

TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Management Sciences

Bachelor of Business Administration (BBA)

Scheme and Syllabus (w.e.f. AS 2021-22)

Course Code: BBA 202
Course Name: Business Analytics

L - 4, T - 0
Credits – 4

Objective: The course aims to impart understanding of business analytics which include the use of data, statistical and quantitative analysis, descriptive and predictive models.

Course Outcomes:

CO1: Demonstrate skills for computation and aggregation of data using different software.

CO2: Present data with the help of charts etc.

CO3: Acquire Knowledge about data concepts like big data, data warehousing etc.

CO4: Analyze data and interpret the results.

CO-PO Mapping

BBA 202 - Business Analytics

	PO1	PO2	PO3	PO4	PO5	PO6	PO 7	PO 8
CO1	3	3	3	1	3	1	2	3
CO2	3	3	3	1	3	1	2	3
CO3	3	3	3	1	3	1	2	3
CO4	3	3	3	1	3	1	2	3
AVG	3	3	3	1	3	1	2	3