



**Visvesvaraya Technological University, Belagavi**  
(State University of Government of Karnataka Established as per the VTU Act, 1994)

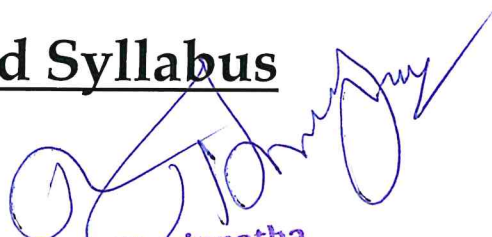
**VTU Centre for Online Education (VTU-COE)**

**VTU Centre for Online Education (VTU-COE)**



**MBA in Business Analytics**

**Scheme and Syllabus**

  
**Dr. T. Manjunatha**  
Professor and Co-Ordinator  
Department of MBA  
University B.D.T. College of Engineering  
DAVANGERE - 577 004.



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### PROGRAM OUTCOMES (POs)

#### **MBA in Business Analytics Graduate will be able**

- To foster analytical abilities decision-making.
- To understand, analyse and communicate a business's goals.
- To lead themselves and team in achieving organisational goals
- To achieve professional excellence and enhance employability.
- Students are given sufficient theoretical knowledge and are enabled to apply them to solve practical problems in business and other organizations/institutions of importance
- Students are provided effective communication skills with a high degree of lateral and critical thinking that enhances learn ability, developed for being continuously employable.
- Students are instilled with leadership qualities, ethically sound, enabled with decision making skills that reflect a high degree of social consciousness
- Students are trained for sustained research orientation to comprehend a growingly complex, economic, legal and ethical environment
- Students are equipped with self sustaining entrepreneurship qualities that encourages calculated risk taking.

#### PROGRAM SPECIFIC OUTCOMES (PSOs):

#### **MBA in Business Analytics Graduate will be able**

- PSO1) Comprehend the contemporary features and characteristics of Business Administration.
- PSO2) Analyse and interpret the dynamic situations for making Business Management strategies and decisions at the national and global level.
- PSO3) Handle responsibility with the ethical values for all actions undertaken by them.
- PSO4) Adapt and focus on achieving the organisational goal and objectives with complete zeal and commitment.

#### PROGRAM EDUCATIONAL OBJECTIVES (PEOs):

#### **MBA in Business Analytics graduate will be able**

1. To provide conceptual and practical knowledge that may be applied in actual business circumstances.
2. Pursue lifelong education to reach your goals and be a responsible citizen who contributes to your country's progress.
3. To enhance critical thinking and decision-making skills.
4. In order to foster a sense of unity within a group and improve communication abilities, it is important to focus on team building.

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### Master of Business Administration in Business Analytics

#### Semester - I

| Sl. No | Code      | Course Name                             | Credits |
|--------|-----------|---|---------|
| 1      | OMBABA101 | Management and Organizational Behaviour | 4       |
| 2      | OMBABA102 | Quantitative Techniques                 | 4       |
| 3      | OMBABA103 | Accounting for Managers                 | 4       |
| 4      | OMBABA104 | Marketing Management                    | 4       |
| 5      | OMBABA105 | Business Communication                  | 4       |
| TOTAL  |           |   | 20      |

#### Semester - II

| Sl. No | Code      | Course Name                  | Credits |
|--------|-----------|------------------------------|---------|
| 1      | OMBABA201 | Human Resources Management   | 4       |
| 2      | OMBABA202 | Corporate Strategy           | 4       |
| 3      | OMBABA203 | Financial Management         | 4       |
| 4      | OMBABA204 | Business Research Methods    | 4       |
| 5      | OMBABA205 | Entrepreneurship Development | 4       |
| TOTAL  |           |                              | 20      |

#### Semester - III (Core subject and Specializations)

| Subject Codes | Subject Names                             | Credit       |
|---------------|---|--------------|
| OMBABA 301*   | Employability & Professional Skills ✓     | 4            |
| OMBABA 302    | Introduction to Python for Analytics      | 4            |
| OMBABA 303    | Data Visualization for Managers           | 4            |
| OMBABA 304    | Business Analytics & Intelligence         | 4            |
| OMBABA 305    | Marketing, Web and Social Media Analytics | 4            |
| OMBAAC306     | Universal Human Values ✓                  | Audit Course |
| Total Credits |   | 20           |

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## Semester - IV (Core subject and Specializations)

| Subject Codes | Subject Names            | Credit |
|---------------|--------------------------|--------|
| OMBABA 401*   | International Business ✓ | 4      |
| OMBABA 402    | Financial Analytics ✓    | 4      |
| OMBABA 403    | Big Data Analytics       | 4      |
| OMBABAPR 404  | Project Work             | 8      |
| Total Credits |                          | 20     |

  
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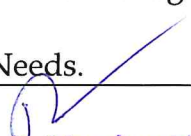


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| Management and Organizational Behaviour  |         |            |                 |
|--|---------|------------|-----------------|
| Course Code  | OMBB101 | CIE Marks  | 30              |
| Teaching Hours/Week (L:P:SDA)  | 4:0:0   | SEE Marks  | 70              |
| Credits  | 04      | Exam Hours | 03              |
| <b>Course Objectives</b> <ul style="list-style-type: none"> <li>To understand theories and models of Management and Organizational Behaviour</li> <li>To classify and differentiate various models of problem solving</li> <li>To compile a framework for addressing and resolving the problems at workplace</li> <li>To acquaint the required industry relevant skill sets</li> </ul> |         |            |                 |
| <b>Module-1</b>  |         |            | <b>8 hours</b>  |
| Management - Introduction, Meaning, Nature, Objectives, Importance, Differences between Administration and Management, Levels of Management, Types of Managers, Managerial roles, and Evolution of Management Thought.   |         |            |                 |
| <b>Module -2</b>   |         |            | <b>8 hours</b>  |
| Planning: Importance, Process, Benefits of Planning, Types of Plans, Planning tools and techniques.<br>Organising: Meaning, Types of Organisation structures, Directions in organisation structures.<br>Leading: Meaning, Nature, Traits and Behaviour, Approaches to Leadership.<br>Controlling: Meaning, Importance, Steps in control process, Types of control.                     |         |            |                 |
| <b>Module -3</b>   |         |            | <b>6 hours</b>  |
| Organizational Behaviour: Introduction, Meaning, History of Organizational Behaviour, Organizational effectiveness, Organizational learning process, Need for studying Organizational Behaviour.   |         |            |                 |
| <b>Module -4</b>   |         |            | <b>10 hours</b> |
| Perception: Meaning, Process, Factors influencing perception, Perception and decision-making, Attitude and Behaviour, Work related stress and its management, Signs and Symptoms of stress, Causes and managing stress.<br>Motivation: Meaning, Process, Types and Maslow's Hierarchy of Needs.  |         |            |                 |

  
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| Module-5   | 8 Hours |
|--|---------|
| <p>Power and Politics: Meaning, Sources of power, consequences of power, Managing organizational politics.</p> <p>Culture: Meaning, Elements of Organizational culture, Characteristics, Types, Creating Organizational culture.</p> <p>Organizational Change: Meaning, Characteristics, Forces responsible for change, Resistance to change, and Managing resistance to change.</p>   |         |
| <p><b>Semester End Examination:</b><br/>100 percent theory: 0 percent problems</p>   |         |
| <p><b>Suggested Learning Resources:</b></p> <p><b>Books</b></p> <ol style="list-style-type: none"><li>1. Essentials of Management, Koontz, McGraw Hill, 8/e, 2014</li><li>2. Management, John R. Schermerhorn, Jr., 8/e, Wiley India, 2010.</li><li>3. Organisational Behaviour, Fred Luthans, 12/e, McGraw Hill International, 2011</li><li>4. Organisational Behaviour, Steven L. McShane &amp; Mary Ann Von Glinow, 6/e, McGraw Hill Education, 2015</li><li>5. Principles and Practices of Management and Organisational Behaviour, Chandrani Singh and Aditi Khatri, Sage Publications, 2016</li></ol>  |         |
| <p><b>Web links and Video Lectures (e-Resources):</b></p> <ul style="list-style-type: none"><li>• <a href="https://onlinecourses.nptel.ac.in/noc22_mg104/preview">https://onlinecourses.nptel.ac.in/noc22_mg104/preview</a></li><li>• <a href="https://onlinecourses.nptel.ac.in/noc22_mg78/preview">https://onlinecourses.nptel.ac.in/noc22_mg78/preview</a></li><li>• <a href="https://learninglink.oup.com/access/king-lawley3e-student-resources#tag_all-chapters">https://learninglink.oup.com/access/king-lawley3e-student-resources#tag_all-chapters</a></li><li>• <a href="https://openstax.org/details/books/organizational-behavior">https://openstax.org/details/books/organizational-behavior</a></li><li>• <a href="https://www.classcentral.com/course/introduction-organisational-behaviour-11892">https://www.classcentral.com/course/introduction-organisational-behaviour-11892</a></li></ul> <p><b>Note:</b> The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.</p> |         |

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**Course outcome**

At the end of the course the student will be able to:

| Sl.No. | Description  | Blooms Level |
|--------|--|--------------|
| CO1    | Gain and apply the knowledge of management and OB theories to solve problems.                              | L1           |
| CO2    | Acquire conceptual knowledge of management, its various functions and theories in OB.                      | L3           |
| CO3    | Comprehend and apply management and behavioural models to relate attitude, perception, power and politics. | L2           |
| CO4    | Analyse the changing trends and patterns in Management and OB models.                                      | L4           |

**Mapping of COs and POs**

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|-----|-----|-----|-----|-----|-----|-------|-------|-------|-------|
| CO1 | 1   |     |     |     | 2   | 3     |       |       |       |
| CO2 |     | 2   | 2   |     |     |       | 2     |       |       |
| CO3 |     |     |     | 3   |     | 3     |       | 2     |       |
| CO4 |     | 2   |     | 2   |     |       | 1     |       | 2     |

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| Quantitative Techniques  |         |            |                |
|--|---------|------------|----------------|
| Course Code  | OMBB102 | CIE Marks  | 30             |
| Teaching Hours/Week (L:P:SDA)  | 4:0:0   | SEE Marks  | 70             |
| Credits  | 04      | Exam Hours | 03             |
| <b>Course Learning objectives:</b>   |         |            |                |
| <ol style="list-style-type: none"> <li>1. To make the students learn about the applications of statistical &amp; quantitative tools and Techniques in decision making.</li> <li>2. To emphasize the need for statistics and decision models in solving business problems.</li> <li>3. To enhance the knowledge on descriptive and inferential statistics.</li> <li>4. To develop analytical skills in students in order to comprehend and practice data analysis at different levels.</li> </ol> |         |            |                |
| <b>Module-1 Introduction to Statistics</b>   |         |            | <b>8 Hours</b> |
| <b>Introduction to Statistics:</b> Meaning and Definition, functions, scope and limitations, Measures of central tendency - Mean, Median, Mode. <b>Measures of dispersion:</b> Range - Quartile Deviation - Standard Deviation - Variance-Coefficient of Variance - Comparison of various measures of Dispersion.  |         |            |                |
| <b>Module -2 Correlation and Regression</b>  |         |            | <b>8 Hours</b> |
| Scatter Diagram, Karl Pearson correlation, Spearman's Rank correlation (one way table only), simple and multiple regressions (problems on simple regression only).   |         |            |                |
| <b>Module -3 Hypotheses</b>  |         |            | <b>8 Hours</b> |
| Types, characteristics, source, formulation of hypotheses, errors in hypotheses. Level of significance, Parametric tests-- t-test, z-test, and Non-Parametric Tests ANOVA-one-way(only), u-test, K-W Test (problems on all tests).   |         |            |                |
| <b>Module-4 Introduction to Linear Programming Problem</b>   |         |            | <b>8 Hours</b> |
| Structure of linear program model, Assumption, Advantages, Limitations, Guidelines for formulation of linear programming model, Formulation of problems, graphical method.<br>General structure of transportation problem, methods of finding initial basic feasible solution (NWCM, LCM & VAM).   |         |            |                |
| <b>Module-5 Project Management</b>   |         |            | <b>8 Hours</b> |
| Structure of projects, phases of project management-planning, scheduling, controlling phase, work breakdown structure, project control charts, network planning, PERT & CPM, Network components & precedence relationships, critical path analysis, probability in PERT analysis, Theory of crashing (Theory Only), Theory of Constraints (Theory only).   |         |            |                |

  
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## VTU Centre for Online Education (VTU-COE)

### Semester End Examination:

50 percent theory: 50 percent problems

### Books:

1. Fundamentals of Statistics, SC Gupta, Himalaya Publications, 2012
2. Research Methodology, Ranjith Kumar, Sage Publications, 2018
3. Research Methodology, C R Kothari, ViswaPrakasam Publication, 2015
4. Operation Research: An Introduction, H A Taha, Pearson Publication, 2012
5. Operation Research, J K Sharma, McMillan Publications, 2014

### Web links and Video Lectures (e-Resources):

- <https://www.youtube.com/watch?v=VDLyk6z8uCg>

**Note:** The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

### Course outcome

At the end of the course the student will be able to:

| Sl. No. | Description   | Blooms Level |
|---------|---|--------------|
| CO1     | Understand the Quantitative techniques for its use in business decisions  | L1           |
| CO2     | Comprehension of the knowledge of quantitative techniques covering statistics and operation research models for decision making | L2           |
| CO3     | Application of quantitative techniques for solving the business problems  | L3           |
| CO4     | Analysing complex business problem using various ORQT tools.  | L4           |

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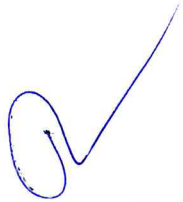
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## Mapping of COs and POs

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PSO4 |
|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1 | 1   | 2   | 1   |     |     | 2    | 1    |      |      |
| CO2 |     | 2   | 1   | 1   |     |      | 2    | 2    |      |
| CO3 |     | 1   | 2   | 3   | 2   |      | 2    |      | 1    |
| CO4 |     |     | 1   | 2   | 3   | 1    |      | 2    | 1    |

  
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## VTU Centre for Online Education (VTU-COE)

| Accounting for Managers  |         |                  |    |
|--|---------|------------------|----|
| Course Code  | OMBB103 | CIE Marks        | 30 |
| Teaching Hours/Week<br>(L:P:SDA)   | 4:0:0   | SEE Marks        | 70 |
| Credits  | 04      | Exam Hours       | 03 |
| <b>Course Learning objectives:</b> <ul style="list-style-type: none"><li>To enable the students to understand the conceptual framework of accounting, reporting and financial statements.</li><li>To enable the students in preparation of books of accounts and accounting records leading to final accounts and interpretation there-off.</li><li>To acquaint the students with interpretation of accounting information and analyses of financial statements for decision making.</li></ul> |         |                  |    |
| <b>Module-1</b>  |         | <b>(8 Hours)</b> |    |
| <b>Introduction to Accounting:</b> Meaning, types of Accounting, Users of Accounting information, types of Accounting, Basics of Generally Accepted accounting Principles (GAAP), Concepts and Conventions of Accounting, IFRS, Indian Accounting Standards.. (Theory only)  |         |                  |    |
| <b>Module-2</b>  |         | <b>(8 Hours)</b> |    |
| <b>Accounting Cycle:</b> Single Entry System, Double Entry System Journal, Ledgers, Trial balance (Theory and Problems).   |         |                  |    |
| <b>Module-3</b>  |         | <b>(8 Hours)</b> |    |
| <b>Final Accounts of companies:</b> Preparation of final accounts of companies in vertical form as per Companies Act of 2013 (Problems of Final Accounts with adjustments), Window dressing. Case Study problem on Final Accounts of Company (Theory and Problems).  |         |                  |    |
| <b>Module-4</b>  |         | <b>(8 Hours)</b> |    |
| <b>Analysis of Financial Statements:</b> Meaning and Purpose of Financial Statement Analysis, Trend Analysis, Financial Ratio Analysis, Preparation of Financial Statements using Financial Ratios, Case Study on Financial Ratio Analysis(Theory and Problems).   |         |                  |    |
| <b>Module-5</b>  |         | <b>(8 Hours)</b> |    |
| <b>Depreciation and Emerging Issues in Accounting:</b> Meaning of depreciation: causes of depreciation, types of depreciation. (Problems only on straight line and WDV method). Emerging Issues in Accounting: Human Resource Accounting, Forensic Accounting, Green Accounting, Sustainability Reporting. (Theory only).  |         |                  |    |
| <b>Semester End Examination:</b> <ul style="list-style-type: none"><li>40 percent theory: 60 percent problems</li></ul>  |         |                  |    |

  
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### Suggested Learning Resources:

#### Books

1. Financial Accounting: A Managerial Perspective, Narayanaswamy R, 5/e, PHI, 2014.
2. A Text book of Accounting For Management, Maheswari S. N, MaheswariSharad K. Maheswari , 2/e, Vikas Publishing house (P) Ltd.
3. Computerized Accounting, NeerajGoyal, RohitSachdeva, Kalyani Publishers, 1e, 2018.
4. Accounting for Management-Text & Cases, S.K.Bhattacharya& John Dearden, Vikas Publishing House Pvt. Ltd., 3e, 2018.
5. Accounting and Finance for Non-finance Managers, Jai Kumar Batra, Sagr Publications, 1e, 2018.
6. Financial Accounting, Jain S. P and Narang K L, Kalyani Publishers.

#### Web links and Video Lectures (e-Resources):

- <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-5New.pdf>
- <https://journals.sagepub.com/home/jaf>
- [https://icmai.in/upload/Students/Syllabus-2012/Study\\_Material\\_New/Inter-Paper5-Revised.pdf](https://icmai.in/upload/Students/Syllabus-2012/Study_Material_New/Inter-Paper5-Revised.pdf)
- <https://books.mec.biz/tmp/books/Y3BMTIHRR2UE7LMTZG3T.pdf>
- <https://drnishikantjha.com/booksCollection/Financial%20Accounting%20-%20BMS%20.pdf>
- <https://www.pdfdrive.com/accountancy-books.html>
- [https://onlinecourses.swayam2.ac.in/nou22\\_cm18/preview](https://onlinecourses.swayam2.ac.in/nou22_cm18/preview)
- <https://www.coursera.org/lecture/uva-darden-financial-accounting/what-is-accounting-eXQEc>
- <https://www.youtube.com/watch?v=mq6KNVeTE3A>

#### Course outcome

At the end of the course the student will be able to :

| Sl. No. | Description  | Blooms Level |
|---------|--|--------------|
| CO1     | Know what and how books of accounts and financial statements are prepared. . | L1           |
| CO2     | How to interpret financial statements of companies for decision making.      | L1           |
| CO3     | Independently undertake financial statement analysis and take decisions.     | L4,L6        |

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## Mapping of COS and POs

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PSO<br>1 | PSO<br>2 | PSO<br>3 | PSO<br>4 |
|-----|-----|-----|-----|-----|-----|----------|----------|----------|----------|
| CO1 | 1   |     |     |     | 2   | 3        |          |          |          |
| CO2 |     |     | 2   |     |     |          | 2        |          |          |
| CO3 |     |     |     | 3   |     |          |          | 2        |          |

  
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| Marketing Management  |         |            |                |
|---|---------|------------|----------------|
| Course Code   | OMBB104 | CIE Marks  | 30             |
| Teaching Hours/Week (L:P:SDA)   | 4:0:0   | SEE Marks  | 70             |
| Credits   | 04      | Exam Hours | 03             |
| <b>Course Objectives</b> <ul style="list-style-type: none"> <li>To familiarize with the basic concepts, and techniques of marketing management</li> <li>To gain knowledge on consumer buying behaviour and influencing factors</li> <li>To describe major bases for segment marketing, target marketing, and market positioning.</li> <li>To develop a Conceptual framework, covering basic elements of the marketing mix.</li> <li>To analyses and solve marketing problems in the complex and fast changing business environment.</li> </ul>                                  |         |            |                |
| <b>Module-1 Introduction to Marketing Management and marketing Environment</b>  |         |            | <b>9 Hours</b> |
| Introduction, nature, scope and importance of marketing; Marketing concepts and its evolution; Marketing mix.4P's of Marketing. Marketing environment analysis - macro and micro components and their impact on marketing decisions, Market segmentation and positioning and Targeting, Consumer Buying behaviour, Consumer decision making process.  |         |            |                |
| <b>Module -2 Product Decision</b>   |         |            | <b>9 Hours</b> |
| Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix;; Product life cycle Stages -strategic implications; New product development and consumer adoption process. Branding; Packaging and labelling.   |         |            |                |
| <b>Module -3 Price Decisions</b>  |         |            | <b>7 Hours</b> |
| Price Decisions - Pricing objectives - Pricing policies and constraints - Different pricing method - pricing strategies and Price adjustment strategy. Factor influencing pricing (Internal factor and External factor), Factors affecting price determination.   |         |            |                |
| <b>Module: Promotion mix Decisions and channel of Distribution</b>  |         |            | <b>8 Hours</b> |
| <b>Promotion Decisions:</b> Communication Process; Promotion mix - advertising, personal selling, sales promotion, publicity and public relations; Determining advertising budget; Copy designing and testing; Media selection; Advertising effectiveness; Sales promotion - tools and techniques. Channel Decision and Physical Distribution Decisions - Nature of Marketing Channels -. Types of Channel flows - Channel functions - Functions of Distribution Channel - Structure and Design of Marketing Channels, conflict handling strategies in channel of distribution. |         |            |                |

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### Module-5 Emerging Trends in Marketing

7 Hours

Emerging Trends in Marketing, Marketing Planning. Concepts of B2B marketing, Service Marketing, Digital and social media Marketing, Green Marketing, Event Marketing, Marketing Audit, Sponsorship, Cause Related Marketing, Marketing for Non-Profit Organizations, Relationship marketing, Marketing Strategies for Leaders, Challengers, Followers and Startups. Social Responsibility of marketing, Neuro Marketing, Sensory Marketing, societal marketing concept, premiumization.


**Semester End Examination:** 100 percent theory: 0 percent problems

### Suggested Learning Resources:

#### Books

1. Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
2. Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
3. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
4. McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York
5. Marketing Management -Analysis planning and Control Prentice Hall of India, New Delhi, Ramaswamy. V S & Namakumari.
6. Marketing Management planning implementation and Control, Macmillan Business Books, New Delhi, 2002,
7. Marketing in India: Text and Cases by Neelamegham S by Vikas publication, Latest edition.

| Sl. No. | Description  | Blooms Level |
|---------|--|--------------|
| CO1     | Comprehend the concepts of Marketing Management.   | L1           |
| CO2     | Gain knowledge on consumer behaviour and buying process  | L3           |
| CO3     | Understand concept of Product and Brand Management, Branding and Pricing strategies                | L2           |
| CO4     | Identify marketing channels and the concept of product distribution, techniques of sales promotion | L4           |
| CO5     | Identify marketing channels and the concept of product distribution, techniques of sales promotion | L4           |

  
**Dr. T. Manjunatha**  
 Professor and Co-Ordinator  
 Department of MBA  
 University B.D.T. College of Engineering  
 DAVANGERE - 577 004.



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## VTU Centre for Online Education (VTU-COE)

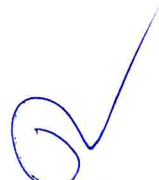
### Mapping of COs and POs

|      | PO1 | PO2 | PO3 | PO4 | PO5 | PSO<br>1 | PSO<br>2 | PSO<br>3 | PSO<br>4 |
|------|-----|-----|-----|-----|-----|----------|----------|----------|----------|
| CO1  | 1   |     |     |     | 2   | 3        |          |          |          |
| CO2  | 1   |     | 2   |     |     |          | 2        |          |          |
| CO3  |     |     |     | 3   |     |          |          | 2        |          |
| CO4  |     | 2   |     | 2   |     |          |          |          |          |
| CO 5 |     | 2   |     |     | 2   |          |          |          |          |
|      |     |     |     |     |     |          |          |          |          |

### Web links and Video Lectures (e-Resources):

- <https://youtu.be/5fdx5Laavkc>
- <https://youtu.be/Ule8n6GgE1g>
- <https://youtu.be/ob5KWs3I3aY?t=131>
- <https://youtu.be/U1VWUHLhmdk>
- <https://youtu.be/iWuYUhSHXHg>
- [https://youtu.be/IErR\\_YYfP3Y](https://youtu.be/IErR_YYfP3Y)
- <https://youtu.be/mL7MASrDIQ>

Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

  
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Professor and Co-Ordinator  
Department of MBA  
University B.D.T. College of Engineering  
DAVANGERE - 577 004.



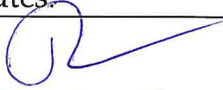


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## VTU Centre for Online Education (VTU-COE)

| Business Communication  |         |                |    |
|---|---------|----------------|----|
| Course Code   | OMBB105 | CIE Marks      | 30 |
| Teaching Hours/Week (L:P:SDA)   | 4:0:0   | SEE Marks      | 70 |
| Credits   | 04      | Exam Hours     | 03 |
| <b>Course Objectives</b> <ul style="list-style-type: none"> <li>To enable the students to become aware of their communication skills and sensitize them to their potential to become successful managers.</li> <li>To enable learners with the mechanics of writing and also help them to draft business letters in English precisely and effectively.</li> <li>To introduce the students to some of the practices in managerial communication those are in vogue.</li> <li>To prepare students to develop the art of business communication with emphasis on analysing business situations.</li> <li>To train Students towards drafting business proposals.</li> </ul> |         |                |    |
| <b>Module-1</b>   |         | <b>8 Hours</b> |    |
| <b>Introduction:</b> Meaning & Definition, Role, Classification – Purpose of communication – Communication Process – Characteristics of successful communication – Importance of communication in management – Communication structure in organization – Communication in conflict resolution - Communication in crisis. Communication and negotiation - Communication in a cross-cultural setting.   |         |                |    |
| <b>Module -2</b>  |         | <b>8 Hours</b> |    |
| <b>Oral and Written Communication:</b> Meaning – Principles of successful oral communication – Barriers to communication – Conversation control –Reflection and Empathy: two sides of effective oral communication.Modes of Oral Communication - Listening as a Communication Skill, Non-verbal communication. Purpose of writing – Clarity in writing –Principles of effective writing – Approaching the writing process. Systematically: The 3X3 writing process for business communication.  |         |                |    |
| <b>Module -3</b>  |         | <b>8 Hours</b> |    |
| <b>Business Letters and Reports:</b> Introduction to business letters – Types of Business Letters - Writing routine and persuasive letters – Positive and Negative messages. Writing Reports: Purpose, Kinds and Objectives of reports – Organization & Preparing reports.Writing Proposals: Structure & preparation - Writing memos<br><b>Media Management:</b> The press release – Press conference – Media interviews.<br><b>Group Communication:</b> Meetings – Planning meetings – objectives –participants – timing – venue of meetings.<br><b>Meeting Documentation:</b> Notice, Agenda, and Resolution & Minutes.   |         |                |    |

  
**Dr. T. Manjunatha**  
 Professor and Co-Ordinator  
 Department of MBA  
 University B.D.T. College of Engineering  
 DAVANAGERE - 577 004



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## VTU Centre for Online Education (VTU-COE)

|   |                |
|---|----------------|
| <b>Module - 4</b>   | <b>8 Hours</b> |
| <b>Presentation skills:</b> What is a presentation - Elements of presentation -Designing & Delivering Business Presentations - Advanced VisualSupport for managers.<br><b>Case Methods of learning:</b> Understanding the case method of learning.<br><b>Negotiation skills:</b> What is negotiation - Nature and need fornegotiation - Factors affecting negotiation - Stages of negotiationprocess - Negotiation strategies.  |                |
| <b>Module-5</b>   | <b>8 Hours</b> |
| <b>Employment communication: Introduction</b> - Composing Application Messages - Writing CVs - Group discussions - Interview skills, Impact of Technological Advancement on Business Communication- Technology-enabled Communication- Communication networks- Intranet-Internet-E-mails-SMS- teleconferencing - videoconferencing.  |                |
| <b>Semester End Examination:</b><br>100 percent theory: 0 percent problems  |                |
| <b>Suggested Learning Resources:</b><br><b>Books:</b> <ol style="list-style-type: none"><li>1. Business Communication: Concepts, Cases and Applications- Chaturvedi P. D, &amp;MukeshChaturvedi, 4/e, Pearson Education, 2020.</li><li>2. Communicating in Business: Ober and Newman, Cengage learning, 8th Edition, 2018.</li><li>3. Business Communication: Process and Product, Mary Ellen Guffey, 3/e, Cengage Learning, 2002.</li><li>4. Business and Professional Communication: Kelly M, Quintanilla, Shawn T and Wahl, SAGE South Asia Edition, 2017.</li><li>5. Business Communication: Lesikar, Flatley, Rentz&amp;Pande, 12/e, TMH, 2014.</li><li>6. Communicating in Business: Williams, Krizan, Logan and Merrier, Cengage Learning, 8/e, 2017.</li><li>7. Contemporary Business Communication - Scot Ober-Biztantra, 5/e, 2015.</li></ol> |                |

**Dr. T. Manjunatha**  
Professor and Co-Ordinator  
Department of MBA  
University B.D.T. College of Engineering  
DAVANGERE - 577 004.



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## VTU Centre for Online Education (VTU-COE)

### Web links and Video Lectures (e-Resources):

- <https://www.youtube.com/watch?v=yml9dx9nUco>
- <https://www.edx.org/learn/business-communications>
- [https://onlinecourses.swayam2.ac.in/imb19\\_mg14/preview](https://onlinecourses.swayam2.ac.in/imb19_mg14/preview)
- <https://www.careers360.com/courses-certifications/swayam-communication-courses-brp-org>
- <https://dcomm.org/wp-content/uploads/2019/05/Business-Communication-PDFDrive.com-.pdf>
- <http://www.mim.ac.mw/books/Business%20Communication.pdf>
- [https://www.researchgate.net/publication/347508593\\_A\\_Practical\\_Book\\_of\\_Business\\_Communication\\_A\\_Practical\\_Book\\_of\\_Business\\_Communication\\_Published\\_by](https://www.researchgate.net/publication/347508593_A_Practical_Book_of_Business_Communication_A_Practical_Book_of_Business_Communication_Published_by)
- <https://2012books.lardbucket.org/pdfs/communication-for-business-success-canadian-edition.pdf>
- <https://sagepub.libguides.com/c.php?g=964634&p=6968892>
- <https://nptel.ac.in/courses/110105052>

### Course outcomes

At the end of the course the student will be able to :

| Sl. No. | Description  | Blooms Level |
|---------|--|--------------|
| CO1     | The students will be aware of their communication skills and know their potential to become successful managers.                               | L1           |
| CO2     | The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively.         | L3           |
| CO3     | The students will be introduced to the managerial communication practices in business those are in vogue.                                      | L2           |
| CO4     | Students will get trained in the art of drafting business proposals and business communication with emphasis on analyzing business situations. | L4           |

### Mapping of COS and POs

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PSO4 |
|-----|-----|-----|-----|-----|-----|------|------|------|------|
| CO1 | 1   |     |     |     | 2   | 3    |      |      |      |
| CO2 |     |     | 2   |     |     |      | 2    |      |      |
| CO3 |     |     |     | 3   |     |      |      | 2    |      |
| CO4 |     | 2   |     | 2   |     |      |      |      | 3    |

**Dr. T. Manjunatha**  
 Professor and Co-Ordinator  
 Department of MBA  
 University B.D.T. College of Engineering  
 MANAGER - 577 004.



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## VTU Centre for Online Education (VTU-COE)

| Human Resources Management  |         |                |    |
|---|---------|----------------|----|
| Course Code   | OMBB201 | CIE Marks      | 30 |
| Teaching Hours/Week (L:P:SDA)   | 4:0:0   | SEE Marks      | 70 |
| Credits   | 04      | Exam Hours     | 03 |
| <b>Course Objectives</b> <ol style="list-style-type: none"><li>1. To impart the fundamental concepts of Human Resource management and provide the significance of HRM.</li><li>2. To prepare the students to apply the knowledge of HRM to solve organizational problems.</li><li>3. To Enable the students analyze the organizational situation and prepare the HRM strategies for organizational development.</li><li>4. To demonstrate the knowledge in analyzing the organization's real time problems.</li></ol> |         |                |    |
| <b>Module-1</b>   |         | <b>8 Hours</b> |    |
| Human Resource Management: Introduction, Meaning, Nature, Importance, Scope of HRM, Evolution of HRM Systems approach to HRM, Traditional HR Vs Strategic HRM, Functions of HRM, principals of HRM. Role of HR manager, Latest Trends in HRM  |         |                |    |
| <b>Module -2</b>  |         | <b>8 Hours</b> |    |
| HR planning: Introduction, Importance, Process of Human Resource planning, Tools for demand forecasting, Factors affecting HRP, Job Analysis: Uses, Process of job analysis.<br>Recruitment and Selection: Nature, Sources of recruitment, methods of recruitment, Factors affecting recruitment, Selection: Definition, Process, Induction.  |         |                |    |
| <b>Module -3</b>  |         | <b>8 Hours</b> |    |
| Training and Development: Introduction, Training Vs Development, methods of training, methods of management development.<br>Performance Management: Introduction, objectives and benefits of Performance management, Performance counseling. Performance appraisal: meaning, objectives, methods of appraisal, Barriers to performance.   |         |                |    |
| <b>Module -4</b>  |         | <b>8 Hours</b> |    |
| Compensation Administration: Introduction, components of pay structure in India, Factors influencing compensation level, Compensation determination process.<br>Incentives and benefits: Pay for performance, Incentives plan, Group incentive plans, Organization wide incentive plan, Fringe benefits, types of fringe benefits.  |         |                |    |

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Department of MBA  
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DAVANGERE - 577 004




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VTU Centre for Online Education (VTU-COE)

|  |                |
|--|----------------|
| <b>Module-5</b>  | <b>8 Hours</b> |
| Employee Grievance and Discipline: Introduction, Grievance procedure, Discipline, Approaches to discipline, Misconduct or Indiscipline, Disciplinary action.<br>Collective Bargaining: Concepts, Features, objectives, Bargainable issue, Types of Bargaining, the process of collective bargaining, Suggestion for effective implementation of collective Bargaining.   |                |
| <b>Semester End Examination:</b><br>100 percent theory: 0 percent problems   |                |
| <b>Suggested Learning Resources:</b><br><br><b>Books:</b><br><br><ol style="list-style-type: none"><li>1. Human Resource Management , VSP Rao, 3/e, Excel Books, 2010</li><li>2. Human Resource Management, K. Aswathappa , 6/e, McGraw Hill Education, 2010</li><li>3. Personnel and Human Resource Management, P SubbaRao, 5/e, Himalaya Publishing House, 2015</li><li>4. Human Resources Management authored by T.P Renuka Murthy by HPH, 2015 edition.</li></ol>  |                |
| <b>Web links and Video Lectures (e-Resources):</b> <ul style="list-style-type: none"><li>• <a href="https://www.youtube.com/watch?v=zAy6xT8Rvag">https://www.youtube.com/watch?v=zAy6xT8Rvag</a></li><li>• <a href="https://www.youtube.com/watch?v=w_wIMveGlrI&amp;list=PLPjSqITyvDeXSqZlgYD2XKKLGZtjrhdTl">https://www.youtube.com/watch?v=w_wIMveGlrI&amp;list=PLPjSqITyvDeXSqZlgYD2XKKLGZtjrhdTl</a></li><li>• <a href="https://www.youtube.com/watch?v=wOCqMEVrW3Y&amp;list=PL_a1TI5CC9RHmoV-nhwnqaoFA0b0mHURU">https://www.youtube.com/watch?v=wOCqMEVrW3Y&amp;list=PL_a1TI5CC9RHmoV-nhwnqaoFA0b0mHURU</a></li><li>• <a href="https://www.youtube.com/watch?v=VU_7AaOZCLI">https://www.youtube.com/watch?v=VU_7AaOZCLI</a></li></ul> |                |

  
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Professor and Co-Ordinator  
Department of MBA  
University B.D.T. College of Engineering  
DAVANGERE - 577 004.



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## VTU Centre for Online Education (VTU-COE)

### Course outcome

At the end of the course the student will be able to:

| Sl. No. | Description   | Blooms Level |
|---------|---|--------------|
| CO1     | Understand the concepts and principles of Human Resource Management and apply in preparing the strategies for the organization.               | L1           |
| CO2     | Apply the appropriate techniques and methods in the process of employment, performance management and grievance handling in the organization. | L3           |
| CO3     | Analyse the various employee related issues and offer appropriate suggestions   | L4           |
| CO4     | Acquire the knowledge on the essential functions of human resource management.  | L2           |

### Mapping of COs and POs

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|-----|-----|-----|-----|-----|-----|-------|-------|-------|-------|
| CO1 | 3   |     | 2   |     | 2   | 3     | 2     |       | 2     |
| CO2 | 3   |     | 3   |     | 3   | 2     | 2     |       | 2     |
| CO3 | 3   |     | 3   |     | 3   | 2     | 3     | 1     |       |
| CO4 | 3   |     | 1   |     | 1   |       | 2     | 3     | 2     |

**Dr. T. Manjunatha**  
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 DAVANGERE - 577 004.

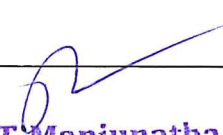


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VTU Centre for Online Education (VTU-COE)

| Corporate Strategy  |         |                 |    |
|---|---------|-----------------|----|
| Course Code   | OMBB202 | CIE Marks       | 30 |
| Teaching Hours/Week (L:P:SDA)   | 4:0:0   | SEE Marks       | 70 |
| Credits   | 04      | Exam Hours      | 03 |
| <b>Course Objectives</b> <ol style="list-style-type: none"> <li>1. To provide insights into the concepts and theories of Strategic Management</li> <li>2. To evaluate business strategies in dynamic market environment</li> <li>3. To gain insights into various strategic management models</li> <li>4. To apply all these to address and solve the problems in the corporate world</li> </ol>    |         |                 |    |
| <b>Module-1</b>   |         | <b>8 Hours</b>  |    |
| Overview of Strategic Management: Meaning and Origins of Strategy and Strategic Management, Stages, Strategic Management Model, Benefits, Key terms - Competitive Advantage, Vision and Mission, Long term objectives, Strategies and Strategists, Relationship between a Company's Strategy and its Business Model.  |         |                 |    |
| <b>Module -2</b>  |         | <b>8 Hours</b>  |    |
| The External Assessment, PESTLE Analysis, Competitive Analysis, Industry Analysis, Porter's Five-Forces Model, and Key Success Factors.   |         |                 |    |
| <b>Module -3</b>  |         | <b>6 Hours</b>  |    |
| The Internal Assessment, Key internal forces, Resource Based View (RBV), SWOC Analysis, Value Chain Analysis, Balanced Score Card, and Bench Marking.   |         |                 |    |
| <b>Module -4</b>  |         | <b>10 Hours</b> |    |
| Strategy Formulation, Porter's Five Generic Strategies, Corporate Strategies - Growth Strategies (Internal Growth, External Growth, Integration, Diversification, Mergers, Strategic Alliances), Ansoff's Matrix, Stability Strategies (No-Change, Profit and Proceed with Caution), Retrenchment Strategies (Turnaround, Divestment and Liquidation), and International Business Level Strategies. |         |                 |    |
| <b>Module-5</b>   |         | <b>8 Hours</b>  |    |
| Strategy Implementation, Nature of Strategy implementation, Annual objectives, Policies, Resource allocation, Restructuring, Reengineering, and E-engineering, Creating a Strategy-supportive culture, and Production/Operations/Human Resource concerns while implementing strategies, Ethics and Corporate Social Responsibility.   |         |                 |    |

  
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## Semester End Examination:

100 percent theory: 0 percent problems

## Suggested Learning Resources: Books

1. Strategic Management, Fred R. David, 13/e, Prentice Hall India
2. Crafting and Executing Strategy - Concepts and Cases, Arthur A. Thompson, Jr. et al., 16/e, 2016
3. Contemporary Strategy Analysis, Robert M. Grant, Wiley India, 10/e.

## Web links and Video Lectures (e-Resources):

- <https://www.youtube.com/watch?v=qGU-etCqbtQ>
- [https://www.youtube.com/watch?v=uY\\_ywciZUnM](https://www.youtube.com/watch?v=uY_ywciZUnM)
- <https://www.youtube.com/watch?v=TzcuoTOkPKg>
- <https://www.youtube.com/watch?v=mgY864U-OH0>
- <https://www.youtube.com/watch?v=MIOLtFPYfsE>
- <https://www.youtube.com/watch?v=d2GoZDOXzzw>
- <https://www.youtube.com/watch?v=ZmRK9wc3hjI>
- <https://www.youtube.com/watch?v=tyUw0h5i9yI>
- <https://www.youtube.com/watch?v=FQLIrmmsHeo>
- <https://www.youtube.com/watch?v=EvvnoNAUPS0>
- <https://study.com/academy/topic/strategic-management-overview.html>
- <https://www.cascade.app/blog/strategic-management-process>

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Professor and Co-Ordinator  
Department of MBA  
University B.D.T. College of Engineering  
DAVANGERE - 577 004.





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## VTU Centre for Online Education (VTU-COE)


| Sl. No. | Description  | Blooms Level |
|---------|--|--------------|
| CO1     | Students should get clear idea about the concept of Strategic Management, its relevance, Characteristics, process nature and purpose.  | L1           |
| CO2     | Students to acquire an understanding of how firms successfully institutionalize a strategy and create an organizational structure for domestic and overseas operations and gain competitive advantage. | L3           |
| CO3     | To give the students an insight on strategy at different levels of an organization to gain competitive advantage.  | L2           |
| CO4     | To help students understand the strategic drive in multinational firms and their decisions in different markets.   | L4           |

### Course outcome:

At the end of the course the student will be able to :

### Mapping of COs and POs

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|-----|-----|-----|-----|-----|-----|-------|-------|-------|-------|
| CO1 | 1   |     |     |     | 2   | 3     |       |       |       |
| CO2 |     |     | 2   |     |     |       | 2     |       |       |
| CO3 |     |     |     | 3   |     |       |       | 2     |       |
| CO4 |     | 2   |     | 2   |     |       |       |       | 3     |

  
**Dr. T. Manjunatha**  
Professor and Co-Ordinator  
Department of MBA  
University B.D.T. College of Engineering  
DAVANGERE - 577 004.




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## VTU Centre for Online Education (VTU-COE)

| Financial Management  |         |            |                 |
|---|---------|------------|-----------------|
| Course Code   | OMBB203 | CIE Marks  | 30              |
| Teaching Hours/Week (L:P:SDA)   | 4:0:0   | SEE Marks  | 70              |
| Credits   | 04      | Exam Hours | 03              |
| <b>Course Objectives:</b> <ol style="list-style-type: none"><li>1. To familiarize the students with basic concepts of financial management and financial system.</li><li>2. To understand concept of time value of money and its implication.</li><li>3. To evaluate the investment proposals.</li><li>4. To understand the management of working capital in an organization.</li><li>5. To analyze capital structure and dividend decision.</li></ol>                        |         |            |                 |
| <b>Module-1 Introduction</b>  |         |            | <b>08 Hours</b> |
| Meaning and objectives of Financial Management, changing role of finance managers. Interface of Financial Management with other functional areas. Indian Financial System: Financial markets, Financial Instruments, Financial institutions and financial services. (Theory)  |         |            |                 |
| <b>Module -2 Time Value of Money</b>  |         |            | <b>08 Hours</b> |
| Meaning of Time value of money -Future value of single cash flow & annuity, present value of single cash flow,annuity & perpetuity. Simple interest & Compound interest, Capital recovery & loan amortization. (Theory & Problems)  |         |            |                 |
| <b>Module -3 Sources of Financing and Cost of Capital</b>   |         |            | <b>08 Hours</b> |
| Sources of Financing: Shares, Debentures, Term loans, Lease financing, Hybrid financing, Venture Capital, Angel investing and private equity, Warrants and convertibles (Theory Only). Cost of Capital: Basic concepts. Cost of debenture capital, cost of preferential capital, cost of term loans, cost of equity capital (Dividend discounting and CAPM model) - Cost of retained earnings - Determination of Weighted average cost of capital (WACC). (Theory & Problem). |         |            |                 |
| <b>Module -4 Capital Budgeting</b>  |         |            | <b>08 Hours</b> |
| Capital budgeting process, Investment evaluation techniques - Net present value, Internal rate of return, Modified internal rate of return, Profitability index, Payback period, discounted payback period, accounting rate of return.(Theory & Problem).   |         |            |                 |

  
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## VTU Centre for Online Education (VTU-COE)

### Module-5 Capital structure and Dividend Decisions

08 Hours

Capital structure policy, Leverages, EBIT and EPS analysis. ROI & ROE analysis. Dividend policy - Factors affecting the dividend policy - Dividend Policies- Stable Dividend, Stable Payout.

Working Capital - Factors influencing working capital requirements - Current asset policy and current asset finance policy, Determination of operating cycle and cash cycle on Excel- Estimation of working capital requirements of a firm.

#### Semester End Examination:

40% Theory: 60% Problems

#### Suggested Learning Resources:

##### Books:

1. Financial Management, Khan M. Y. & Jain P. K, TMH, 7<sup>th</sup> Edition
2. Financial Management, Prasanna Chandra, TMH, 9<sup>th</sup> Edition
3. Financial Management, I M Pandey, Vikas Publishing House, 11<sup>th</sup> Edition

#### Web links and Video Lectures (e-Resources):

1. <https://www.mastermindsindia.com/>
2. <https://www.mygreatlearning.com/>
3. <https://www.youtube.com/watch?v=qrs3taWpuD8>
4. [https://www.youtube.com/watch?v=TgF2XvjquUU&list=PLLy\\_2iUCG87CX\\_Y2B6fPex1SOIqxzzD5Wj](https://www.youtube.com/watch?v=TgF2XvjquUU&list=PLLy_2iUCG87CX_Y2B6fPex1SOIqxzzD5Wj)

**Note:** The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

#### Course outcome

At the end of the course the student will be able to:

| Sl. No. | Description   | Blooms Level |
|---------|---|--------------|
| CO1     | Understand the basic financial concepts   | L1           |
| CO2     | Apply time value of money   | L3           |
| CO3     | Estimate the Cost of Capital and Analyze the capital structure and dividend decisions | L2           |
| CO4     | Evaluate the investment decisions and Estimate working capital requirements           | L4           |

**Dr. T. Manjunatha**  
 Professor and Co-Ordinator  
 Department of MBA  
 University B.D.T. College of Engineering  
 DAVANGERE - 577 004.




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## Mapping of COs and POs

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PSO<br>1 | PSO<br>2 | PSO<br>3 | PSO<br>4 |
|-----|-----|-----|-----|-----|-----|----------|----------|----------|----------|
| CO1 |     |     |     |     |     |          |          |          |          |
| CO2 |     |     |     |     |     |          |          |          |          |
| CO3 |     |     |     |     |     |          |          |          |          |
| CO4 |     |     |     |     |     |          |          |          |          |


  
**Dr. T. Manjunatha**  
Professor and Co-Ordinator  
Department of MBA  
University B.D.T. College of Engineering  
DAVANGERE - 577 004.



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**VTU Centre for Online Education (VTU-COE)**

| <b>Business Research Methods</b>  |                |                   |           |
|---|----------------|-------------------|-----------|
| <b>Course Code</b>  | <b>OMBB204</b> | <b>CIE Marks</b>  | <b>30</b> |
| <b>Teaching Hours/Week (L:P:SDA)</b>  | <b>4:0:0</b>   | <b>SEE Marks</b>  | <b>70</b> |
| <b>Credits</b>  | <b>04</b>      | <b>Exam Hours</b> | <b>03</b> |
| <b>Course Objectives</b>  |                |                   |           |
| <ol style="list-style-type: none"> <li>1. To understand the basic components of research design</li> <li>2. To Gain an insight into the applications of research methods</li> <li>3. To equip students with various research analytical tools used in business research</li> <li>4. To develop analytical skills of business research and to prepare scientific business reports</li> </ol>   |                |                   |           |
| <b>Module-1 Introduction to Research, Research Problem and Research Hypothesis</b>  |                |                   |           |
| <b>7 Hours</b>  |                |                   |           |
| <p><b>Research:</b> Meaning of Research; Types of Research - Exploratory Research, Conclusive Research; The Process of Research; Research Applications in Social and Business Sciences; Features of a Good Research Study.</p> <p><b>Research Problem and Formulation of Research Hypotheses:</b> Defining the Research Problem; Management Decision Problem Vs Management Research Problem; Problem Identification Process; Components of the Research Problem; Formulating the Research Hypothesis - Types of Research Hypothesis; Writing a Research Proposal - Contents of a Research Proposal and Types of Research Proposals.</p> |                |                   |           |
| <b>Module -2 Research Design and Sampling</b>   |                |                   |           |
| <b>7 Hours</b>  |                |                   |           |
| <p><b>Research Design:</b> Meaning of Research Designs; Classification of Research Designs: Exploratory Research Designs, Descriptive Research Designs, Cross-Sectional Studies and Longitudinal Studies; Experimental Designs.</p> <p><b>Sampling:</b> Sampling Concepts - Sample Vs Census, Sampling Vs Non-Sampling Error; Sampling Design - Probability and Non Probability Sampling Design; Determination of Sample Size - Sample Size for Estimating Population Mean, Determination of Sample Size for Estimating the Population Proportion.</p>  |                |                   |           |

  
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|   |                 |
|---|-----------------|
| <b>Module - 3 Measurement, Scaling, Questionnaire Design and Data Collection</b>  |                 |
| <b>Methods</b>  | <b>9 Hours</b>  |
| <p><b>Attitude Measurement and Scaling:</b> Types of Measurement Scales; Attitude; Classification of Scales: Single Item Vs Multiple Item Scale, Comparative Vs Non-Comparative Scales.</p> <p><b>Questionnaire Design:</b> Questionnaire Method; Types of Questionnaires; Process of Questionnaire Designing; Advantages and Disadvantages of Questionnaire Method.</p> <p><b>Primary and Secondary Data:</b> Classification of Data; Secondary Data: Uses, Advantages, Disadvantages, Types and Sources; Primary Data Collection: Observation Method, Focus Group Discussion, Personal Interview Method.</p>  |                 |
| <b>Module-4 Data Processing, Data Analysis and Testing of Hypothesis</b>  | <b>10 Hours</b> |
| <p><b>Data Processing:</b> Data Editing - Field Editing, Centralized in House Editing; Coding - Coding Closed Ended Structured Questions, Coding Open Ended Structured Questions; Classification and Tabulation of Data.</p> <p>Applications of Bivariate and Multivariate statistical techniques, Factor analysis, Discriminant analysis, Cluster analysis, Multiple regression and Correlation, Multidimensional scaling - Conjoint Analysis - Application of statistical software for data analysis. (Theory Only)</p> <p><b>Testing of Hypotheses:</b> Concepts in Testing of Hypothesis - Steps in Testing of Hypothesis, Test Statistic for Testing Hypothesis about Population Mean; Tests Concerning Means - the Case of Single Population; Tests for Difference between Two Population Means; Tests Concerning Population Proportion - the Case of Single Population; Tests for Difference between Two Population Proportions. (Theory Only)</p> |                 |
| <b>Module-5 Research Report Writing and Ethics in Research</b>  | <b>7 Hours</b>  |
| <p><b>Research Report Writing:</b> Types of Research Reports - Brief Reports and Detailed Reports; Report Writing: Structure of the Research Report, Preliminary Section, Main Report, Interpretations of Results and Suggested Recommendations; Report Writing: Formulation Rules for Writing the Report: Guidelines for Presenting Tabular Data, Guidelines for Visual Representations.</p> <p><b>Ethics in Research:</b> Meaning of Research Ethics; Clients Ethical Code; Researchers Ethical Code; Ethical Codes Related to Respondents; Responsibility of Ethics in Research - Uses of Library and Internet in Research.</p>  |                 |

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VTU Centre for Online Education (VTU-COE)

## Semester End Examination:

100 percent theory: 0 percent problems

## Suggested Learning Resources:

### Books

- *Research Methodology: Concepts and Cases:* Dr Deepak Chawla & Dr Neena Sondhi, Vikas Publishing/2e/2016
- *Business Research Methods:* Donald R. Cooper & Pamela S. Schindler, TMH/9e/2007
- *Research Methodology:* C R Kothari, ViswaPrakasam Publication, 2014.
- *Business Research Methods :* S. N. Murthy & U. Bhojanna, Excel Books, 3e, 2016

## Web links and Video Lectures (e-Resources):

[https://ccsuniversity.ac.in/bridge-](https://ccsuniversity.ac.in/bridge-library/pdf/MPhil%20Stats%20Research%20Methodology-Part1.pdf)

[library/pdf/MPhil%20Stats%20Research%20Methodology-Part1.pdf](https://ccsuniversity.ac.in/bridge-library/pdf/MPhil%20Stats%20Research%20Methodology-Part1.pdf)

[https://cac.annauniv.edu/aidetails/afpg\\_2021\\_fu/Management/M.B.A.pdf](https://cac.annauniv.edu/aidetails/afpg_2021_fu/Management/M.B.A.pdf)

[https://mis.alagappauniversity.ac.in/siteAdmin/dde-](https://mis.alagappauniversity.ac.in/siteAdmin/dde-admin/uploads/4/PG_M.Com_Commerce%20(English)_Research%20Methodology_6223.pdf)


[admin/uploads/4/ PG M.Com Commerce%20\(English\) Research%20Methodology\\_6223.pdf](https://mis.alagappauniversity.ac.in/siteAdmin/dde-admin/uploads/4/PG_M.Com_Commerce%20(English)_Research%20Methodology_6223.pdf)

<https://www.digimat.in/nptel/courses/video/121106007/L01.html>

<https://www.coursera.org/learn/research-methods>

[https://www.researchgate.net/publication/319207471\\_HANDBOOK\\_OF\\_RESEARCH\\_METHODOLOGY](https://www.researchgate.net/publication/319207471_HANDBOOK_OF_RESEARCH_METHODOLOGY)

<https://www.pdfdrive.com/research-methodology-books.html>

  
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| Sl. No. | Description   | Blooms Level |
|---------|---|--------------|
| CO1     | Learners will understand and appreciate business research methods   | L1           |
| CO2     | Students will be able to explore various research designs and sampling design and techniques                  | L3           |
| CO3     | Students will be able to apply various scaling measurements, Questionnaire design and data collection methods | L2           |
| CO4     | Students will process, analyse, and interpret the data  | L4           |
| CO5     | Students will be able to write the research report and do the presentation                                    |              |

## Mapping of COs and POs

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|-----|-----|-----|-----|-----|-----|-------|-------|-------|-------|
| CO1 | 1   |     |     |     | 2   | 3     |       |       |       |
| CO2 |     |     | 2   |     |     |       | 2     |       |       |
| CO3 |     |     |     | 3   |     |       |       | 2     |       |
| CO4 |     | 2   |     | 2   |     |       |       |       | 3     |
| CO5 | 2   |     | 3   |     | 2   |       |       | 3     |       |

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## VTU Centre for Online Education (VTU-COE)

| Entrepreneurship Development  |         |            |                |
|---|---------|------------|----------------|
| Course Code   | OMBB205 | CIE Marks  | 30             |
| Teaching Hours/Week (L:P:SDA)   | 4:0:0   | SEE Marks  | 70             |
| Credits   | 04      | Exam Hours | 03             |
| <b>Course Objectives</b> <ul style="list-style-type: none"> <li>To develop and strengthen entrepreneurial qualities and motivation among students.</li> <li>To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.</li> <li>To provide insights to students on entrepreneurship opportunities, sources of funding and institutions supporting entrepreneurs.</li> <li>To make students understand the ways of starting a company of their own.</li> </ul> |         |            |                |
| <b>Module-1</b>   |         |            | <b>8 Hours</b> |
| <b>Introduction to Entrepreneur &amp; Entrepreneurship:</b> Meaning of Entrepreneur -Types of Entrepreneurs Concept of Entrepreneurship, Entrepreneurial Process-<br><b>Corporate Entrepreneurial Mind set:</b> Nature , Developing Vision, organization structure, Strategy Entrepreneurial Culture-Creativity and Innovation: The role of creativity, The innovation Process , Sources of New Ideas ,Methods of Generating Ideas, Creative Problem Solving,   |         |            |                |
| <b>Module -2</b>  |         |            | <b>8 Hours</b> |
| <b>Developing Business Model and process of Company Incorporation:</b> Importance of Business Model, Starting a small-scale industry -Components of an Effective Business Model, Osterwalder Business Model Canvas. Business Planning Process: Meaning of business plan-Final Project Report with Feasibility Study - preparing a model project report for starting a new venture. Process of registration of a private limited company, a public limited company, Startup Four stages of Start Up.         |         |            |                |
| <b>Module -3</b>  |         |            | <b>8 Hours</b> |
| <b>Entrepreneurship Development and government support system ,</b> Business Angels, Venture Capital, Initial Public Offering, Role of Central Government and State Government in promoting Entrepreneurship - Introduction to various incentives, subsidies and grants Export Oriented Units - A brief overview of financial institutions in India - SIDBI - SIDCO - DIC - Single Window - Latest Industrial Policy of Government of India.  |         |            |                |

  
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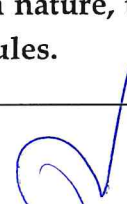


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|   |                |
|---|----------------|
| <b>Module-4</b>   | <b>8 Hours</b> |
| <p><b>Succession Planning and Strategies for harvesting and ending the Venture:</b> succession of Business, Transfer to family member, Transfer to non family Member , Option of selling the Business, Direct sale, Employee stock option Plan, Management Buyout. Exit Strategy <b>Ethics:</b> Involving Employees, Business associates, social responsibility of Business.</p>  |                |
| <b>Module-5</b>   | <b>8 Hours</b> |
| <p>Emerging Trends in Entrepreneurship Development; Digital Entrepreneurship, meaning, scope and opportunities. Rural Entrepreneur , Potential opportunities for Rural entrepreneurship in India Women Entrepreneurship - Need - Growth of women Entrepreneurship - Problems faced by Women Entrepreneurs - Development of women Entrepreneurship - Entrepreneurship in Informal Sector - Rural Entrepreneurship - Entrepreneurship in Sectors like Agriculture, Tourism, health case, Transport and allied services.</p> |                |
| <p><b>Semester End Examination:</b><br/>100 percent theory: 0 percent problems</p>  |                |
| <p><b>Suggested Learning Resources:</b><br/><b>Books:</b></p> <ul style="list-style-type: none"> <li>• Entrepreneurship Development Small Business Enterprises. Poornima M Charanthimath, Pearson Education</li> <li>• Entrepreneurship. Robert D, Hisrich, 10 edition, Mcgraw Hill Education</li> </ul>  |                |
| <p><b>Web links and Video Lectures (e-Resources):</b></p> <ul style="list-style-type: none"> <li>• <a href="https://youtu.be/rbmz5VEW90A">https://youtu.be/rbmz5VEW90A</a></li> <li>• <a href="https://www.youtube.com/watch?v=CnStAWc7iOw">https://www.youtube.com/watch?v=CnStAWc7iOw</a></li> <li>• <a href="https://www.youtube.com/watch?v=RLQivEQUgUc">https://www.youtube.com/watch?v=RLQivEQUgUc</a></li> </ul>   |                |
| <p><b>Note:</b> The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.</p>  |                |

  
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 University B.D.T. College of Engineering  
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## VTU Centre for Online Education (VTU-COE)


### Course outcome

At the end of the course the student will be able to:

| Sl. No. | Description  | Blooms Level |
|---------|--|--------------|
| CO1     | <b>Demonstrate</b> interest and orientation towards entrepreneurship, and entrepreneurial opportunities to set up a business | 3            |
| CO2     | <b>Demonstrate</b> creative thinking for innovative business ideas and opportunities   | 3            |
| CO3     | <b>Analyze</b> formal, institutional and informal support systems available for promotion of entrepreneurship                | 4            |
| CO4     | <b>Evaluate</b> opportunities and challenges of small business, women & rural entrepreneurship                               | 5            |
| CO5     | <b>Develop</b> a comprehensive business plan for successful setting up of an enterprise                                      | 6            |

### Mapping of COs and POs

|      | PO1 | PO2 | PO3 | PO4 | PO5 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|------|-----|-----|-----|-----|-----|-------|-------|-------|-------|
| CO1  | 3   | 2   | 3   | 2   |     |       |       |       |       |
| CO2  | 3   | 3   |     |     |     |       |       |       |       |
| CO3  |     | 3   |     |     |     |       |       |       |       |
| CO4  |     |     |     |     |     |       |       |       |       |
| CO 5 | 3   | 3   |     | 3   | 2   |       |       |       |       |
|      |     |     |     |     |     |       |       |       |       |

  
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 Department of MBA  
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 DAVANGERE - 577 004.



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Centre for Distance and Online Education (VTU - CDOE)

## Master of Business Administration in Business Analytics

### Semester - III (Core subject and Specializations)

| Subject Codes | Subject Names                             | Credit       |
|---------------|---|--------------|
| OMBB301*      | Employability & Professional Skills       | 4            |
| OMBB302       | Introduction to Python for Analytics      | 4            |
| OMBB303       | Data Visualization for Managers           | 4            |
| OMBB304       | Business Analytics & Intelligence         | 4            |
| OMBB305       | Marketing, Web and Social Media Analytics | 4            |
| OMBB306       | Universal Human Values                    | Audit Course |
| Total Credits |   | 20           |

### Semester - IV (Core subject and Specializations)

| Subject Codes | Subject Names          | Credit |
|---------------|------------------------|--------|
| OMBB401*      | International Business | 4      |
| OMBB402       | Financial Analytics    | 4      |
| OMBB403       | Big Data Analytics     | 4      |
| OMBB404       | Project Work           | 8      |
| Total Credits |                        | 20     |



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Centre for Distance and Online Education (VTU - CDOE)

| Employability & Professional Skills   |         |            |                  |
|---|---------|------------|------------------|
| Course Code   | OMBB301 | CIE Marks  | 30               |
| Teaching Hours/Week<br>(L:P:SDA)  | 4:0:0   | SEE Marks  | 70               |
| Credits   | 04      | Exam Hours | 03               |
| <b>Course Learning objectives:</b>  |         |            |                  |
| <ul style="list-style-type: none"> <li>•To acquaint the elementary knowledge of employability.</li> <li>•To make students understand the corporate expectations.</li> <li>•To develop the students employable.</li> </ul>   |         |            |                  |
| <b>Module-1</b>   |         |            | <b>(8 Hours)</b> |
| Digital literacy and interpersonal skills. Basic computer skills, MS Word, Excel, PowerPoint Internet and web browsing skills, Email etiquette, Interpersonal skills understanding the importance of teamwork conflict resolution and building positive relationship with team members  |         |            |                  |
| <b>Module-2</b>   |         |            | <b>(8 Hours)</b> |
| Quantitative attitude logical reasoning and analytical Ability  |         |            |                  |
| Quantitative aptitude percentage profit or loss classification time and work speed and distance ratio and proportion. Logical Reasoning Coding and decoding blood relations directions and ven diagram. Analytical ability statement and assumptions and data interpretation.   |         |            |                  |
| <b>Module-3</b>   |         |            | <b>(7 Hours)</b> |
| Career development: SWOC analysis for self-assessment. Setting career goals and creating a career plan. Job search strategies interview skills and effect to resume writing.  |         |            |                  |
| <b>Module-4</b>   |         |            | <b>(9 Hours)</b> |
| Workplace etiquette: Time management importance and strategies for effective time management does call personal grooming office and workplace manners. Meeting etiquettes work ethics and integrity.  |         |            |                  |
| <b>Module-5</b>   |         |            | <b>(8 Hours)</b> |
| <b>Practice for developing Employability:</b> 5As for effective learning, Personal Goal setting, Maturity Continuum, Lateral Thinking, Language, Reasoning, Aptitude and General Knowledge, professional profile writing, Communication Skills with emphasis on presentation-. On each topic a suitable model should be discussed along with self-assessment (Theory only). |         |            |                  |
| <b>Semester End Examination:</b>  |         |            |                  |
| <ul style="list-style-type: none"> <li>• 100 percent theory</li> </ul>  |         |            |                  |



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## Centre for Distance and Online Education (VTU - CDOE)

### Suggested Learning Resources:

#### Books

1. Developing Employability, V M Ramalingam and R L Nandeshwar , 2024.
2. Organisational Behaviour, Fred Luthans, 12/e, McGraw Hill International, 2011
3. Organisational Behaviour, Steven L. McShane & Mary Ann Von Glinow, 6/e, McGraw Hill Education, 2015
4. Principles and Practices of Management and Organisational Behaviour, Chandrani Singh and Aditi Khatri, Sage Publications, 2016

#### Web links and Video Lectures (e-Resources):

- <https://openstax.org/details/books/organizational-behavior>
- <https://www.classcentral.com/course/introduction-organisational-behaviour-11892>

Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

#### Course outcome

At the end of the course the student will be able to :

| Sl. No. | Description  | Blooms Level |
|---------|--|--------------|
| CO1     | Understand the suitable concepts/models for developing the employability | L1           |
| CO2     | Assessment of self with the help of instruments and exercises.           | L2           |
| CO3     | Practice the components of the employability                             | L3           |

#### Mapping of COS and POs

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|-----|-----|-----|-----|-----|-----|-------|-------|-------|-------|
| CO1 | 1   |     |     |     | 2   | 3     |       |       |       |
| CO2 |     |     | 2   |     |     |       | 2     |       |       |
| CO3 |     |     |     | 3   |     |       |       | 2     |       |

Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.



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## Centre for Distance and Online Education (VTU - CDOE)

| Introduction to Python for Analytics   |         |            |    |
|--|---------|------------|----|
| Course Code  | OMBB302 | CIE Marks  | 30 |
| Teaching Hours/Week<br>(L:P:SDA)   | 4:0:0   | SEE Marks  | 70 |
| Credits  | 04      | Exam Hours | 03 |
| <b>Course Learning objectives:</b>   |         |            |    |
| <ul style="list-style-type: none"><li>• <b>Foundational Python Proficiency:</b><br/>Develop a foundational understanding of Python programming language, with a focus on its relevance in business analytics applications.<br/>Acquire proficiency in writing and interpreting Python code to perform basic operations, laying the groundwork for advanced analytics.</li><li>• <b>Data Handling and Manipulation:</b><br/>Gain skills in using Python libraries, particularly Pandas, for effective data handling and manipulation.<br/>Learn to import, clean, and preprocess datasets, ensuring data quality and suitability for analytics tasks.</li><li>• <b>Visualization for Business Insights:</b><br/>Explore the use of Python libraries like Matplotlib and Seaborn to create visualizations that aid in business decision-making.<br/>Understand how to communicate complex data insights through visually compelling charts, graphs, and plots.</li><li>• <b>Statistical Analysis with NumPy and SciPy:</b><br/>Develop competence in leveraging NumPy and SciPy libraries for statistical analysis in Python.<br/>Apply statistical techniques to extract meaningful insights from datasets, supporting data-driven decision-making.</li><li>• <b>Integration of Python in Business Contexts:</b><br/>Understand the role of Python in the broader business analytics landscape and its application in solving real-world business problems.<br/>Explore case studies and examples where Python is used to derive strategic insights, enhancing its relevance in a business context.</li></ul> |         |            |    |
| <b>Module-1 Introduction to Python Programming for Business Analytics (8 Hours)</b>  |         |            |    |
| Basics of Python syntax and structure, Variables, data types, and basic operations, Control structures: loops and conditional statements, Functions and modular programming in Python.   |         |            |    |



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## Centre for Distance and Online Education (VTU - CDOE)

|   |                  |
|---|------------------|
| <b>Module-2 Data Handling and Manipulation with Pandas</b>  | <b>(8 Hours)</b> |
| Introduction to Pandas library and its role in data manipulation, Working with Series and DataFrames, Data cleaning, filtering, and sorting, Handling missing data and duplicates.  |                  |
| <b>Module-3 Data Visualization with Matplotlib and Seaborn</b>  | <b>(7 Hours)</b> |
| Introduction to data visualization and its importance in analytics, Creating static and dynamic visualizations using Matplotlib, Exploring Seaborn for statistical data visualization, Customizing and enhancing visualizations for business insights.  |                  |
| <b>Module-4 Statistical Analysis with NumPy and SciPy</b>   | <b>(9 Hours)</b> |
| Understanding NumPy for numerical computing in Python, Basic and advanced statistical analysis using NumPy, Introduction to SciPy for scientific and technical computing, Applying statistical tests for business data analysis.  |                  |
| <b>Module-5 Business Analytics Applications and Case Studies in Python</b>  | <b>(8 Hours)</b> |
| Real-world applications of Python in business analytics, Case studies demonstrating Python's role in solving business problems, Integration of Python analytics into business decision-making.  |                  |
| <b>Semester End Examination:</b> <ul style="list-style-type: none"><li>• 100 percent theory</li></ul>   |                  |
| <b>Suggested Learning Resources:</b>  |                  |
| <b>Books</b> <ol style="list-style-type: none"><li>1. "Python Crash Course" by Eric Matthes</li><li>2. "Python for Data Analysis" by Wes McKinney</li><li>3. "Python Plotting with Matplotlib" by Ben Root</li><li>4. "Python for Probability, Statistics, and Machine Learning" by José Unpingco</li><li>5. "Python for Data Science For Dummies" by John Paul Mueller</li><li>6. "Fluent Python" by Luciano Ramalho</li><li>7. "Data Science for Business" by Foster Provost and Tom Fawcett</li></ol>  |                  |
| <b>Web links and Video Lectures (e-Resources):</b> <ul style="list-style-type: none"><li>• <a href="https://python.org">Python.org</a>: The official Python website, offering documentation, tutorials, and resources for Python programming.</li><li>• <a href="https://www.w3schools.com/python/">W3Schools Python Tutorial</a>: Interactive tutorials covering Python basics.</li><li>• <a href="https://pandas.pydata.org/pandas-docs/stable/">Pandas Documentation</a>: Official documentation for Pandas.</li><li>• <a href="https://pandas.pydata.org/pandas-docs/stable/10min.html">Pandas Cheat Sheet</a>: A quick reference guide for Pandas operations.</li><li>• <a href="https://matplotlib.org/">Matplotlib Documentation</a>: Official documentation for Matplotlib.</li><li>• <a href="https://seaborn.pydata.org/">Seaborn Documentation</a>: Official documentation for Seaborn.</li><li>• <a href="https://numpy.org/doc/stable/">NumPy Documentation</a>: Official documentation for NumPy.</li></ul> |                  |





# Visvesvaraya Technological University, Belagavi

(State University of Government of Karnataka Established as per the VTU Act, 1994)

## Centre for Distance and Online Education (VTU - CDOE)

### Web links

- [SciPy Documentation](#): Official documentation for SciPy.
- [Towards Data Science](#): A platform for sharing data science and analytics articles with various case studies.
- [Kaggle Datasets](#): Explore datasets and kernels on Kaggle for real-world examples.

### Video Lectures:

- [Corey Schafer's Python Tutorials](#): A comprehensive YouTube playlist covering Python basics and advanced topics.
- [Data School's Pandas Tutorials](#): YouTube playlist covering various aspects of Pandas.
- [Corey Schafer's Matplotlib Tutorial](#): A comprehensive tutorial on Matplotlib.
- [StatQuest with Josh Starmer - Seaborn Tutorial](#): An introduction to Seaborn.
- [Corey Schafer's NumPy Tutorial](#): YouTube tutorial on NumPy.
- [SciPy 2020 Tutorials](#): A playlist of SciPy tutorials from the SciPy 2020 conference.
- [Data School's Business Analytics with Python](#): YouTube playlist covering business analytics applications in Python.

### Course outcome

At the end of the course the student will be able to :

| Sl. No. | Description   | Blooms Level |
|---------|---|--------------|
| CO1     | Students will develop a strong foundation in Python programming, gaining proficiency in writing and understanding Python code     | L1           |
| CO2     | Students will acquire skills in using Python libraries such as NumPy, Pandas, and Matplotlib for data analysis and visualization. | L2           |
| CO3     | Students will demonstrate the ability to automate routine business tasks and processes using Python                               | L3           |



# Visvesvaraya Technological University, Belagavi

(State University of Government of Karnataka Established as per the VTU Act, 1994)

Centre for Distance and Online Education (VTU - CDOE)

## Mapping of COS and POs

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PSO<br>1 | PSO<br>2 | PSO<br>3 | PSO<br>4 |
|-----|-----|-----|-----|-----|-----|----------|----------|----------|----------|
| CO1 | 1   |     |     |     | 2   | 3        |          |          |          |
| CO2 |     |     | 2   |     |     |          | 2        |          |          |
| CO3 |     |     |     | 3   |     |          |          | 2        |          |

**Note:** The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.



# Visvesvaraya Technological University, Belagavi

(State University of Government of Karnataka Established as per the VTU Act, 1994)

## Centre for Distance and Online Education (VTU - CDOE)

| Data Visualization for Managers   |         |            |                  |
|---|---------|------------|------------------|
| Course Code   | OMBB303 | CIE Marks  | 30               |
| Teaching Hours/Week<br>(L:P:SDA)  | 4:0:0   | SEE Marks  | 70               |
| Credits   | 04      | Exam Hours | 03               |
| <b>Course Learning objectives:</b> <ul style="list-style-type: none"><li>• <b>Understanding the Significance of Data Visualization:</b><br/>Understand how effective data visualization contributes to clear communication, enhances comprehension of complex datasets, and facilitates informed managerial decision-making.</li><li>• <b>Proficiency in Data Visualization Tools:</b><br/>Acquire practical skills in tools such as Tableau, Power BI, or other relevant platforms to create compelling visualizations that effectively communicate business insights.</li><li>• <b>Designing Clear and Insightful Visualizations:</b><br/>Explore best practices in designing charts, graphs, and dashboards that convey information intuitively, ensuring that visualizations are not only aesthetically pleasing but also enhance data understanding.</li><li>• <b>Interpreting and Critiquing Visualizations:</b><br/>Learn to analyze visualizations for accuracy, relevance, and the impact of design choices. Understand how to assess the suitability of visualizations for different business contexts.</li><li>• <b>Applying Data Visualization in Strategic Decision-Making:</b><br/>Explore case studies and practical applications where data visualization has been instrumental in shaping business strategies. Develop the skills to leverage visualizations for strategic insights and effective communication at the managerial level.</li></ul> |         |            |                  |
| <b>Module-1 Foundations of Data Visualization</b>   |         |            | <b>(9 Hours)</b> |
| <b>Introduction to Data Visualization</b><br>Understanding the importance of visualization in decision-making, Overview of historical context and evolution of data visualization.  |         |            |                  |
| <b>Key Concepts in Data Visualization</b><br>Exploring principles of visual perception and cognition, Understanding the significance of color theory, typography, and layout in effective visual communication.   |         |            |                  |
| <b>Types of Visualizations</b><br>Overview of common types of charts, graphs, and dashboards, Choosing appropriate visualizations for different types of data and business scenarios.   |         |            |                  |



# Visvesvaraya Technological University, Belagavi

(State University of Government of Karnataka Established as per the VTU Act, 1994)

## Centre for Distance and Online Education (VTU - CDOE)

|   |   |                  |
|---|---|------------------|
| <b>Module-2</b>   | <b>Data Visualization Tools and Technologies</b>              | <b>(7 Hours)</b> |
| Introduction to Visualization Tools, Overview of industry-standard data visualization tools (e.g., Tableau, Power BI, etc.), Hands-on training in using selected tools to create basic visualizations, Advanced Features and Techniques<br><b>Exploring advanced features of selected tools for complex visualizations.</b><br><b>Techniques for integrating data from various sources into visualization platforms.</b>  |   |                  |
| <b>Module-3</b>   | <b>Design Principles for Effective Visualization</b>          | <b>(8 Hours)</b> |
| Designing Clear and Impactful Visualizations, Principles of effective visualization design, Best practices in creating visually appealing and informative charts and dashboards, Developing the ability to tell a compelling story through visualizations, Integrating narratives with data visualizations for persuasive communication.  |   |                  |
| <b>Module-4</b>   | <b>Interpretation and Critique of Visualizations</b>          | <b>(9 Hours)</b> |
| Evaluating Visualizations, Critiquing visualizations for accuracy and relevance, Assessing the suitability of visualizations for specific business contexts, Interpreting Complex Visualizations, Techniques for interpreting visualizations with complex datasets.   |   |                  |
| <b>Module-5</b>   | <b>Application of Data Visualization in Business Strategy</b> | <b>(7 Hours)</b> |
| Strategic Decision-Making with Data Visualization, Real-world case studies where data visualization played a crucial role in strategic decision-making, Developing skills to leverage visualizations for strategic insights and communication at the managerial level.  |   |                  |
| <b>Semester End Examination:</b> <ul style="list-style-type: none"><li>• 100 percent theory</li></ul>   |   |                  |
| <b>Suggested Learning Resources: Books</b> <ol style="list-style-type: none"><li>1. "The Visual Display of Quantitative Information" by Edward R. Tufte</li><li>2. "Now You See It: Simple Visualization Techniques for Quantitative Analysis" by Stephen Few</li><li>3. "Tableau Your Data!: Fast and Easy Visual Analysis with Tableau Software" by Daniel G. Murray</li><li>4. "Power BI for Dummies" by Ken Withee</li><li>5. "Storytelling with Data: A Data Visualization Guide for Business Professionals" by Cole Nussbaumer Knaflic</li><li>6. "Information Dashboard Design: Displaying Data for At-a-Glance Monitoring" by Stephen Few</li><li>7. "The Truthful Art: Data, Charts, and Maps for Communication" by Alberto Cairo</li><li>8. "Numbers Rule Your World: The Hidden Influence of Probabilities and Statistics on Everything You Do" by Kaiser Fung</li><li>9. "Data-Driven: Creating a Data Culture" by Hilary Mason and DJ Patil</li><li>10. "Data Science for Business" by Foster Provost and Tom Fawcett</li><li>11. "Visualizing Data: Exploring and Explaining Data with the Processing Environment" by Ben Fry</li></ol> |   |                  |



# Visvesvaraya Technological University, Belagavi

(State University of Government of Karnataka Established as per the VTU Act, 1994)

## Centre for Distance and Online Education (VTU - CDOE)

### Web links and Video Lectures (e-Resources):

- [Edward Tufte's Website](#): Explore Tufte's principles on data visualization.
- [Data Visualization Society](#): A community-focused on data visualization with articles and resources.
- [Tableau Public](#): Explore Tableau Public for a gallery of visualizations and tutorials.
- [Power BI Learning Resources](#): Official documentation and learning resources for Power BI.
- [Data Visualization Society](#): Design Resources: Resources on design principles in data visualization.
- [Color Brewer](#): Tool for selecting color schemes for maps and visualizations.
- [How to Spot Visualization Lies](#): A blog post on identifying misleading visualizations.
- [FiveThirtyEight](#): Explore data-driven journalism for examples of visualizations and critiques.
- [Harvard Business Review](#): Data and Analytics: Explore articles on data and analytics in business strategy.
- [Data Science Central](#): Community and resources for data science applications.

### Video Lectures:

- [Edward Tufte](#): The Thinking Eye: A lecture by Edward Tufte discussing principles of data visualization.
- [Tableau Training and Certification Videos](#): Official Tableau training videos covering various aspects of data visualization.
- [Cole Nussbaumer Knaflic](#): Storytelling with Data: A lecture on storytelling with data by Cole Nussbaumer Knaflic.
- [DJ Patil](#): [Building a Data-Driven Culture](#): A talk by DJ Patil on creating a data-driven culture within organizations.
- [Alberto Cairo](#): The Truthful Art: A lecture by Alberto Cairo on truthful representation in data visualization.



# Visvesvaraya Technological University, Belagavi

(State University of Government of Karnataka Established as per the VTU Act, 1994)

## Centre for Distance and Online Education (VTU - CDOE)

### Course outcome

At the end of the course the student will be able to :

| Sl. No. | Description   | Blooms Level |
|---------|---|--------------|
| CO1     | Students will develop the ability to interpret complex datasets and transform raw data into meaningful insights through effective visual representations. | L1           |
| CO2     | Students will gain the skills to use data visualization strategically, supporting managerial decision-making processes                                    | L2           |
| CO3     | Students will master the art of visual storytelling, using data visualization as a powerful communication tool.   | L3           |

### Mapping of COS and POs

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|-----|-----|-----|-----|-----|-----|-------|-------|-------|-------|
| CO1 | 1   |     |     |     | 2   | 3     |       |       |       |
| CO2 |     |     | 2   |     |     |       | 2     |       |       |
| CO3 |     |     |     | 3   |     |       |       | 2     |       |

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# Visvesvaraya Technological University, Belagavi

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## Centre for Distance and Online Education (VTU - CDOE)

| <b>Business Analytics &amp; Intelligence</b>  |                |            |                  |
|---|----------------|------------|------------------|
| Course Code   | <b>OMBB304</b> | CIE Marks  | <b>30</b>        |
| Teaching Hours/Week (L:P:SDA)   | <b>4:0:0</b>   | SEE Marks  | <b>70</b>        |
| Credits   | <b>04</b>      | Exam Hours | <b>03</b>        |
| <b>Course Learning objectives:</b>  |                |            |                  |
| <ul style="list-style-type: none"><li>• <b>Understanding the Foundations of Business Analytics:</b><br/>Gain a solid understanding of the foundational concepts and principles of business analytics. Explore the role of business analytics in extracting actionable insights from data, understanding statistical methods, and grasping the fundamentals of data-driven decision-making.</li><li>• <b>Proficiency in Analytical Tools and Technologies:</b><br/>Develop proficiency in using industry-standard analytical tools and technologies. Acquire hands-on experience with tools like SQL, Excel, and business intelligence platforms, enabling students to analyze and interpret data effectively.</li><li>• <b>Application of Predictive Analytics:</b><br/>Learn to apply predictive analytics techniques for forecasting and decision support. Explore predictive modeling, regression analysis, and machine learning applications to make informed predictions and optimize decision outcomes.</li><li>• <b>Effective Data Visualization and Reporting:</b><br/>Develop skills in creating clear and impactful visualizations and reports. Learn to design dashboards, charts, and reports that communicate complex data insights in a visually compelling manner, supporting strategic decision-making.</li><li>• <b>Integration of Analytics in Business Strategy:</b><br/>Understand how business analytics aligns with and contributes to overall business strategy. Explore case studies and examples where analytics has played a pivotal role in shaping business strategies, and develop the ability to integrate analytics into organizational decision-making processes.</li></ul> |                |            |                  |
| <b>Module-1 Foundations of Business Analytics</b>   |                |            | <b>(8 Hours)</b> |
| <b>Introduction to Business Analytics</b><br>Understanding the role of business analytics in decision-making, Overview of key concepts, processes, and benefits.  |                |            |                  |
| <b>Foundational Analytics Tools</b><br>Introduction to essential analytics tools: SQL and Excel, Hands-on exercises to manipulate and analyze data.   |                |            |                  |
| <b>Statistical Foundations</b><br>Overview of basic statistical concepts relevant to business analytics, Practical applications of statistical methods in business contexts.  |                |            |                  |



# Visvesvaraya Technological University, Belagavi

(State University of Government of Karnataka Established as per the VTU Act, 1994)

## Centre for Distance and Online Education (VTU - CDOE)

|  |   |                  |
|--|---|------------------|
| <b>Module-2</b>  | <b>Predictive Analytics and Machine Learning</b>  | <b>(8 Hours)</b> |
| Predictive Analytics Techniques, Understanding predictive modeling and regression analysis, Application of predictive analytics for forecasting, Introduction to Machine Learning, Overview of machine learning concepts, Practical applications and case studies demonstrating machine learning in business analytics. Introduction to Machine Learning (4 hours)   |   |                  |
| <b>Module-3</b>  | <b>Data Visualization and Reporting</b>           | <b>(8 Hours)</b> |
| <b>Fundamentals of Data Visualization</b><br>Principles of effective data visualization, Creating impactful charts and graphs.   |   |                  |
| <b>Dashboard Design and Reporting</b><br>Designing dashboards for business insights, Hands-on exercises in creating reports and visualizations.  |   |                  |
| <b>Module-4</b>  | <b>Advanced Analytics Techniques</b>              | <b>(8 Hours)</b> |
| <b>Advanced Analytics Tools</b><br>Introduction to advanced analytics tools and platforms, Exploring business intelligence platforms for advanced analytics.   |   |                  |
| <b>Time Series Analysis and Forecasting</b><br>Techniques for analyzing time series data, Forecasting trends and patterns in business data.  |   |                  |
| <b>Module-5</b>  | <b>Integrating Analytics in Business Strategy</b> | <b>(8 Hours)</b> |
| <b>Strategic Role of Business Analytics</b><br>Understanding how business analytics aligns with strategic objectives, Case studies illustrating the strategic impact of analytics.   |   |                  |
| <b>Practical Application in Business Strategy</b><br>Applying analytics to solve strategic business challenges, Group projects and discussions on integrating analytics into organizational decision-making.   |   |                  |
| <b>Semester End Examination:</b> <ul style="list-style-type: none"><li>• 100 percent theory</li></ul>  |   |                  |
| <b>Suggested Learning Resources: Books</b> <ol style="list-style-type: none"><li>1. "Business Analytics: Data Analysis &amp; Decision Making" by S. Christian Albright and Wayne L. Winston</li><li>2. "SQL Performance Explained" by Markus Winand</li><li>3. "Statistics for Business and Economics" by Paul Newbold, William L. Carlson, and Betty Thorne</li><li>4. "Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die" by Eric Siegel</li></ol> |   |                  |





# Visvesvaraya Technological University, Belagavi

(State University of Government of Karnataka Established as per the VTU Act, 1994)

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5. "Introduction to Machine Learning with Python: A Guide for Data Scientists" by Andreas C. Müller and Sarah Guido
6. "The Big Book of Dashboards: Visualizing Your Data Using Real-World Business Scenarios" by Steve Wexler, Jeffrey Shaffer, and Andy Cotgreave
7. "Storytelling with Data: Let's Practice!" by Cole Nussbaumer Knaflic
8. "Business Intelligence Guidebook" by Rick Sherman
9. "Forecasting: Principles and Practice" by Rob J Hyndman and George Athanasopoulos
10. "Competing on Analytics: The New Science of Winning" by Thomas H. Davenport and Jeanne G. Harris
11. "Business Analytics for Managers: Taking Business Intelligence Beyond Reporting" by Gert H. N. Laursen and Jesper Thorlund

### Web links and Video Lectures (e-Resources):

[Kaggle SQL Tutorial](#): Interactive SQL tutorial on Kaggle.

[Excel Easy - Tutorial](#): Comprehensive tutorials on Excel for data analysis.

[Machine Learning Mastery](#): Resources on various machine learning algorithms and techniques.

[Data Visualization Society Resources](#): Various resources on data visualization principles.

[Tableau Public Gallery](#): Explore visualizations created by the Tableau community.

[Towards Data Science - Advanced Analytics](#): Articles and tutorials on advanced analytics techniques.

[IBM Analytics Community](#): Resources and discussions on advanced analytics.

[Harvard Business Review - Analytics](#): Articles and case studies on the strategic use of analytics.

[MIT Sloan Management Review - Data & Analytics](#): Resources on data and analytics from MIT Sloan Management Review.

### Video Lectures:

[Statistics.com](#) - Introduction to Business Analytics: Online course covering foundational concepts in business analytics.

[StatQuest with Josh Starmer](#) - Regression Analysis: Video on regression analysis.

[D3.js Tutorials by Mike Bostock](#): In-depth tutorials on D3.js, a popular JavaScript library for data visualization.

[Tableau Training and Certification Videos](#): Official Tableau training videos.

[SciPy 2020 Tutorials](#): A playlist of SciPy tutorials covering various advanced analytics topics.

[Microsoft Power BI - Guided Learning](#): Video tutorials on Power BI.

[INSEAD - Business Strategy Videos](#): INSEAD's YouTube channel with videos on business strategy.



# Visvesvaraya Technological University, Belagavi

(State University of Government of Karnataka Established as per the VTU Act, 1994)

## Centre for Distance and Online Education (VTU - CDOE)

### Course outcome

At the end of the course the student will be able to :

| Sl. No. | Description  | Blooms Level |
|---------|--|--------------|
| CO1     | Students will develop the ability to make informed, data-driven decisions by leveraging business analytics and intelligence tools. | L1           |
| CO2     | Students will gain skills in using analytics to derive strategic insights for optimizing business processes and performance.       | L2           |
| CO3     | Graduates will master the art of communicating analytical findings to diverse stakeholders   | L3           |

### Mapping of COS and POs

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|-----|-----|-----|-----|-----|-----|-------|-------|-------|-------|
| CO1 | 1   |     |     |     | 2   | 3     |       |       |       |
| CO2 |     |     | 2   |     |     |       | 2     |       |       |
| CO3 |     |     |     | 3   |     |       |       | 2     |       |

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# Visvesvaraya Technological University, Belagavi

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## Centre for Distance and Online Education (VTU - CDOE)

| <b>Marketing, Web and Social Media Analytics</b>  |                |            |                  |
|---|----------------|------------|------------------|
| Course Code   | <b>OMBB305</b> | CIE Marks  | <b>30</b>        |
| Teaching Hours/Week (L:P:SDA)   | <b>4:0:0</b>   | SEE Marks  | <b>70</b>        |
| Credits   | <b>04</b>      | Exam Hours | <b>03</b>        |
| <b>Course Learning objectives:</b>  |                |            |                  |
| <ul style="list-style-type: none"><li>• <b>Understanding Marketing Analytics Fundamentals:</b><br/>Develop a foundational understanding of marketing analytics concepts and principles. Explore key metrics, data sources, and analytical techniques used in marketing analytics to measure and assess marketing performance.</li><li>• <b>Proficiency in Web Analytics Tools and Techniques:</b><br/>Acquire practical skills in using web analytics tools for performance measurement. Learn to use tools such as Google Analytics to track website traffic, user behavior, and conversion metrics. Understand the interpretation of web analytics data for strategic decision-making.</li><li>• <b>Application of Social Media Analytics:</b><br/>Explore the role of social media analytics in understanding customer behavior and engagement. Learn how to analyze social media data to measure the effectiveness of social media campaigns, identify trends, and optimize social media strategies.</li><li>• <b>Integration of Marketing Analytics into Business Strategy:</b><br/>Understand how marketing analytics aligns with and contributes to overall business strategy. Explore case studies and examples where marketing analytics has played a crucial role in shaping marketing strategies. Develop the ability to integrate marketing analytics into broader organizational decision-making processes.</li><li>• <b>Hands-On Project and Application:</b><br/>Apply marketing, web, and social media analytics principles to real-world business scenarios. Engage in a hands-on project that involves collecting, analyzing, and interpreting marketing data. Gain practical experience in using analytics tools and presenting insights to support marketing decisions.</li></ul> |                |            |                  |
| <b>Module-1 Introduction to Marketing Analytics</b>   |                |            | <b>(8 Hours)</b> |
| <b>Foundations of Marketing Analytics</b><br>Overview of marketing analytics and its significance in decision-making, Introduction to key metrics and measurement frameworks.   |                |            |                  |
| <b>Web Analytics Basics</b><br>Understanding web analytics tools and their functionalities, Basics of tracking website traffic, user behavior, and conversion metrics.  |                |            |                  |
| <b>Social Media Analytics Overview</b><br>Introduction to social media analytics and its role in marketing, Overview of popular social media platforms and their analytics features.  |                |            |                  |



# Visvesvaraya Technological University, Belagavi

(State University of Government of Karnataka Established as per the VTU Act, 1994)

Centre for Distance and Online Education (VTU - CDOE)

|   |                  |
|---|------------------|
| <b>Module-2 Web Analytics and User Behavior</b>   | <b>(8 Hours)</b> |
| <b>Advanced Web Analytics Techniques</b><br>In-depth exploration of web analytics tools, focusing on Google Analytics, Analyzing advanced metrics, setting up goals, and interpreting data for decision-making. |                  |
| <b>User Behavior Analysis</b><br>Understanding user journeys and behavior on websites, Techniques for optimizing user experience and conversion rates.  |                  |
| <b>Module-3 Social Media Analytics and Strategy</b>   | <b>(8 Hours)</b> |
| <b>Advanced Social Media Analytics</b><br>Deep dive into social media analytics tools and platforms, Analyzing engagement, reach, and sentiment analysis on social media.                                       |                  |
| <b>Social Media Strategy and Planning</b><br>Integrating social media analytics into strategic planning, Developing effective social media strategies for business objectives.                                  |                  |
| <b>Module-4 Marketing Campaign Analytics</b>  | <b>(8 Hours)</b> |
| <b>Measuring Marketing Campaign Effectiveness</b><br>Analyzing the performance of marketing campaigns, Attribution modeling and measuring return on investment (ROI).   |                  |
| <b>A/B Testing and Optimization</b><br>Understanding A/B testing principles in marketing, Techniques for optimizing marketing campaigns based on data insights.   |                  |
| <b>Module-5 Integration and Application</b>   | <b>(8 Hours)</b> |
| <b>Integration with Business Strategy</b><br>Aligning marketing, web, and social media analytics with overall business strategy, Case studies demonstrating successful integration.                             |                  |
| <b>Practical Application Project</b><br>Applying analytics principles to a real-world marketing challenge, Presentation of findings and insights derived from the project.                                      |                  |
| <b>Semester End Examination:</b> <ul style="list-style-type: none"><li>• 100 percent theory</li></ul>   |                  |



# Visvesvaraya Technological University, Belagavi

(State University of Government of Karnataka Established as per the VTU Act, 1994)

## Centre for Distance and Online Education (VTU - CDOE)

### Suggested Learning Resources:

#### Books

1. "Marketing Analytics: Data-Driven Techniques with Microsoft Excel" by Wayne L. Winston
2. "Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity" by Avinash Kaushik
3. "Social Media Analytics: Effective Tools for Building, Interpreting, and Using Metrics" by Marshall Sponder
4. "Google Analytics Breakthrough: From Zero to Business Impact" by Feras Alhlou, Shiraz Asif, and Eric Fettman
5. "Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability" by Steve Krug
6. "Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization" by Olivier Blanchard
7. "The Art of Social Media: Power Tips for Power Users" by Guy Kawasaki and Peg Fitzpatrick
8. "Testing Digital: A/B and Multivariate Testing Made Easy" by John McLoughlin and Adilson Chicória
9. "Measure What Matters Online: Easy Steps to Track Social Media Metrics" by Katie Delahaye Paine
10. "Competing on Analytics: The New Science of Winning" by Thomas H. Davenport and Jeanne G. Harris
11. "Data-Driven: Creating a Data Culture" by Hilary Mason and DJ Patil

#### Web links and Video Lectures (e-Resources):

1. [Google Analytics Academy](#): Free online courses by Google on Google Analytics.
2. [Google Analytics YouTube Channel](#): Video tutorials and updates from Google Analytics.
3. [Buffer Blog](#): Insights and articles on social media marketing and analytics.
4. [Kissmetrics Blog](#): Articles on marketing analytics and campaign optimization.
5. [MIT Sloan Management Review - Analytics Section](#): Articles and insights on integrating analytics into business strategy.
6. [Harvard Business Review - Analytics](#): Analytics-related articles from Harvard Business Review.



# Visvesvaraya Technological University, Belagavi

(State University of Government of Karnataka Established as per the VTU Act, 1994)

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### Video Lectures:

1. [Google Analytics Advanced Features - LinkedIn Learning](#): Advanced features of Google Analytics explained in video format.
2. [Digital Marketing Analytics - LinkedIn Learning](#): Video tutorials covering digital marketing analytics.
3. [Competing on Analytics](#) - MIT Sloan School of Management: Lecture on the role of analytics in gaining a competitive advantage.
4. [Data-Driven Decision Making - Google Cloud](#): Video on fostering a data-driven culture in organizations.

### Course outcome

At the end of the course the student will be able to :

| Sl. No. | Description   | Blooms Level |
|---------|---|--------------|
| CO1     | Students will gain proficiency in analyzing marketing data from various channels                                      | L1           |
| CO2     | Students will develop expertise in web analytics and also leverage web analytics tools to drive data-driven decisions | L2           |
| CO3     | Students will be adept at leveraging social media analytics to optimize marketing strategies.                         | L3           |

### Mapping of COS and POs

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|-----|-----|-----|-----|-----|-----|-------|-------|-------|-------|
| CO1 | 1   |     |     |     | 2   | 3     |       |       |       |
| CO2 |     |     | 2   |     |     |       | 2     |       |       |
| CO3 |     |     |     | 3   |     |       |       | 2     |       |

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# Visvesvaraya Technological University, Belagavi

(State University of Government of Karnataka Established as per the VTU Act, 1994)

## Centre for Distance and Online Education (VTU - CDOE)

| Universal Human Values (UHV)   |   | Semester    | III        |
|--|---|-------------|------------|
| Course Code  | OMBB306   | CIE Marks   | 30         |
|  |   | SEE Marks   | 70         |
| Credits  | No Credit<br>(Audit Course)                       | Total Marks | 100        |
|  |   | Exam Hours  | 90 Minutes |
| Examination Nature (SEE)   | MCQ - 35 Questions, each question carries 2 Marks |             |            |
| <b>Course objectives:</b><br>This course is intended to: <ul style="list-style-type: none"><li>➤ To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity which are the core aspirations of all human beings.</li><li>➤ To facilitate the development of a Holistic perspective among students towards life and profession as well as towards happiness and prosperity based on a correct understanding of the Human reality and the rest of existence. Such a holistic perspective forms the basis of Universal Human Values and movement towards value-based living in a natural way.</li><li>➤ To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behaviour and mutually enriching interaction with Nature.</li><li>➤ This course is intended to provide a much-needed orientation input in value education to the young enquiring minds.</li></ul> |   |             |            |
| <b>Module-1</b>  |   |             |            |
| <b>Introduction to Value Education (3 hours)</b><br>Right Understanding, Relationship and Physical Facility (Holistic Development and the Role of Education) Understanding Value Education, Self-exploration as the Process for Value Education, Continuous Happiness and Prosperity - the Basic Human Aspirations, Happiness and Prosperity - Current Scenario, Method to Fulfil the Basic Human Aspirations  |   |             |            |
| <b>Module-2</b>  |   |             |            |
| <b>Harmony in the Human Being : (3 hours)</b><br>Understanding Human being as the Co-existence of the Self and the Body, Distinguishing between the Needs of the Self and the Body, The Body as an Instrument of the Self, Understanding Harmony in the Self, Harmony of the Self with the Body, Programme to ensure self-regulation and Health  |   |             |            |
| <b>Module-3</b>  |   |             |            |
| <b>Harmony in the Family and Society : (3 hours)</b><br>Harmony in the Family - the Basic Unit of Human Interaction, 'Trust' - the Foundational Value in Relationship, 'Respect' - as the Right Evaluation, Other Feelings, Justice in Human-to-Human Relationship, Understanding Harmony in the Society, Vision for the Universal Human Order   |   |             |            |



# Visvesvaraya Technological University, Belagavi

(State University of Government of Karnataka Established as per the VTU Act, 1994)

## Centre for Distance and Online Education (VTU - CDOE)

### Module-4

#### Harmony in the Nature/Existence : (3 hours)

Understanding Harmony in the Nature, Interconnectedness, self-regulation and Mutual Fulfilment among the Four Orders of Nature, Realizing Existence as Co-existence at All Levels, The Holistic Perception of Harmony in Existence

### Module-5

#### Implications of the Holistic Understanding - a Look at Professional Ethics : (3 hours)

Natural Acceptance of Human Values, Definitiveness of (Ethical) Human Conduct, A Basis for Humanistic Education, Humanistic Constitution and Universal Human Order, Competence in Professional Ethics Holistic Technologies, Production Systems and Management Models-Typical Case Studies, Strategies for Transition towards Value-based Life and Profession

#### Course outcome (Course Skill Set)

At the end of the course, students are expected to become more aware of themselves, and their surroundings (family, society, nature);

- They would become more responsible in life, and in handling problems with sustainable solutions, while keeping human relationships and human nature in mind.
- They would have better critical ability.
- They would also become sensitive to their commitment towards what they have understood (human values, human relationship and human society).
- It is hoped that they would be able to apply what they have learnt to their own self in different day-to-day settings in real life, at least a beginning would be made in this direction.

#### Expected to positively impact common graduate attributes like:

1. Ethical human conduct
2. Socially responsible behaviour
3. Holistic vision of life
4. Environmentally responsible work
5. Having Competence and Capabilities for Maintaining Health and Hygiene
6. Appreciation and aspiration for excellence (merit) and gratitude for all

#### Suggested Learning Resources:

**Books for READING:** Text Book and Teachers Manual

- a. The Textbook A Foundation Course in Human Values and Professional Ethics, R R Gaur, R Asthana, G P Bagaria, 2nd Revised Edition, Excel Books, New Delhi, 2019. ISBN 978-93-87034- 47-1
- b. The Teacher"s Manual for A Foundation Course in Human Values and Professional Ethics, R R Gaur, R Asthana, G





# Visvesvaraya Technological University, Belagavi

(State University of Government of Karnataka Established as per the VTU Act, 1994)

## Centre for Distance and Online Education (VTU - CDOE)

### Reference Books

1. Jeevan Vidya: Ek Parichaya, A Nagaraj, Jeevan Vidya Prakashan, Amar kantik, 1999.
2. Human Values, A.N. Tripathi, New Age Intl. Publishers, New Delhi, 2004.
3. The Story of Stuff (Book).
4. The Story of My Experiments with Truth - by Mohandas Karamchand Gandhi
5. Small is Beautiful - E. F Schumacher.
6. Slow is Beautiful - Cecile Andrews
7. Economy of Permanence - J C Kumarappa
8. Bharat Mein Angreji Raj – Pandit Sunderlal
9. Rediscovering India - by Dharampal
10. Hind Swaraj or Indian Home Rule - by Mohandas K. Gandhi
11. India Wins Freedom - Maulana Abdul Kalam Azad
12. Vivekananda - Romain Rolland (English)
13. Gandhi - Romain Rolland (English)
14. Susan George, 1976, How the Other Half Dies, Penguin Press. Reprinted 1986, 1991
15. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, Limits to Growth – Club of Rome’s report, Universe Books.
16. A Nagaraj, 1998, Jeevan Vidya Ek Parichay, Divya Path Sansthan, Amarkantik.
17. P L Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Publishers.
18. A N Tripathy, 2003, Human Values, New Age International Publishers.
19. SubhasPalekar, 2000, How to practice Natural Farming, Pracheen (Vaidik) KrishiTantraShodh, Amravati.
20. E G Seebauer & Robert L. Berry, 2000, Fundamentals of Ethics for Scientists & Engineers , Oxford University Press
21. M Govindrajran, S Natrajan & V.S. Senthil Kumar, Engineering Ethics (including Human Values), Eastern Economy Edition, Prentice Hall of India Ltd.
22. B P Banerjee, 2005, Foundations of Ethics and Management, Excel Books.
23. B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.



# Visvesvaraya Technological University, Belagavi

(State University of Government of Karnataka Established as per the VTU Act, 1994)

Centre for Distance and Online Education (VTU - CDOE)

## Web links and Video Lectures (e-Resources):

- Value Education websites,
- <https://www.uhv.org.in/uhv-ii>,
- <http://uhv.ac.in>,
- <http://www.uptu.ac.in>
- Story of Stuff,
- <http://www.storyofstuff.com>
- Al Gore, An Inconvenient Truth, Paramount Classics, USA
- Charlie Chaplin, Modern Times, United Artists, USA
- IIT Delhi, Modern Technology - the Untold Story
- Gandhi A., Right Here Right Now, Cyclewala Productions
- [https://www.youtube.com/channel/UCQxWr5QB\\_eZUnwxSwxXEkQw](https://www.youtube.com/channel/UCQxWr5QB_eZUnwxSwxXEkQw)
- [https://fdp-si.aicte-india.org/8dayUHV\\_download.php](https://fdp-si.aicte-india.org/8dayUHV_download.php)
- <https://www.youtube.com/watch?v=8ovkLRYXIjE>
- <https://www.youtube.com/watch?v=OgdNx0X923I>
- <https://www.youtube.com/watch?v=nGRcbRpvGoU>
- <https://www.youtube.com/watch?v=sDxGXOgYEKM>

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# Visvesvaraya Technological University, Belagavi

(State University of Government of Karnataka Established as per the VTU Act, 1994)

## Centre for Distance and Online Education (VTU - CDOE)

| International Business  |             | Semester    | IV             |
|---|-------------|-------------|----------------|
| Course Code   | OMBB401     | CIE Marks   | 30             |
|   |             | SEE Marks   | 70             |
| Credits   | 4           | Total Marks | 100            |
|   |             | Exam Hours  | 3              |
| Examination nature (SEE)  | 100% Theory |             |                |
| <b>Course objectives:</b> <ul style="list-style-type: none"><li>To explore and offer knowledge on Global Business Environment.</li><li>To explore knowledge on International Institutions involved in global business.</li><li>To assist the students to develop a truly Global Perspective.</li><li>To understand the contemporary issues in global business that illustrates the unique challenges faced by managers in the IBE.</li></ul>  |             |             |                |
| <b>MODULE-1</b>   |             |             | <b>9 Hours</b> |
| <b>Introduction to International Business:</b> Evolution, Meaning, Importance, Nature and Scope of International Business, Characteristics of International Business, Factors affecting International Business, Changing scenario of International Business, Advantages of International Business, challenges in International business, Modes of entry into International Business, Internationalization Process.<br>Introduction, Meaning and Components of International Business Environment. |             |             |                |
| <b>MODULE-2</b>   |             |             | <b>7 Hours</b> |
| <b>Theories of International Business:</b> Introduction, Mercantilism, Theory of absolute cost advantage, Comparative cost advantage theory, Comparative cost advantage with money, Relative factor endowment theory, Product life cycle theory, Global strategic rivalry theory, Porter's National Competitive Advantage Theory.   |             |             |                |
| <b>MODULE-3</b>   |             |             | <b>8 Hours</b> |
| <b>International Institutions:</b> UNCTAD- Introduction, Principles and achievements, IMF-Role and objectives, WTO-Role and advantages, TRIMS, TRIPS Features, Economic Integration-Introduction, Levels of Economic Integration, Regional Economic Integration in Europe, USA, ASEAN, SAARC, SAPTA.  |             |             |                |
| <b>MODULE-4</b>   |             |             | <b>8 Hours</b> |
| <b>Multi-National Corporations:</b> Definition and Meaning, factors that contributed to positive growth of MNCs, Importance of MNCs, Advantages and disadvantages of MNCs, MNCs in India, Organizational structure of MNCs, Transfer of Technology, Global Competitiveness, Indicators of competitiveness, Technology of Global competitiveness.  |             |             |                |



# Visvesvaraya Technological University, Belagavi

(State University of Government of Karnataka Established as per the VTU Act, 1994)

## Centre for Distance and Online Education (VTU - CDOE)

### MODULE-5

8 Hours

**Basics of International Marketing-** Environment and cultural dynamics of global markets, functions of International Marketing, determining International Marketing strategies, Major actors in International Marketing, Competitive Global Marketing Strategies.

**Global HRM-** Characteristics, Nature and factors of IHRM, Functions of IHRM,

**Global Finance-**Features of Global Capital Market, Growth of Global Capital Market, Global equity market.

**International Production Management-**Coordinating Global Manufacturing System.

### Course Outcomes:

**At the end of the course the student will be able to :**

- Defining international business and describe how it differs from domestic business with respect to laws, regulations and taxation.
- Identify and describe factors and forces that affect an organization's decision to internationalize its business.
- Describe and compare strategies for internationalization.
- Identify and analyze challenges in working, communicating and negotiating in a cross-cultural context.
- Discuss the role of corporate social responsibility (CSR) in international business practice.

### Suggested Learning Resources:

#### Books

#### Recommended Books:

1. The International Business Environment: Anant K. Sundaram/ J. Stewart Black-Prentice Hall.
2. International Business environments and Operations John D Daniel, Lee H Radebaugh, Daniel P Sullivan- Pearson Education, 10th edition, 2004.
3. International Business (text and cases): P Subba Rao, HPH, 4/e, 2017.

#### Reference Books:

1. The International Business Environment Janet Morrison Mac Millan Palgrave, 2004
2. International Business Environment by Francis Cherunilam- Himalaya Publishing House, 2004.
3. International Business: competing in the global market place, Charles W L Hill, Tata McGraw-Hill., 5th Edition, 2005



# Visvesvaraya Technological University, Belagavi

(State University of Government of Karnataka Established as per the VTU Act, 1994)

Centre for Distance and Online Education (VTU - CDOE)

## Web links and Video Lectures (e-Resources):

- <https://www.pdfdrive.com/international-business-environment-e56594187.html>
- <https://www.pdfdrive.com/business-environment-e54194142.html>
- [https://ebooks.lpude.in/commerce/mcom/term\\_3/DCOM501\\_INTERNATIONAL\\_BUSINESS.pdf](https://ebooks.lpude.in/commerce/mcom/term_3/DCOM501_INTERNATIONAL_BUSINESS.pdf)
- <https://www.yumpu.com/en/document/view/63865501/pdf-download-international-business-case-studies-for-themulticultural-marketplace-full-online>

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# Visvesvaraya Technological University, Belagavi

(State University of Government of Karnataka Established as per the VTU Act, 1994)

## Centre for Distance and Online Education (VTU - CDOE)

| Financial Analytics   |         |            |                  |
|---|---------|------------|------------------|
| Course Code   | OMBB402 | CIE Marks  | 30               |
| Teaching Hours/Week (L:P:SDA)   | 4:0:0   | SEE Marks  | 70               |
| Credits   | 04      | Exam Hours | 03               |
| <b>Course Learning objectives:</b>  |         |            |                  |
| <ul style="list-style-type: none"><li>• <b>Understanding Financial Data and Metrics:</b><br/>Develop a solid understanding of financial data sources, key financial metrics, and their relevance in decision-making. Explore financial statements, ratios, and metrics to interpret the financial health and performance of a business.</li><li>• <b>Proficiency in Financial Modelling:</b><br/>Acquire hands-on skills in building financial models for forecasting, valuation, and decision analysis. Learn to use spreadsheet tools to create dynamic financial models that support strategic decision-making and financial planning.</li><li>• <b>Application of Data Analysis Techniques:</b><br/>Apply data analysis techniques to extract insights from financial data and support evidence-based decision-making. Explore statistical methods, regression analysis, and other quantitative techniques to analyze financial trends and relationships.</li><li>• <b>Risk Management and Predictive Analytics:</b><br/>Understand the role of analytics in identifying and managing financial risks.<br/>Details: Explore predictive analytics to assess potential financial risks, including market trends, credit risk, and other uncertainties affecting financial outcomes.</li><li>• <b>Integration of Financial Analytics in Strategic Decision-Making:</b><br/>Learn how financial analytics aligns with overall business strategy and contributes to organizational success. Explore case studies and real-world examples where financial analytics plays a pivotal role in shaping strategic decisions and optimizing financial performance.</li></ul> |         |            |                  |
| <b>Module-1 Foundations of Financial Analytics</b>  |         |            | <b>(8 Hours)</b> |
| <b>Introduction to Financial Analytics</b><br>Overview of financial analytics and its importance in decision-making, Introduction to key financial metrics and data sources.  |         |            |                  |
| <b>Financial Statements Analysis</b><br>In-depth analysis of financial statements: income statement, balance sheet, and cash flow statement, Interpretation of financial ratios and metrics.  |         |            |                  |
| <b>Financial Forecasting</b><br>Techniques for financial forecasting and budgeting, Building and interpreting financial models for forecasting.   |         |            |                  |



# Visvesvaraya Technological University, Belagavi

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## Centre for Distance and Online Education (VTU - CDOE)

|  |                  |
|--|------------------|
| <b>Module-2 Financial Modeling and Valuation</b>   | <b>(8 Hours)</b> |
| <b>Financial Modeling Techniques</b><br>Hands-on training in building financial models using spreadsheet tools, Scenario analysis and sensitivity testing in financial modeling.                               |                  |
| <b>Valuation Methods</b><br>Overview of business valuation methods, Practical application of discounted cash flow (DCF) and comparable company analysis (CCA).   |                  |
| <b>Module-3 Data Analysis Techniques for Financial Decision-Making</b>   | <b>(8 Hours)</b> |
| <b>Quantitative Methods in Financial Analytics</b><br>Introduction to statistical methods in financial analysis, Application of regression analysis in financial decision-making.                              |                  |
| <b>Time Series Analysis in Finance</b><br>Understanding time series data and its relevance in financial analytics, Forecasting financial trends using time series analysis.                                    |                  |
| <b>Module-4 Risk Management and Predictive Analytics</b>   | <b>(8 Hours)</b> |
| <b>Financial Risk Management</b><br>Identification and assessment of financial risks, Strategies for mitigating and managing financial risks.  |                  |
| <b>Predictive Analytics in Finance</b><br>Application of predictive analytics to financial forecasting, Use of machine learning techniques in predicting financial outcomes.                                   |                  |
| <b>Module-5 Strategic Financial Decision-Making</b>  | <b>(8 Hours)</b> |
| <b>Financial Analytics in Strategic Decision-Making</b><br>Integration of financial analytics into strategic decision-making processes, Case studies illustrating the strategic impact of financial analytics. |                  |
| <b>Financial Analytics Application</b><br>Practical application of financial analytics concepts to solve real-world business challenges.   |                  |
| <b>Semester End Examination:</b> <ul style="list-style-type: none"><li>• 100 percent theory</li></ul>  |                  |



# Visvesvaraya Technological University, Belagavi

(State University of Government of Karnataka Established as per the VTU Act, 1994)

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### Suggested Learning Resources: Books

1. "Financial Analytics with R: Building a Laptop Laboratory for Data Science" by Mark J. Bennett and Dirk L. Hugen
2. "Ratio Analysis Fundamentals: How 17 Financial Ratios Can Allow You to Analyse Any Business on the Planet" by Axel Tracy
3. "Forecasting: Principles and Practice" by Rob J Hyndman and George Athanasopoulos
4. "Financial Modeling and Valuation: A Practical Guide to Investment Banking and Private Equity" by Paul Pignataro
5. "Valuation: Measuring and Managing the Value of Companies" by McKinsey & Company Inc. and Tim Koller
6. "Statistics for Business and Economics" by Paul Newbold, William L. Carlson, and Betty Thorne
7. "Introduction to Time Series Analysis and Forecasting in R" by Ruey S. Tsay
8. "Financial Risk Management: Models, History, and Institutions" by Allan M. Malz
9. "Predictive Analytics for Dummies" by Dr. Anasse Bari, Mohamed Chaouchi, and Tommy Jung
10. "Strategic Financial Management: Exercises" by Robert Alan Hill
11. "Financial Intelligence, Revised Edition: A Manager's Guide to Knowing What the Numbers Really Mean" by Karen Berman and Joe Knight

### Web links and Video Lectures (e-Resources):

1. [Investopedia - Financial Statement Analysis](#): Comprehensive guide to financial statement analysis.
2. [Corporate Finance Institute - Financial Modeling Guide](#): Tutorials on financial modeling concepts.
3. [Macabacus - Valuation Techniques](#): Resources on various valuation techniques and methods.
4. [Investopedia - Discounted Cash Flow \(DCF\)](#): Explanation of the DCF valuation method.
5. [Wall Street Prep - Financial Modeling Courses](#): Video-based financial modeling courses.
6. [Aswath Damodaran - Valuation Lessons](#): Prof. Damodaran's video lectures on valuation.
7. [Investopedia - Understanding Regression Analysis](#): Explanation of regression analysis in finance.
8. [RStudio - Introduction to Time Series Analysis](#): RStudio's education resources, including time series analysis.
9. [Investopedia - Introduction to Financial Risk Management](#): Articles on financial risk management.
10. [Google Cloud - Predictive Analytics Course](#): Free course on predictive analytics using Google Cloud.
11. [Harvard Business Review - Finance](#): Articles and insights on finance and strategic decision-making.
12. [Investopedia - Strategic Financial Management](#): Overview of strategic financial management





# Visvesvaraya Technological University, Belagavi

(State University of Government of Karnataka Established as per the VTU Act, 1994)

## Centre for Distance and Online Education (VTU - CDOE)

### Video Lectures:

1. [YouTube - Statistics.com Channel](#): Various statistics and data analysis tutorials.
2. [LinkedIn Learning - Time Series Analysis](#): Video course on time series analysis.
3. [YouTube - Predictive Analytics World](#): Videos from Predictive Analytics World conferences.
4. [MIT Sloan School of Management - Financial Management Videos](#): Videos on financial management topics from MIT Sloan.
5. [YouTube - Financial Intelligence for Entrepreneurs](#): Video based on the book "Financial Intelligence for Entrepreneurs."

### Course outcome

At the end of the course the student will be able to :

| Sl. No. | Description   | Blooms Level |
|---------|---|--------------|
| CO1     | Students will develop the ability to make informed financial decisions by leveraging data analytics | L1           |
| CO2     | Students will acquire advanced skills in financial modeling and forecasting.                        | L2           |
| CO3     | Students will understand and apply risk management principles in financial contexts.                | L3           |

### Mapping of COS and POs

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|-----|-----|-----|-----|-----|-----|-------|-------|-------|-------|
| CO1 | 1   |     |     |     | 2   | 3     |       |       |       |
| CO2 |     |     | 2   |     |     |       | 2     |       |       |
| CO3 |     |     |     | 3   |     |       |       | 2     |       |

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# Visvesvaraya Technological University, Belagavi

(State University of Government of Karnataka Established as per the VTU Act, 1994)

## Centre for Distance and Online Education (VTU - CDOE)

| <b>Big Data Analytics</b>   |                |            |           |
|---|----------------|------------|-----------|
| Course Code   | <b>OMBB403</b> | CIE Marks  | <b>30</b> |
| Teaching Hours/Week<br>(L:P:SDA)  | <b>4:0:0</b>   | SEE Marks  | <b>70</b> |
| Credits   | <b>04</b>      | Exam Hours | <b>03</b> |
| <b>Course Learning objectives:</b>  |                |            |           |
| <ul style="list-style-type: none"><li>• <b>Understanding Big Data Concepts:</b><br/>Develop a foundational understanding of Big Data concepts, including volume, velocity, variety, and veracity. Explore the characteristics of Big Data and its impact on business decision-making.</li><li>• <b>Proficiency in Big Data Technologies:</b><br/>Acquire practical skills in using Big Data technologies and tools. Details: Gain hands-on experience with platforms like Hadoop, Spark, and related technologies used for processing and analyzing large datasets.</li><li>• <b>Application of Data Mining Techniques:</b><br/>Apply data mining techniques to extract valuable insights from large datasets. Explore algorithms and methods for clustering, classification, and association analysis in the context of Big Data.</li><li>• <b>Integration of Big Data Analytics into Business Strategy:</b><br/>Understand how Big Data analytics aligns with and contributes to overall business strategy. Explore case studies and examples where Big Data analytics has played a crucial role in shaping business strategies and driving innovation.</li></ul> |                |            |           |
| <b>Module-1 Introduction to Big Data and Analytics (8 Hours)</b>  |                |            |           |
| <b>Foundations of Big Data</b><br>Overview of Big Data concepts, characteristics, and challenges, Introduction to the impact of Big Data on businesses and decision-making.   |                |            |           |
| <b>Big Data Technologies</b><br>Exploration of key Big Data technologies such as Hadoop and Spark, Understanding the architecture and components of Big Data processing frameworks.   |                |            |           |
| <b>Data Storage and Retrieval</b><br>Overview of different storage solutions for Big Data (e.g., HDFS, NoSQL databases), Retrieval techniques and considerations for handling large datasets.   |                |            |           |



# Visvesvaraya Technological University, Belagavi

(State University of Government of Karnataka Established as per the VTU Act, 1994)

## Centre for Distance and Online Education (VTU - CDOE)

|  |                  |
|--|------------------|
| <b>Module-2 Data Mining and Machine Learning for Big Data</b>  | <b>(8 Hours)</b> |
| <b>Data Mining Techniques</b><br>Introduction to data mining algorithms for Big Data analytics, Applications of clustering, classification, and association analysis.  |                  |
| <b>Machine Learning with Big Data</b><br>Hands-on exploration of machine learning algorithms suitable for Big Data, Case studies illustrating the use of machine learning in business analytics.               |                  |
| <b>Module-3 Big Data Analytics in Business Strategy</b>  | <b>(8 Hours)</b> |
| <b>Integration with Business Strategy</b><br>Aligning Big Data analytics with overall business strategy, Case studies demonstrating successful integration for strategic decision-making.                      |                  |
| <b>Innovation through Big Data</b><br>Exploring how Big Data analytics drives innovation in various industries, Identifying opportunities for business transformation and competitive advantage.               |                  |
| <b>Module-4 Ethical and Legal Considerations in Big Data Analytics</b>   | <b>(8 Hours)</b> |
| <b>Ethical Issues in Big Data Analytics</b><br>Discussion of ethical considerations related to the collection and use of Big Data, Case studies highlighting ethical challenges and best practices.            |                  |
| <b>Legal Compliance and Privacy</b><br>Overview of legal frameworks governing Big Data, including GDPR and other regulations, Strategies for ensuring compliance and protecting privacy in Big Data analytics. |                  |
| <b>Module-5 Advanced Topics in Big Data Analytics</b>  | <b>(8 Hours)</b> |
| <b>Real-time Big Data Analytics</b><br>Understanding real-time processing and analytics for Big Data, Applications and challenges of real-time data analytics.   |                  |
| <b>Big Data Visualization</b><br>Techniques for visualizing and interpreting insights from large datasets, Tools and best practices for effective Big Data visualization.                                      |                  |
| <b>Semester End Examination:</b> <ul style="list-style-type: none"><li>• 100 percent theory</li></ul>  |                  |



# Visvesvaraya Technological University, Belagavi

(State University of Government of Karnataka Established as per the VTU Act, 1994)

## Centre for Distance and Online Education (VTU - CDOE)

### Suggested Learning Resources:

#### Books

1. "Big Data: A Revolution That Will Transform How We Live, Work, and Think" by Viktor Mayer-Schönberger and Kenneth Cukier
2. "Hadoop: The Definitive Guide" by Tom White
3. "Big Data: A Very Short Introduction" by Dawn E. Holmes
4. "Data Mining: Concepts and Techniques" by Jiawei Han, Micheline Kamber, and Jian Pei
5. "Big Data Analytics with R" by Simon Walkowiak
6. "Competing on Analytics: The New Science of Winning" by Thomas H. Davenport and Jeanne G. Harris
7. "Big Data at Work: Dispelling the Myths, Uncovering the Opportunities" by Thomas H. Davenport
8. "Big Data: Using SMART Big Data, Analytics and Metrics to Make Better Decisions and Improve Performance" by Bernard Marr
9. "Big Data and Social Science: A Practical Guide to Methods and Tools" by Ian Foster, Rayid Ghani, Ron S. Jarmin, Frauke Kreuter, and Julia Lane
10. "Real-Time Analytics: Techniques to Analyze and Visualize Streaming Data" by Byron Ellis, Shane Duan, and Ian Gao
11. "Data Visualization for Dummies" by Mico Yuk and Stephanie Diamond

#### Web links and Video Lectures (e-Resources):

1. [Big Data Overview - IBM](#): IBM's overview of Big Data concepts and technologies.
2. [Introduction to Big Data - TutorialsPoint](#): Tutorials covering various aspects of Big Data
3. [KDnuggets - Data Mining Resources](#): A comprehensive resource portal for data mining and analytics.
4. [Machine Learning Mastery - Jason Brownlee](#): Blog with tutorials on machine learning algorithms.
5. [Harvard Business Review - Big Data](#): Articles on Big Data's impact on business strategy.
6. [Forrester - Big Data Analytics](#): Reports and insights on Big Data analytics.
7. [Big Data Use Cases - Oracle](#): Explore practical use cases of Big Data across different industries.
8. [Big Data Case Studies - TechRepublic](#): Case studies highlighting successful Big Data implementations.
9. [Real-Time Analytics - Analytics Vidhya](#): Guide to real-time analytics and applications.
10. [Data Visualization Society](#): Community and resources for data visualization enthusiasts.



# Visvesvaraya Technological University, Belagavi

(State University of Government of Karnataka Established as per the VTU Act, 1994)

## Centre for Distance and Online Education (VTU - CDOE)

### Video Lectures:

1. [Big Data and Business Analytics - MIT Sloan School of Management](#): Lecture on the intersection of Big Data and business analytics.
2. [Big Data Analytics - IBM Cloud](#): Video explaining the role of Big Data analytics in business.
3. [Big Data Analytics: Real-World Examples - DataCamp](#): Video showcasing real-world examples of Big Data analytics.
4. [Big Data in Healthcare - AWS](#): Video on Big Data applications in the healthcare industry.
5. [Data Visualization Fundamentals - Tableau](#): Video on data visualization fundamentals using Tableau.

- Corey Schafer's Python Tutorials: A comprehensive YouTube playlist covering Python basics and advanced topics.
- Module 2: Data Handling and Manipulation with Pandas
- Web Links:
- Pandas Documentation: Official documentation for Pandas.
- Pandas Cheat Sheet: A quick reference guide for Pandas operations.
- Video Lectures:
- Data School's Pandas Tutorials: YouTube playlist covering various aspects of Pandas.
- Module 3: Data Visualization with Matplotlib and Seaborn
- Web Links:
- Matplotlib Documentation: Official documentation for Matplotlib.
- Seaborn Documentation: Official documentation for Seaborn.
- Video Lectures:
- Corey Schafer's Matplotlib Tutorial: A comprehensive tutorial on Matplotlib.
- StatQuest with Josh Starmer - Seaborn Tutorial: An introduction to Seaborn.
- Module 4: Statistical Analysis with NumPy and SciPy
- Web Links:
- NumPy Documentation: Official documentation for NumPy.
- SciPy Documentation: Official documentation for SciPy.
- Video Lectures:
- Corey Schafer's NumPy Tutorial: YouTube tutorial on NumPy.
- SciPy 2020 Tutorials: A playlist of SciPy tutorials from the SciPy 2020 conference.
- Module 5: Business Analytics Applications and Case Studies in Python
- Web Links:
- Towards Data Science: A platform for sharing data science and analytics articles with various case studies.
- Kaggle Datasets: Explore datasets and kernels on Kaggle for real-world examples.
- Video Lectures:
- Data School's Business Analytics with Python: YouTube playlist covering business analytics applications in Python.

**Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.**



# Visvesvaraya Technological University, Belagavi

(State University of Government of Karnataka Established as per the VTU Act, 1994)

## Centre for Distance and Online Education (VTU - CDOE)

### Course outcome

At the end of the course the student will be able to :

| Sl. No. | Description   | Blooms Level |
|---------|---|--------------|
| CO1     | Students will be able to leverage Big Data analytics to inform and drive strategic decision-making within organizations | L1           |
| CO2     | Students will gain hands-on proficiency in utilizing key Big Data technologies and tools.                               | L2           |
| CO3     | Students will be able to apply Big Data analytics concepts and techniques to solve real-world business challenges.      | L3           |

### Mapping of COS and POs

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PSO 1 | PSO 2 | PSO 3 | PSO 4 |
|-----|-----|-----|-----|-----|-----|-------|-------|-------|-------|
| CO1 | 1   |     |     |     | 2   | 3     |       |       |       |
| CO2 |     |     | 2   |     |     |       | 2     |       |       |
| CO3 |     |     |     | 3   |     |       |       | 2     |       |

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