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B.Com Honours

Semester 1

Calicut University

BUSINESS ANALYTICS FOR DECISION MAKING

Course Code: COM1MN110 • Module SYLLABUS Notes

Official Course Syllabus

Course Code: COM1MN110

Course Title: BUSINESS ANALYTICS FOR DECISION MAKING

Course Type: Minor

Academic Level: 100-199

Credits: 4 Credits

Course Summary: This course gives an overview of business analytics and its role in decision-making processes

Module I: nsights for decision-making purposes. UP Examinations/Review Questions/Quizzes/ Assignment/Seminar /Practicum CO3 Perform business data analytical process ApPProject * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) 295 # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M) UnitcontentHours

Module I: mportance, Objectives, and Role of Business Data Analytics

- **Unit 2:** Business Data Analytics Objectives-importance -role
- **Unit 2:** Types and Methods of Analytics: Overview of Business Analysis and Business Data Analytics
- **Unit 2:** Descriptive Analytics -Predictive Analytics–Diagnostic Analytics- Prescriptive Analytics

Module I: VData and Information

- **Unit 16:** Types of data-Primary and Secondary Data
- **Unit 17:** The Problems of Using Secondary Data-Sources of Secondary Data
- **Unit 18:** Internal and External Sources of Data
- **Unit 19:** Methods of Data Collection: Direct Observation, Inspection, Questionnaires, Interviews, Abstraction from Records, and
- **Unit 4:** 6 Published Statistics

Module I: ts origins, need, features, development, and economic impact, alongside an exploration of various e-commerce business models, electronic payment systems, and legal, privacy, and security considerations, equipping learners with essential knowledge and understanding to navigate the digital marketplace effectively. Course Outcomes (CO): COCO StatementCognitive Level* Knowledge Category# Evaluation Tools used 297 CO1Understand the historical origins and fundamental concepts of e-business,

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