

**UNIT - I**

**L-10**

**Foundation of Business Analytics:**What Is Business Analytics? Evolution of Business Analytics Impacts and Challenges, Scope of Business Analytics Data for Business Analytics, Data Sets and Databases, Big Data, Metrics and Data Classification, Data Reliability and Validity, Models in Business Analytics, Decision Models, Model Assumptions, Uncertainty and Risk, Prescriptive Decision Models, Problem Solving with Analytics.

**UNIT - II**

**L-10**

**Descriptive Analytics- Statistical Estimation:** Statistical sampling, sampling methods, estimating population parameters, sampling errors, sampling distributions: sampling distribution of the mean, Interval estimates, confidence intervals for mean and population proportion.

**UNIT - III**

**L-10**

**Statistical Inference:** Hypothesis Testing, Hypothesis-Testing Procedure, One-Sample Hypothesis Tests, Understanding Potential Errors in Hypothesis Testing, Selecting the TestStatistic, drawing a Conclusion, Two-Tailed Test of Hypothesis for the Mean,  $p$ -Values, One-Sample Tests for Proportions, Two-Sample Hypothesis Tests: Two-Sample Tests for Differences in Means, Two-Sample Test for Means with Paired Samples.

**UNIT - IV**

**L-10**

**ANOVA and Chi-Square tests:**Test for Equality of Variances, Analysis of Variance (ANOVA), Assumptions of ANOVA, ANOVA one -way and ANOVA Two-way classification, Chi-Square Test for Independence

**UNIT - V**

**L-10**

**Measures of Association and Regression:** Introduction, correlation, Modeling relationships and trends in data, Least square regression.

**TEXT BOOKS:**

1. James Evans, Business Analytics, 2e, Pearson, 2017.

**REFERENCE BOOKS:**

1. Camm, Cochran, Fry, Ohlmann, Anderson, Sweeney, Williams Essential of Business Analytics, Cengage Learning.
2. Thomas Eri, Wajid Khattack & Paul Buhler: Big Data Fundamentals, Concepts, drivers and Techniques by Prentice Hall of India, New Delhi, 2015
3. Akil Maheswari: Big Data, Upskill ahead by Tata McGraw Hill, New Delhi, 2016
4. Seema Acharya & Subhashini Chellappan: Big Data and Analytics, Wiley Publications, New Delhi, 2015.

# 20BB203 BUSINESS VALUES, ETHICS AND CORPORATE GOVERNANCE

Hours Per Week :

L	T	P	C
4	-	-	4

Total Hours :

L	T	P
50	-	-

## COURSE DESCRIPTION AND OBJECTIVE:

To discuss the theories of ethics and corporate governance and explain how they can be applied in various business situations, importance of ethics in conducting business. Corporate social responsibility and ethical dilemmas at work place and corporate governance – Codes and Laws.

## COURSE OUTCOMES:

Upon completion of the course, student will able to achieve the following outcomes:

COs	Course Outcomes	POs
1	Understand human values, ethics and objectives of ethics.	3
2	Analyze the importance of ethics in conducting business and gender equity.	2
3	Understand ethical organization and its corporate code.	3
4	Apply ethical issues in different functions in organization.	1
5	Understand corporate social responsibility and ethical dilemmas at work place.	3
6	Understand corporate governance – Codes and Laws.	3

## SKILLS :

- ✓ *Students are expected to study any five CSR initiatives by Indian organizations and submit a report for the same.*
- ✓ *A group assignment on "The relationship between Business houses and Society in Indian Context and relating the same with respect to the models studied.*
- ✓ *Mini Project: Collect details of unethical practices by businesses in today's context in the areas of Production, Marketing, HRM, and Financial services and make a report.*
- ✓ *Case studies/Role plays related ethical issues in business with respect to Indian context.*