

FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
DEPARTMENT OF Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate/ Diploma /Degree)		Semester-V	Session: 2024-27
1	Course Code	BBSEC - 03	
2	Course Title	Analytics Skill	
3	Course Type	Skill Enhancement Course [SEC]	
4	Pre-requisite(if, any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> ➤ Learn the basic concepts of arithmetic ability, quantitative ability, logical reasoning, business computations and data interpretation and obtain the associated skills. ➤ Acquire competency in the use of verbal reasoning. ➤ Apply the skills and competencies acquired in the related areas ➤ Solve problems pertaining to quantitative ability, logical reasoning and verbal ability inside and outside the campus. 	
6	Credit Value	2 Credits (1C+1C)	Credit= 15Hours– Theoretical learning and = 30 Hours Laboratory or Field learning/Training
7	Total Marks	Max.Marks: 50	Min Passing Marks: 20
PART-B: Content of the Course			
Total No. of Teaching-learning Periods: Theory – 15 Periods(15Hrs) and Lab. or Field learning/Training 30 Periods(30Hours)			
Module	Topics(Course contents)	No. of Period	
Theory Contents	Arithmetic ability: Algebraic operations BODMAS, Fractions, Divisibility rules, LCM & GCD(HCF). Verbal Reasoning: Number Series, Coding & Decoding, Blood relationship, Clocks, Calendars Quantitative aptitude: Averages, Ratio and proportion, Problems on ages, Time-distance–speed. Business computations: Percentages, Profit & loss, Partnership, simple compound interest. Data Interpretation: Tabulation, Bar Graphs, Pie Charts, line Graphs. Venn diagrams.	15	
Lab./Field Training Contents	Co-Curricular Activities: Problem solving/Group discussion / Case Study Based Approach enables to gain knowledge to implement business analytics in real world job.	30	
Keywords	<i>Arithmetic Ability, Verbal Reasoning, Data Interpretation.</i>		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
Text Books Recommended–			
<ol style="list-style-type: none"> 1. Quantitative Aptitude for Competitive Examination by R.S. Agrawal, S.Chand Publications. 2. Analytical skills by Showick Thorpe, published by S Chand And Company Limited, Ramnagar, New Delhi-110055. 3. Quantitative Aptitude and Reasoning by R V Praveen, PHI publishers. 4. Quantitative Aptitude for Competitive Examination by Abhijit Guha, Tata Mc Graw Hill Publications. 			
Online Resources–			
➤ https://www.googleadservices.com/pagead/			

➤ https://www.coursera.org/		
PART-D: Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 50 Marks		
Continuous Internal Assessment (CIA): 15 Marks		
End Semester Exam (ESE): 35 Marks		
Continuous Internal Assessment (CIA) : (By Course Coordinator)	Internal Test / Quiz-(2): 10 & 10 Assignment/Seminar + Attendance - 05 Total Marks - 15	Better marks out of the two Test/ Quiz + obtained marks in Assignment shall be considered against 15 Marks
End Semester Exam (ESE):	Laboratory/Field Skill Performance: Onspot Assessment G. Performed the Task based on learned skill - 20 Marks H. Spotting based on tools (written) 10 Marks I. Viva-voce (based on principle/technology) - 05 Marks	Managed by Coordinator as per skilling

Name and Signature of Convener & Members of CBoS: