic teams and team dynamics
			<ul style="list-style-type: none"> To distinguish the various interventions typically used in change efforts 	<ul style="list-style-type: none"> Application of tools and techniques of OD in work systems
20	(a) Financial Analytics – I (F)	DSE 503	<ul style="list-style-type: none"> To understand the concepts, importance, and types of Financial Analytics. 	<ul style="list-style-type: none"> Explain Financial Analytics concepts and their business relevance.
			<ul style="list-style-type: none"> To develop proficiency in using Excel for financial analysis and reporting. 	<ul style="list-style-type: none"> Use Excel tools to perform financial analysis and visualization.
			<ul style="list-style-type: none"> To learn preparation and interpretation of financial statements. 	<ul style="list-style-type: none"> Prepare and interpret financial statements effectively.
			<ul style="list-style-type: none"> To study forecasting techniques for predicting financial performance. 	<ul style="list-style-type: none"> Apply forecasting methods to predict financial outcomes.
			<ul style="list-style-type: none"> To analyze financial data using modeling and ratio analysis techniques. 	<ul style="list-style-type: none"> Evaluate financial performance using models and ratio analysis.
21	(b) Marketing Analytics – I (M)	DSE 503	<ul style="list-style-type: none"> To understand key marketing metrics and their role in evaluating market performance. 	<ul style="list-style-type: none"> Calculate and interpret marketing metrics like market share and penetration.
			<ul style="list-style-type: none"> To develop skills in analyzing marketing data using Excel tools and techniques. 	<ul style="list-style-type: none"> Evaluate brand performance using BDI and CDI.
			<ul style="list-style-type: none"> To study pricing strategies and their impact on demand and revenue. 	<ul style="list-style-type: none"> Analyze customer satisfaction and loyalty metrics such as NPS.
			<ul style="list-style-type: none"> To learn forecasting methods for predicting sales and market trends. 	<ul style="list-style-type: none"> Summarize marketing data using PivotTables and Excel functions.
			<ul style="list-style-type: none"> To analyze product-related decisions using advanced 	<ul style="list-style-type: none"> Create charts and visualizations for marketing insights.

			analytical models.	
22	(c)HR Analytics – I (HR)	DSE 503	<ul style="list-style-type: none"> To understand the concepts, evolution, and importance of HR Analytics in organizations. 	<ul style="list-style-type: none"> Explain the fundamentals and evolution of HR Analytics.
			<ul style="list-style-type: none"> To study frameworks, models, and metrics used in HR Analytics. 	<ul style="list-style-type: none"> Apply HR metrics and frameworks to organizational data.
			<ul style="list-style-type: none"> To learn data collection, preparation, and analysis techniques in HR domain. 	<ul style="list-style-type: none"> Collect, clean, and analyze HR-related data effectively.
			<ul style="list-style-type: none"> To develop skills in using Excel and statistical tools for HR analysis. 	<ul style="list-style-type: none"> Use Excel and statistical methods for HR data analysis.
			<ul style="list-style-type: none"> To understand workforce analytics and its application in decision-making 	<ul style="list-style-type: none"> Apply workforce analytics concepts for better HR decision-making.
23	Business Intelligence & Data Visualization	DSE 601	<ul style="list-style-type: none"> To understand basics, architecture, and evolution of Business Intelligence. 	<ul style="list-style-type: none"> Explain BI concepts, architecture, and processes.
			<ul style="list-style-type: none"> To learn data warehousing, analytics, and performance management concepts. 	<ul style="list-style-type: none"> Choose and apply suitable data visualization techniques.
			<ul style="list-style-type: none"> To understand principles of data visualization for business use. 	<ul style="list-style-type: none"> Integrate and prepare data from multiple sources in Tableau.
			<ul style="list-style-type: none"> To gain hands-on skills in Tableau for data analysis and visualization. 	<ul style="list-style-type: none"> Create and analyze various charts, maps, and visualizations.
			<ul style="list-style-type: none"> To design dashboards for effective business decision-making. 	<ul style="list-style-type: none"> Develop interactive dashboards for business insights.
24	(a) Banking (F)	DSE 602	<ul style="list-style-type: none"> To understand the basics of banking and the Banking Regulation Act, 1949. 	<ul style="list-style-type: none"> Explain the fundamentals of banking and its role in economic development.

			<ul style="list-style-type: none"> To study the structure, functions, and role of RBI and other banking institutions. 	<ul style="list-style-type: none"> Describe the structure and functions of RBI and various banking institutions.
			<ul style="list-style-type: none"> To gain knowledge of negotiable instruments and related banking laws. 	<ul style="list-style-type: none"> Apply concepts related to negotiable instruments and banking law provisions.
			<ul style="list-style-type: none"> To understand cheque operations, handling, and banker responsibilities. 	<ul style="list-style-type: none"> Understand cheque operations, payment processes, and banker protections.
			<ul style="list-style-type: none"> To explore modern banking innovations and digital banking systems. 	<ul style="list-style-type: none"> Analyze modern banking technologies and compare traditional vs. e-banking systems.
25	(b) Buyer Behaviour (M)	DSE 602	<ul style="list-style-type: none"> To understand the fundamentals and scope of consumer behaviour. 	<ul style="list-style-type: none"> Explain key concepts and theories of consumer behaviour.
			<ul style="list-style-type: none"> To study psychological factors like motivation, perception, learning, and attitude. 	<ul style="list-style-type: none"> Analyze how motivation, perception, and learning influence buying decisions.
			<ul style="list-style-type: none"> To analyze the impact of culture, subculture, and social groups on consumers. 	<ul style="list-style-type: none"> Assess the role of culture, family, and reference groups in consumer behaviour.
			<ul style="list-style-type: none"> To understand consumer decision-making process and post-purchase behaviour. 	<ul style="list-style-type: none"> Describe consumer decision-making stages and attitude formation.
			<ul style="list-style-type: none"> To learn various models of consumer behaviour and their marketing relevance. 	<ul style="list-style-type: none"> Apply consumer behaviour models to real-world marketing situations.
26	(c) Leadership and Change Management (HR)	DSE 602	<ul style="list-style-type: none"> To understand leadership concepts, roles, and functions in organizations. 	<ul style="list-style-type: none"> Explain leadership concepts and differentiate leadership from management.
			<ul style="list-style-type: none"> To study major leadership styles and theories. 	<ul style="list-style-type: none"> Identify and evaluate various leadership styles and theories.
			<ul style="list-style-type: none"> To understand the process and models of organizational change. 	<ul style="list-style-type: none"> Describe processes and frameworks of organizational change.

			<ul style="list-style-type: none"> To analyze factors influencing and resisting organizational change. 	<ul style="list-style-type: none"> Analyze resistance to change and apply strategies to manage it.
			<ul style="list-style-type: none"> To understand organizational culture and its role in change management. 	<ul style="list-style-type: none"> Assess organizational culture and its impact on change initiatives.
27	(a) Financial Analytics – II (F)	DSE 603	<ul style="list-style-type: none"> To understand financial planning concepts using Excel-based tools. 	<ul style="list-style-type: none"> Prepare cash budgets and perform what-if analysis using Excel.
			<ul style="list-style-type: none"> To analyze break-even point and leverage in business decisions. 	<ul style="list-style-type: none"> Calculate break-even point and analyze financial leverage.
			<ul style="list-style-type: none"> To apply time value of money concepts for financial calculations. 	<ul style="list-style-type: none"> Compute present and future values of cash flows using Excel.
			<ul style="list-style-type: none"> To evaluate bonds using different yield and valuation methods. 	<ul style="list-style-type: none"> Evaluate bonds using yield measures and duration concepts.
			<ul style="list-style-type: none"> To perform equity valuation using financial models and CAPM. 	<ul style="list-style-type: none"> Value equity shares using dividend, earnings models, and CAPM.
28	(b) Marketing Analytics – II (M)	DSE 603	<ul style="list-style-type: none"> To understand customer value concepts and lifetime value estimation. 	<ul style="list-style-type: none"> Calculate customer lifetime value and apply it in marketing decisions.
			<ul style="list-style-type: none"> To learn marketing analytics techniques for segmentation and targeting. 	<ul style="list-style-type: none"> Perform market segmentation using clustering and classification methods.
			<ul style="list-style-type: none"> To study retail analytics for improving sales and store performance. 	<ul style="list-style-type: none"> Apply retail analytics techniques like market basket analysis.
			<ul style="list-style-type: none"> To analyze advertising effectiveness using data-driven models. 	<ul style="list-style-type: none"> Evaluate advertising effectiveness using analytical models.
			<ul style="list-style-type: none"> To develop skills in visualization and dashboard creation for marketing data. 	<ul style="list-style-type: none"> Design dashboards for visualizing marketing data effectively.

29	(c) HR Analytics – II (HR)	DSE 603	<ul style="list-style-type: none"> To understand key HR functions and their role in organizations. 	<ul style="list-style-type: none"> Explain core HR processes such as recruitment, training, and performance appraisal.
			<ul style="list-style-type: none"> To study applications of analytics in HR decision-making. 	<ul style="list-style-type: none"> Apply analytics techniques to attrition, diversity, and employee satisfaction.
			<ul style="list-style-type: none"> To learn methods for measuring HR contribution and performance. 	<ul style="list-style-type: none"> Develop HR scorecards and interpret HR analytics for decision-making.
			<ul style="list-style-type: none"> To understand data visualization and dashboard creation for HR data. 	<ul style="list-style-type: none"> Design dashboards using visualization tools for HR data.
			<ul style="list-style-type: none"> To explore emerging trends and future scope of HR analytics. 	<ul style="list-style-type: none"> Analyze the future role and adoption of HR analytics in organizations.
30	Project Report	PR 601	<ul style="list-style-type: none"> To understand the research methodology process including problem identification, design, sampling, and tools. 	<ul style="list-style-type: none"> Identify research gaps and design a structured research study with suitable methodology.
			<ul style="list-style-type: none"> To develop skills in analyzing data and presenting findings using appropriate Business Analytics techniques 	<ul style="list-style-type: none"> Analyze and interpret data to draw meaningful conclusions and provide relevant suggestions.