

Villa Marie Degree College for Women

Somajiguda, Hyderabad – 500 082

Affiliated to Osmania University, Management Programs Approved by AICTE

Recognized by UGC u/s 2(f), an ISO 9001:2015 Certified Institution

Department of Business Management – BBA – Business Analytics

Course Details – 2023-2024 Sem I, II

S. No	Course Title	Course Code	Course Objective	Course Outcomes
1.	Environmental Studies	AECC 1	To gain knowledge about the key concepts of environment related to the Ecosystem, Biodiversity & Natural Resources	Understand & appreciate the ecosystem, natural resources & the rich biodiversity of India
			To create awareness amongst the people about the different types of pollution along with the associated legislation for conservation of the environment	Become sensitive towards the need for conservation of the environment & also become proactive towards sustainable development
2.	Principles of Management	DSC 101	Comprehend a broad and integrative introduction to the theories and practices of management.	Apprehend a broad and integrative introduction to the theories and practices of management.
			Realize on the basic areas of the management process and functions from an organizational viewpoint.	Grasp the basic areas of the management process and functions from an organizational viewpoint.
			Enable the students to understand the role, challenges, and opportunities of management.	Understand the role, challenges, and opportunities of management.
			Gain exposure to Line and Staff management concepts.	Exposed to Line and Staff management concepts.
			Absorb emerging managerial issues	Imbibe emerging managerial issues.

3.	Business Mathematics	DSC 102	To learn mathematical function	Apply mathematical concepts for business decision making
			To learn set theory and differentiation	Solve business problems using mathematical techniques
			To learn the concept of integration and matrix algebra	Have strong conceptual knowledge in business mathematics
			To develop critical thinking skills	Evaluate the validity and reliability of mathematical models
			To use quantitative methods to support decision making	Apply mathematical techniques to analyse and interpret quantitative data relevant to business decision making
4.	Introduction to Information Technology	DSC 103	To familiarise with basic concepts of IT	Understand basic concepts of IT for business.
			To provide knowledge on basic elements of Information systems.	Evaluate the basic concept of IS and how they are used in organisation.
			To comprehend basic Multimedia concepts.	Analyse multimedia applications formats.
			To enlighten with concepts of Internet and security issues.	Appreciate the concepts of internet and security issues.
			To equip with MS-office and MS-excel	Use various options in MS-office and MS-excel
5.	Basic Computer Skills	AECC 2	To impart a basic level understanding of working of a Computer and its usage.	Students are be able to describe hardware and software components, Understanding Operating Systems functions, and work with Word processor.
			To familiarise with concepts of Spreadsheets, PowerPoint, Internet	Uses of spreadsheet, power point applications and should be able to create & write EMAIL's, should be familiar with concepts of internet.

6.	Business Economics	DSC 201	Introduce Business Economics and its applications	Know the concepts and significance of business economics
			Develop concepts of Micro-economics and its applications	Apply micro economics concepts and tools
			Analyse cost-output relationship in the short and long run.	Analyse cost-output relationship in the production function
			Understand optimal factor combination to maximize production	Understand optimal input combination to maximize production.
			Apply decision tools relevant to market structure	Apply price and output decision under different market structure
7.	Financial Accounting	DSC 202	To familiarize the students with the basics of accounting	The students understand the basics of accounting
			To help the students record & classify the business transactions	The students know how to record business transactions in the Journal prepare the Ledger & Trial Balance
			To enable the students to prepare and analyse financial statements	The students can prepare and analyse Final Accounts
			To help the students to interpret accounting statements using Ratio Analysis	The students can interpret the performance of companies using Ratio Analysis
			To enable the students to gain knowledge of Indian Accounting Standards	The students comprehend the need and importance of Accounting Standards
8.	Introduction to Business Analytics	DSC 202	To Understand Business Analytics, its methods, applications.	Apply analytics, model decisions using data.
			To Master descriptive stats, visualize data effectively.	Create dashboards, interpret data visually.
			To Learn predictive modelling, regression.	Apply regression, predict trends accurately.
			To Understand linear optimization, decision analysis methods.	Apply optimization, handle risk effectively.
			To Learn R programming, data manipulation skills.	Effectively use R for data management.