

B.Com. (Business Analytics)

Syllabus

AFFILIATED COLLEGES

Program Code: ***

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

BHARATHIAR UNIVERSITY: COIMBATORE 641046
B. Com (Business Analytics)
(For the students admitted during the academic year 2023–24 onwards)

Part	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	Skilled Based Course 1–Technological Analytics–Java and Linux Fundamentals	3	2		30	45	75

IV	Tamil @ / Advanced Tamil #(or) Non-major Elective I:YogaforHumanExcellen / Women's Rights #Constitution of India	2	2		-	50	50
Total		27	26	4	215	560	775

FOURTH SEMESTER

I	Language-IV	4	4		25	75	100
II	English- IV	4	4		25	75	100
III	Core X-R Programming	3	3		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	3		30	45	75
III	Core XIII: Computer Application Practical IV-Analysis with SPSS&R	3	-	3	25	75	100
IV	SkillbasedSubject-2 Nan Mudhalvan – office Fundamentals http://kb.naanmudhalvan.in/BharathiarUniversity_(BU)	2		3	25	25	50
IV	Tamil @ /Advanced Tamil # (or)Non-major elective - II: General Awareness#	2	2		-	50	50
Total		27	24	6	210	540	750

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	4	5		25	75	100
IV	Skill BasedCourse3:SAS & SCILAB	3	3		30	45	75
Total		22	26	4	155	420	575

SIXTH SEMESTER

III	Core XVIII-Hadoop	4	7		25	75	100
III	Core XIX-Computer Applications: Hadoop-Practical's VI	4	7		25	75	100
III	Elective II A. Financial Markets and Institutions B. Cyber Law C. Goods and Service Tax	3	6		30	45	75
III	Project Viva Voce	3	4		30	45	75
III	Core practical II SASSCILAB	3	3		30	45	75

IV	SkillBasedSubject-4–Naan Mudhalvan– FinTech Course – 2(Capital Markets/Digital Marketing/Operational Logistics) http://kb.naanmudhalvan.in/Bharathiar_University_(BU)	2	3		25	25	50
V	Extension Activities@	2	-		50		50
TOTAL		21	30		215	310	525
GRANDTOTAL		140	159	21	1100	2700	3800

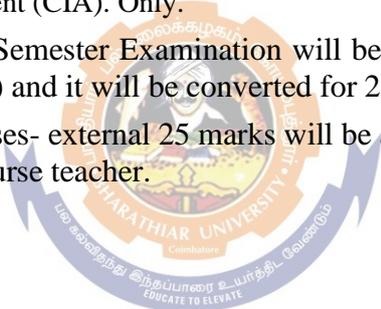
List of elective papers (College can choose any one of the paper as elective)		
Elective I	A	Business Organisation and Models
	B	Brand Management
	C	Legal Aspects of Business
Elective II	A	Financial Markets and Institutions
	B	Cyber Law
	C	Goods and Service Tax

@ No University Examinations. Only Continuous Internal Assessment (CIA)

#No Continuous Internal Assessment (CIA). Only.

NOTE: *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.





***First
Semester***

Course code	TITLE OF THE COURSE			L	T	P	C
Core 1	FINANCIAL ACCOUNTING			4	-	-	4
Pre-requisite	HIGHER SECONDARY :Basic concepts of Accounts			Syllabus version		2021-2022	
Course Objectives:							
The main objectives of this course are to:							
<ul style="list-style-type: none"> ➤ To provide a strong foundation in fundamental accounting concepts, various elements of financial statements and relevant accounting standards. ➤ To be familiar with partnership, companies and inventory accounts. ➤ To inculcate the knowledge of international financial reporting standards. 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Relate accounting concepts and conversion to prepare financial statements						K1
2	Outline the preparation of final accounts using AS1 & 5						K2
3	Explain the preparation of Depreciation and Bank Reconciliation statement						K2
4	Examine the concepts of consignment and joint venture.						K4
5	Outline the preparation of partnership accounts						K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1	INTRODUCTION			15-- hours			
Accounting Concepts and Accounting Conventions – Journal – Ledger – Trial Balance.							
Unit:2	FINAL ACCOUNTS			10-- hours			
Final Accounts – AS 1, 5.							
Unit:3	BANK RECONCILIATION STATEMENT			10-- hours			
Depreciation–AS 6-Bank Reconciliation Statement –AS 27.							
Unit:4	CONSIGNMENTS AND JOINT VENTURES			15-- hours			
Consignment–Joint Venture.							
Unit:5	PARTNERSHIP ACCOUNTS			8-- hours			
Partnership Accounts–Admission, Retirement and Death.							
Unit 6	Contemporary Issues			2 hours			
Expert seminars and lectures							
			Total Lecture hours			60-- hours	
Text Book(s)							
1	Jain S P and Narang K L - Advanced Accountancy - Kalyani Publishers - Reprint 2016 & 18 th Edition.						
2	Reddy T S & Murthy – Financial Accounting – Margam Publications – 2016, 6 th Edition.						

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:						
<ul style="list-style-type: none"> ➤ 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			4
Pre-requisite	ALLIED I: BUSINESS STATISTICS – I			Syllabus Version		2021-2022	
Course Objectives:							
The main objectives of this course are to:							
<ul style="list-style-type: none"> ➤ 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.							

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 2014 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.] PHI Publication □	
1	
2	
4	
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			-	-	4	4														
Pre-requisite	Basics knowledge in MS-Office			Syllabus Version	2021- 2022																
Course Objectives:																					
The main objectives of this course are to:																					
<ul style="list-style-type: none"> ➤ 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																					
(60 MARKS)																					
<p>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.</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>DATE</th> <th>PRICE</th> </tr> </thead> <tbody> <tr> <td>2012</td> <td>59.77</td> </tr> <tr> <td>2013</td> <td>121.19</td> </tr> <tr> <td>2014</td> <td>188.75</td> </tr> <tr> <td>2015</td> <td>135.81</td> </tr> <tr> <td>2016</td> <td>256.88</td> </tr> <tr> <td>2017</td> <td>337.41</td> </tr> </tbody> </table> <p>a) Enter the data, as shown, into a worksheet and format the table as shown.</p> <p>b) Create a formula to calculate rate of return for each year. Format the results as percentages with two decimal places.</p> <p>c) Calculate the total return for the entire holding period. What is the compound average annual rate of return?</p> <p>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?</p> <p>e) Experiment with the formatting possibilities of the chart. For example,</p>								DATE	PRICE	2012	59.77	2013	121.19	2014	188.75	2015	135.81	2016	256.88	2017	337.41
DATE	PRICE																				
2012	59.77																				
2013	121.19																				
2014	188.75																				
2015	135.81																				
2016	256.88																				
2017	337.41																				

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

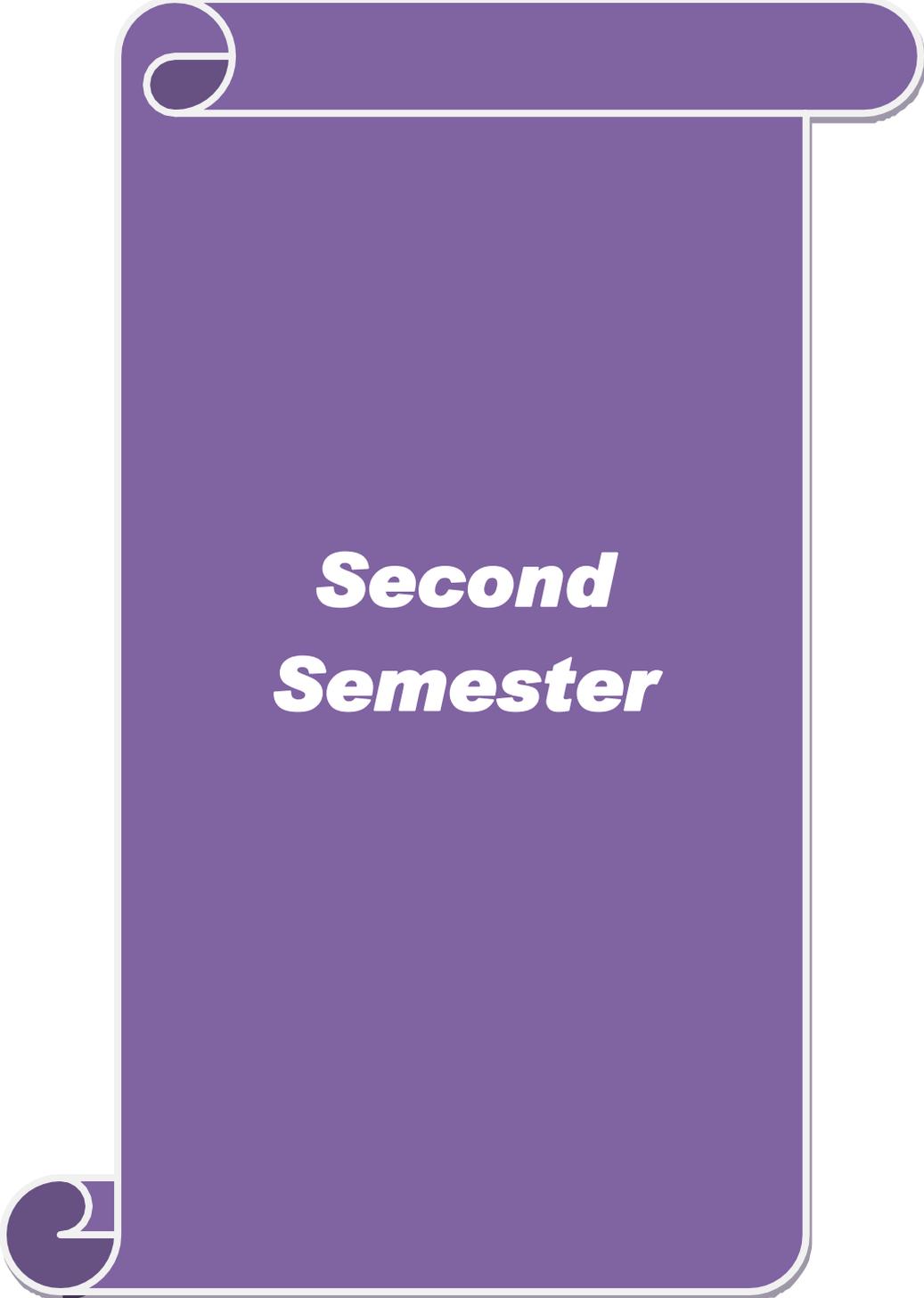
- a) Calculate the ratio of each year's data to the previous year for each of the above items for Paychex, Inc. For example, for the year 2010, $\$2,000.82/\$2,082.76 = 0.9607$.
- a) From your calculations in part a, calculate each year's rate of growth. Using the example in part a, the ratio is 0.9607, 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++			4			4
Pre-requisite	Basic knowledge in C			Syllabus	2021-2022		
Course Objectives:							
The main objectives of this course are to:							
<ul style="list-style-type: none"> ➤ 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 - Undestand; 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		
4		
Course Designed By:		

Mapping with Programme Outcomes						
COs	PO1	PO2	PO3	PO4	PO5	
CO1	S	S	S	S	S	S
CO3	S	S	S	S	S	M
CO3	S	S	S	S	S	S
CO4	S	S	S	M	M	M
CO5	S	S	M	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:							
<ul style="list-style-type: none"> ➤ 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							
<ol style="list-style-type: none"> 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. 							

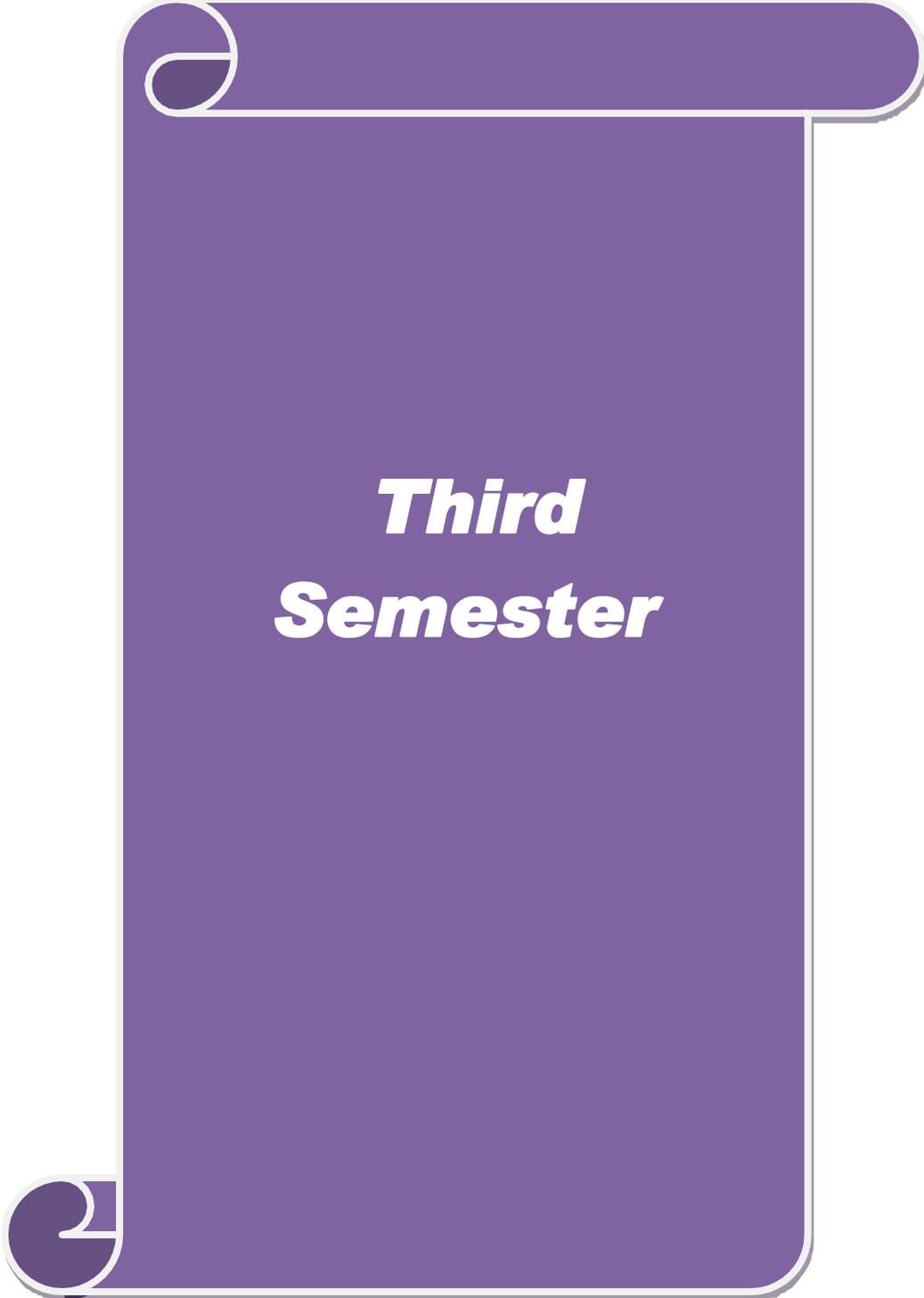
Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO3	S	S	M	S	S
CO3	S	S	S	S	S

Course code	TITLE OF THE COURSE	L	T	P	C
Allied II	Business Statistics II	4			4
Pre-requisite	Basic Knowledge In Arithmetic Calculation	Syllabus Version			2021-2022
Course Objectives:					
The main objectives of this course are to:					
<ul style="list-style-type: none"> ➤ 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 - 12			
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 - 12			
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 - 12			
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 - 12			
Analysis of Variance: one way, two classifications- fundamental principles of experimentation- CRD, RBD and LSD, analysis of co-variance.					
UNIT - V	MULTIVARIATE STATISTICS	Hours – 12			
Multivariate Statistics-validity, Reliability, Types-Multiple regression, Logistic regression- Factor analysis, conjoint analysis, cluster analysis, correspondence analysis, multivariate model building.					

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.]	
1	
2	
4	
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			4
Pre-requisite	Basic knowledge in data mining			Syllabus Version	2021-2022		
Course Objectives:							
The main objectives of this course are to:							
<ul style="list-style-type: none"> ➤ 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					20-- 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					18-- 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					17-- 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					15-- 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.							

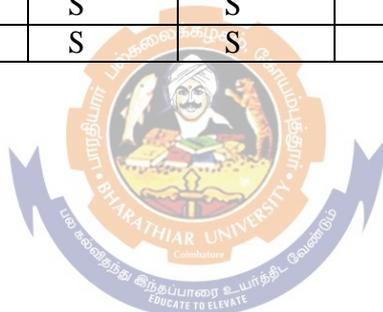
Unit:5	DATA MINING TOOL	18-- hours
Data Mining Tool: Introduction to WEKA – Loading the data (Simple) - Filtering attributes (Simple) - Selecting attributes (Intermediate) – Training a classifier (Simple) - Building your own classifier (Advanced) - Tree visualization (Intermediate) - Testing and evaluating 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		90-- hours
Text Book(s)		
1	Jiawei Han and Micheline Kamber – 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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4		
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:							
<ul style="list-style-type: none"> ➤ 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					15-- 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					15-- 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					15-- 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					15-- 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					13-- 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						75-- 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			4
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					15-- 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					15-- 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					15-- 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					15-- 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					13—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
75-- 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., 2013 Edition.
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 nd 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
C01	S	S	M	S	S
C03	S	S	S	S	S
C03	S	S	S	S	S
C04	S	S	S	S	M
C05	S	S	S	S	M

Course code	TITLE OF THE COURSE	L	T	P	C
ALLIED III	OPERATIONS AND STRATEGIC MANAGEMENT	4			4
Pre-requisite		Syllabus Version			2021-2022
Course Objectives:					
The main objectives of this course are to:					
<ul style="list-style-type: none"> ➤ 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 - 12			
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 - 15			
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 - 12			
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 - 9			
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 - 12			
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.					

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	4
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	
<p>Syllabus</p> <p>1. Normalize the following dataset:</p> <p style="margin-left: 40px;">a) Employee database b) Students database c) Hospital database</p> <p>2. Data Definition Language and Data Manipulation Language Table: Student</p> <p style="margin-left: 40px;">Regno number (5) primary key Studname varchar2 (15) Gender char (6) Deptname char (15) Address char (25) Percentage number (4, 2)</p> <p>Queries:</p> <p style="margin-left: 40px;">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</p> <p>3. Create an Employee table with following field.</p> <p style="margin-left: 40px;">Eno number (5) primary key Ename varchar2 (20) not null Deptno number (2) not</p>							

null Desig

char

(10) not null

Sal number (9, 2) not null

- a) Insert values and display the records
- b) Display sum, maximum amount of basic pay
- c) List the name of the clerks working in the department 20
- d) Display name that begins with „G“
- e) List the names having „I“ as the second character
- f) List the names of employees whose designation are „Analyst“ and „Salesman“
- g) 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)

Mar3 number

(3) Queries:

- a) Insert values and display the records
- b) List the names and age of the student whose age is more than 12
- c) Display total and average of marks
- d) Display the names of the maximum total & minimum total student
- e) List the names of the student that ends with „A“
- f) 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:

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

6. 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:
 BookBooktitle Varchar2 (15)
 Bookcode Varchar2 (5)
 Bookprice Varchar2 (5)

Queries:

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

7. 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)

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

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

cusidnumber(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)

- Insert the records into the table customer and supplier.
- Describe the structure of the tables.
- List details of customer table and supplier table.
- 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-1	Basic knowledge in java		4	-	-	4
Pre-requisite			Syllabus Version		2021-2022	
Course Objectives:						
<ol style="list-style-type: none"> 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						8 hours
<p>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</p>						
Unit:2						9 hours
<p>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.</p>						
Unit:3						8 hours
<p>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 aPackage, Hiding Classes.</p>						
Unit:4						7 hours
<p>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.</p>						
Unit:5						11 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	hours
Text Book(s)		
1	E. Balaguruswamy, “ Programming In Java ”, 2nd Edition, TMH Publications ISBN	
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			4
Pre-requisite	Basic knowledge in Research			Syllabus	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					20-- 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					18-- 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					17-- 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					15-- 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, FactorAnalysis.							
Unit:5	COMPLEX STATISTICS					18-- 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						90-- 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			4
Pre-requisite	Basic knowledge in BI			Syllabus rsion		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	Title of the Unit (Capitalize each Word)					18-- hours	
Introduction to Business Intelligence: Framework for Business Intelligence–Intelligence Creation–Transaction Processing Versus Analytic Processing–Major Tools and Techniques of BI.							
Unit:2	Title of the Unit (Capitalize each Word)					20-- hours	
Business Performance Management – Strategize–Plan–Monitor–Performance Measurement–BPM Methodologies–Performance Dashboards and Scorecards.							
Unit:3	Title of the Unit (Capitalize each Word)					17-- 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	Title of the Unit (Capitalize each Word)					15-- 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	Title of the Unit (Capitalize each Word)					18-- 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 – realitymining.							
Unit 6	Contemporary Issues					2 hours	
Expert seminars and lectures							
					Total Lecture hours	90-- 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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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		3			3
Pre-requisite	Basic knowledge in finance		Syllabus version		2021-2022	
Course Objectives:						
The main objectives of this course are to:						
<ul style="list-style-type: none"> ➤ 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 Budgeting Techniques 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 & DIVIDEND POLICY				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.]		
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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	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			4
Pre-requisite	Basic Knowledge In Marketing Concepts	Syllabus Version			2021-2022
Course Objectives:					
The main objectives of this course are to:					
<ul style="list-style-type: none"> ➤ 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.					
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.]					
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4					
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	4																				
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																											
<ol style="list-style-type: none"> Find Factorial of a number using recursion Write program to calculate Multiplication Table using R Check if a Number is Positive, Negative or Zero Creating vector and matrices using R program. Import and Visualize data using scatter plots 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"> <thead> <tr> <th>PARTICULARS</th> <th>2000</th> <th>2004</th> <th>2005</th> </tr> </thead> <tbody> <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> </tbody> </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
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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 seasonal factors!
- 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 in SPSS and R Transform / Select Data

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

Graphs

Create a column diagram about the proportion of employees grouped by gender! 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 if you set markers by gender! Embellish the graph!
- Create a scatter plot about month since hire and previous experience if you set markers by employment category! Embellish the graph!
- Define simple box plot about previous experience! Embellish the graph!
- Define simple box plot about the month since hire categorized by the employment 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!

- c) 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 with 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

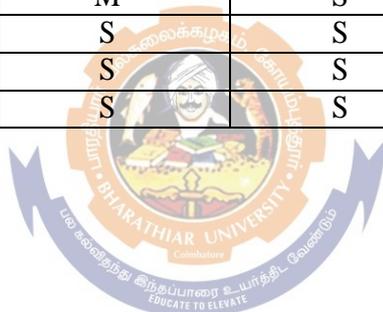


***Fifth
Semester***

Course code	TITLE OF THE COURSE	L	T	P	C
Core 14	PYTHON	4			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 – Character 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 broken XML.					
Unit:5	HTTP WEB SERVICES	18-- hours			
Serializing Python Objects- HTTP web services: Features of HTTP, How not to fetch data over 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.]	
1	
2	
4	
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			4			4
Pre-requisite	Basic knowledge in Accounting			Syllabus rsion		2021-2022	
Course Objectives:							
The main objectives of this course are to:							
<ul style="list-style-type: none"> ➤ 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.]	
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 16	INCOME TAX	4			4
Pre-requisite	BASIC KNOWLEDGE IN TAX	Syllabus rsion		2021-2022	
Course Objectives:					
The main objectives of this course are to:					
<ul style="list-style-type: none"> ➤ 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.]	
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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	
<p>1. Word frequency analysis</p> <p>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.</p> <p>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.</p> <p>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?</p> <p>Exercise 1.3. Modify the program from the previous exercise to print the 20 most frequently- used words in the book.</p> <p>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?</p> <p>2. Random numbers</p> <p>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.</p> <p>3. Word histogram</p>						

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			4			4
Pre-requisite	Basic knowledge in organizational behavior			Syllabus version	2021-2022		
Course Objectives:							
The main objectives of this course are to:							
<ul style="list-style-type: none"> ➤ 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			4			4
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.]	
1	
2	
4	
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	4			4
Pre-requisite	Basic knowledge of law related to business	Syllabus version		2021-2022	
Course Objectives:					
The main objectives of this course are to:					
<ul style="list-style-type: none"> ➤ 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.
2	
4	
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-3	Basic knowledge in statistics		-	-	4	4
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 problem						
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						
					8 hours	
Accessing Data: Use FORMATTED, LIST and COLUMN input to read raw data files - Use INFILE 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 SAS date values - Control which observations and variables in a SAS data set are processed and output.						
Unit:2						
					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						
					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						
					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		11hours
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	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 18	HADOOP			4			4
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 MapReduce application for development					K3	
4	List the features of MapReduce 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					23-- 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					20-- 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					20-- 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					20-- 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					20-- 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 Quesry Languages – Database Operations – Tables – Joins – HIVE vs. PIG.							
Unit 6	Contemporary Issues					2 hours	
Expert seminars and lectures							
					Total Lecture hours	105-- 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.]	
1	
2	
4	
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



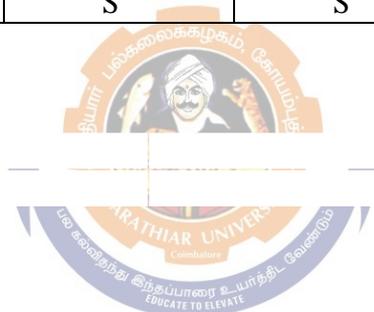
Course code	TITLE OF THE COURSE			L	T	P	C
Core 20	COMPUTER APPLICATIONS PRACTICALS VI – HADOOP			4			4
Pre-requisite	Basic application knowledge in computer			Syllabus Version		2021-2022	
Course Objectives:							
The main objectives of this course are to:							
➤ To explore and acquire skills in Hadoop 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							
						90-- hours	
Syllabus							
<ol style="list-style-type: none"> 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	TITLE OF THE COURSE			L	T	P	C
Elective II A)	FINANCIAL MARKETS AND INSTITUTIONS			4			4
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			23-- 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			20-- 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			20-- 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			20-- 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			20-- 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	105-- 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 edition2018
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	S.S.Gulshan - Business Law, Excel books, 4 th Edition.
2	
4	
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			4			4
Pre-requisite	Basic knowledge in cyber securities			Syllabus rsion		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			23-- 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			20-- 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			20-- 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 crimeAmendments to Indian Penal code 1860.							
Unit:4	ELECTRONIC DATA INTERCHANGE			20-- hours			
Legal frame work for Electronic Data Interchange: EDI Mechanism-Electronic Data Interchange Scenario in India.							
Unit:5	ELECTRONIC RECORDS			20-- hours			
Definitions-Authentication of Electronic Records Electronic Governance-Digital Signature Certificates.							
Unit 6	Contemporary Issues			2 hours			
Expert seminars and lectures							
			Total Lecture hours			105-- 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.						
2							
4							
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			4			4
Pre-requisite	Basic knowledge in taxation			Syllabus version	2021-2022		
Course Objectives:							
The main objectives of this course are to:							
<ul style="list-style-type: none"> ➤ 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					23-- hours	
Indirect Taxes – Introductory Concept: Introduction -Importance -Meaning – Definition - Characteristics -Objectives -Canons of Taxation -Impact Shifting and Incidence of Tax - Classification of Taxes- Advalem 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					20-- 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					20-- 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					20-- 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	20-- 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		105-- hours
Text Book(s)		
1	Dr. R.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 & Sehwat - 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		
4		
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	SAS & SCILAB		L	T	P	C
Skill based subject-4 PRACTICAL	Basic knowledge in statistics		-	-	4	4
Pre-requisite			Syllabus Version		2021-2022	
Course Objectives:						
<ul style="list-style-type: none"> 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						
					45 hours	
SAS						
<p>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.</p> <p>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.</p> <p>3. Car Database: Creating a New Column in SAS, Performing Conditional Logic in SAS</p> <ol style="list-style-type: none"> from permanent database take car dataset Add new column called Markup by subtracting MDRP with Invoice <p>4. Heart Database:</p> <ol style="list-style-type: none"> Pick out heart dataset from permanent database give appropriate values to filter a data and display the result By using Air Dataset Format the date column <p>Baseball Database:</p> <ol style="list-style-type: none"> Pick out Baseball dataset from permanent database Select scatter plot and series plot Change the settings in tab, option with necessary arguments <p>6. Iris Database:</p> <ol style="list-style-type: none"> Transform the dataset and set analysis variable, categorical variable. Apply necessary arguments for selected graph and display the result. <p>7. Fish Dataset:</p> <p>Summary Statistics, Distribution Analysis Using SAS Studio</p>						

- 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.
 - 9. Cars Database:
 - a) Perform Correlation Analysis, One-Way ANOVA
 - b) Set required variable and give statistic measure to plot the graph
 - 10. Fish Databse:
 - a) Assign single variable to analyse.
 - b) Apply necessary arguments for selected graph and display the result.
- 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**
- 11. Matrix manipulation using Scilab
 - 12. 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 formulato assign a variable F the Fahrenheit equivalent of 37 Celsius.
 - 13. Least Square Curve Fitting and plotting in scilab
 - 14. Solve an ODE using Scilab
 - 15. 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. For example:
 - 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
C04	M	L	S	L	L

S- Strong; M-Medium; L-Low