



# KRISHNASAMY COLLEGE OF ENGINEERING & TECHNOLOGY

Approved by AICTE & Affiliated to Anna University

Anand Nagar, Nellikuppam Main Road, Kumarapuram, Cuddalore – 607 109.

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## DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING

(Academic Year 2018-2019)

17.11.2018

### CIRCULAR

It is planned to conduct a value added course for III & IV year Computer Science & Engineering students on the subject given below. Each module is scheduled from 10.12.2018 to 14.12.2018. The course plan, test procedure, attendance are followed as per regulation 2013. It is highly advised that the students should attend all the sessions and get benefited of the course.

The syllabus for the same has been formulated and will be circulated to students. The eminent staff from our department is invited to give lectures on topics from syllabus.

S.No	Year	Code/Name of the subject	Duration in Hours	Subject Incharge
1	IV	CS-VAC1801- Business Analytics	30	Er.P.M.Kamatchi AP/CSE
2	III	CS-VAC1802 - Information Technology Essentials	30	Er.R.Shenbagavalli,AP/CSE Er.V.Rajkumar,AP/CSE

*C. Rajesh*  
17/11/18  
HOD

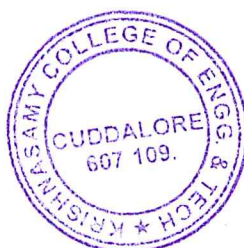
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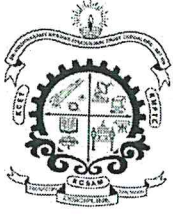
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17/11/18  
PRINCIPAL

Copy to:

Class Room

Class In charge





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## SYLLABUS

**Subject Code/ Subject Name:** CS-VAC1801- Business Analytics

**Duration:** 30 Hours

### **OBJECTIVES:**

- To understand the Analytics Life Cycle.
- To understand various types of analytics for Business Forecasting
- To model the supply chain management for Analytics.
- To apply analytics for different functions of a business

**MODULE I INTRODUCTION TO BUSINESS ANALYTICS** 8  
Analytics and Data Science – Analytics Life Cycle – Types of Analytics – Business Problem Definition – Data Collection – Data Preparation – Hypothesis Generation – Modeling – Validation and Evaluation – Interpretation – Deployment and Iteration

**MODULE II BUSINESS INTELLIGENCE** 8  
Data Warehouses and Data Mart - Knowledge Management – Types of Decisions - Decision Making Process - Decision Support Systems – Business Intelligence – OLAP –, Analytic functions

**MODULE III HR & SUPPLY CHAIN ANALYTICS** 7  
Human Resources – Planning and Recruitment – Training and Development - Supply chain network - Planning Demand, Inventory and Supply – Logistics – Analytics applications in HR & Supply Chain

**MODULE IV MARKETING & SALES ANALYTICS** 7  
Marketing Strategy, Marketing Mix, Customer Behavior – selling Process – Sales Planning – Analytics applications in Marketing and Sales

**TOTAL: 30 PERIODS**

### **COURSE OUTCOMES:**

- Identify the business processes for extracting Business Intelligence
- Apply predictive analytics for business fore-casting
- Apply analytics for supply chain and logistics management
- Use analytics for marketing and sales.

### **REFERENCES:**

1. R. Evans James, Business Analytics, 2017
2. R N Prasad, Seema Acharya, Fundamentals of Business Analytics, 2016
3. Philip Kotler and Kevin Keller, Marketing Management, 15th edition, PHI, 2016
4. VSP RAO, Human Resource Management, 3rd Edition, Excel Books, 2010.
5. Mahadevan B, "Operations Management -Theory and Practice",3rd Edition, Pearson Education, 2018.

*C. Rajesha*  
17/11/18  
HOD / CSE

