

3.4 BUSINESS ANALYTICS

Semester:III	Batch :2020-2021
Course Code: 3.4	Course Paper: Hardcore
Internal Marks:30	External Marks:70
Weekly Hours:4 (Theory and Practical)	Credit: 4

Course Objectives:

On successful completion of the course, the student can understand the importance of analytics in business and application of various tools and techniques to evaluate the performance by generating reports.

Course Outcomes:

1. To be familiar with basics of business analytics.
2. To be familiar with HR related tools and techniques.
3. To be aware of marketing tools and techniques.
4. Information about CRM.
5. Knowledge about financial analytics.

Module –1

10 hours

Introduction to Analytics

Introduction, Meaning & Definition, Characteristics, Applications of Analytics, Meaning of Business Analytics, SWOC of Analytics, Importance of Analytics, Tools & Techniques of Analytics, Functions of Analytics, Reports in Analytics, Relevance of Analytics in Business, Latest Software for Business Analytics.

Module – 2

14 hours

HR Analytics

Introduction, Meaning & Definition, Features, Objectives, Importance, Functions, Types of HR Analytics, Employee Performance Evaluation, Employee Attrition Rate, Recruitment Analytics, Compensation Analytics, Talent Analytics, Training Analytics, Workforce Analytics, Role of Analytics in HRD as a whole, Potential Application of Analytics in HR Department Relevance of HR Analytics in Business, Latest software for HR Analytics.

Module – 3

12 hours

Marketing Analytics

Introduction, Meaning & Definition, Characteristics, Objectives, Importance, Functions, Types of Marketing Analytics, Buying Pattern Behaviour Analysis, Analysis of Trends, Identification of Target Audience, Advertising Techniques, Forecasting Demand & Supply, Segmentation, Marketing Mix

Optimization, Competitor Analysis, Channel Analysis, Sales Performance Analysis, Campaign Analysis, Sales Pipeline Reporting, Use of Google Analytics in Marketing, Social Media and its relevance on Marketing Analytics, Potential Application of Analytics in Marketing Department, Latest software for Marketing Analytics.

Module – 4

12 hours

CRM Analytics

Introduction, Meaning & Definition, Characteristics, Objectives, Importance, Functions, Types of Customer Analytics, e-CRM, m-CRM, Role of Analytics in CRM, Purchasing Pattern Analysis, Life Style of Customers, Loyalty Analytics, Customer Life Time Value, Propensity Analytics, Churn Analytics, Customer Segmentation, Cross- Sell or Upsell Models, Analytics and Innovation, Potential Application of Analytics in CRM, Relevance of CRM Analytics in Business, Latest software for CRM Analytics..

Module – 5

10 hours

Finance Analytics

Introduction, Meaning & Definition, Characteristics, Objectives, Importance, Functions, Critical Financial Analytics, Risk based Pricing, Fraud Detection and Prediction, Recovery Management, Loss Forecasting, Risk Profiling, Portfolio Stress Testing, Potential Application of Analytics in Finance Department, Relevance of Financial Analytics in Business, Latest software for Finance Analytics(Simple Practical Applications of Financial Analytics for Business Decisions).

Books for Reference:

1. Gorden & Nataraj: *Financial Markets and Services*, Himalaya Publising House
2. Avadhani :*Investment and securities markets in India*, Himalaya PublisingHouse
3. Khan M Y: *Indian Financial System*, Tata McGraw Hill, New Delhi.
4. Giddy I H: *Global Financial Markets*, AITBS New-Delhi.
5. Preethi Singh: *Investment Management*, Himalaya Publishing house
6. Guruswamy, S: *Financial services*, Vijay Nicole imprints, Chennai.
7. P.K. Sahoo, *Financial Services and markets*, Himalaya
8. I.M. Pondey *Venture Capital; The Indian Experince* Prentice Hall, New Delhi.
10. Sashi. K. Gupta & Nisha Aggarwal, *Financial Services*, Kalyni Publication
13. Gupta L. C.: *Stock Exchange Trading in India Society for Market Research and Development*, Delhi.
14. Raghunatham V: *Stock Exchange and Investments*, Tata, McGrawHill, New Delhi