

JYOTI NIVAS COLLEGE AUTONOMOUS

Programme: BBA

Semester: V

ANALYTICS-ELECTIVE BUSINESS ANALYTICS

No. of Credits: 4

No. of Hours: 60

COURSE OBJECTIVES:

- Explain the fundamental concepts of Business Data Analytics.
- Use analytical tools and techniques to derive insights from data.
- Differentiate between quantitative and qualitative analysis techniques.
- Develop analytical models for business case studies.

Learning OUTCOMES:

- To understand the fundamentals of Business Data Analytics.
- To apply quantitative and qualitative analysis techniques.
- To use analytical tools and interpret results for business decisions.
- To develop and refine analytical models for business case studies.

UNIT -1: INTRODUCTION TO BUSINESS DATA ANALYTICS 10 HRS

Definition and Scope of Business Data Analytics, Importance of Data Analytics in Business Decision-Making, Types of Business Analytics: Descriptive, Diagnostic, Predictive, and Prescriptive, Quantitative vs. Qualitative Analysis: Concepts and Differences, Tools for Business Data Analytics (Introduction to Excel, Power BI, and AI) **Lab Session: Basic operations in Excel and introduction to Power BI dashboards.**

UNIT - 2: DATA COLLECTION, CLEANING, AND VISUALIZATION 10 HRS

Sources of Business Data (Primary and Secondary), Data Collection Methods (Surveys, Web Scraping, Transactional Data), Data Cleaning Techniques: Handling Missing Values, Outliers, and Duplicates, Data Visualization Techniques: Charts, Graphs, and Dashboards, Tools for Data, Visualization: Excel **and Co-pilot**, Power BI, and Tableau **Lab Session: Creating dashboards and charts using Excel and Power BI.**

UNIT - 3: QUANTITATIVE ANALYSIS TECHNIQUES 14 HRS

Statistical Analysis: Measures of Central Tendency, Dispersion, and Correlation, Hypothesis Testing: t-tests, Chi-square tests, and ANOVA, Regression Analysis: Simple and Multiple Linear Regression, Time Series Analysis: Moving Averages, Trend Analysis, and Forecasting, Machine Learning Basics: Classification and Clustering Techniques (**Theory Only**)

Lab Session: Hands-on exercises in Excel for executing Time series analysis and Regression

UNIT- 4: QUALITATIVE ANALYSIS TECHNIQUES 10 HRS

Understanding Qualitative Data: Text, Images, and Interviews, Sentiment Analysis and Text Mining, Thematic Analysis for Business Insights, Tools for Qualitative Analysis: **Claude and Gemini [Theory Only]**

UNIT- 5: BUSINESS APPLICATIONS, ETHICS AND DATA PRIVACY 16
HRS

Marketing Analytics: Customer Segmentation, Market Basket Analysis, **Financial Analytics:** Risk Analysis and Fraud Detection, **HR Analytics:** Employee Performance and Retention Analysis, **Supply Chain Analytics:** Demand Forecasting and Inventory Optimization. [**Theory Only**]; Ethical Issues in Business Data Analytics, Data Privacy Regulations (GDPR, HIPAA, Indian IT Act)

Skill Development Activities:

- To develop conceptual clarity in business analytics and its relevance to functional areas (marketing, finance, HR, operations).
- Strengthen analytical thinking by choosing and justifying the right mix of quantitative and qualitative methods for specific business scenarios.
- Gain hands-on proficiency in Excel, Power BI, for data manipulation, visualization, and statistical analysis.
- Improve the ability to interpret analytical outputs and present them clearly through dashboards, charts, and short reports.
- Build problem-solving and modelling skills by designing, testing, and refining analytics-based solutions for real or simulated business case studies.

Books for References:

- Evans, James R. Business Analytics: Methods, Models, and Decisions, McGraw Hill Publication.
- Davenport, Thomas H., Competing on Analytics, Harvard Business School Press United States
- Albright, Winston, Business Analytics: Data Analysis & Decision Making, South-Western college publishing.
- Provost, Foster & Fawcett, Data Science for Business, O'Reilly Media
- U. Dinesh Kumar – Business Analytics: The Science of Data-Driven Decision-Making.
- Eva K. Lee, Jerzy W. Błazewicz, and others – Business Analytics: Communicating with Numbers (McGraw-Hill, Special Indian Edition)
- N. S. R. Krishnamoorthy & N. L. Ramaiah – Business Mathematics and Statistics for Management
- Glyn Davis & Branko Pecar – Business Statistics Using Excel and SPSS
- R.N. Prasad & Seema Acharya- Fundamentals of Business Analytics
- Anand Sharma- Analytics for Management

Note: Latest edition of text books may be used.

JYOTI NIVAS COLLEGE AUTONOMOUS
Programme: BBA/ B. Voc(B&F)
Semester: V
FINANCE-ELECTIVE
ADVANCED FINANCIAL MANAGEMENT

No. of Credits: 4

No. of Hours: 60

COURSE OBJECTIVES:

- To give insight into the element of risk in financial decision-making.
- To familiarize the students with the theories of capital structure.
- To bring awareness among students regarding the impact of ethical issues on the investment and financing decision.

LEARNING OUTCOMES:

- Help the students to develop a risk management framework.
- The students become aware about the ethical issues to be managed at the time of investment and finance decisions.
- Students gain practical knowledge about the techniques of capital budgeting to be applied in investment decisions.

UNIT 1: RISK ANALYSIS

12 HRS

Risk analysis- types of risk, risk and uncertainty, techniques of measuring risk(theory only), assessment of the organization's exposure to business and financial risk, framework for risk management, comparing and contrasting risk, mitigation, hedging and diversification strategies.

UNIT 2: CAPITAL BUDGETING

14 HRS

Meaning and importance of capital budgeting in decision making- Techniques of investment appraisal—Discounted Pay-back period, Risk adjusted discount rate approach, sensitivity analysis, probability approach, decision tree analysis.

UNIT 3: CAPITAL STRUCTURE THEORIES AND COST OF CAPITAL

14 HRS

Introduction to capital structure, Capital Structure Theories, Net Income approach, Net Operating Income Approach, Traditional Approach, MM Approach.CAPM. Cost of capital - equity, preference debt and overall cost of capital (WACC Problems)

UNIT 4: ETHICAL AND GOVERNANCE ISSUES

12 HRS

Ethical issues in financial management-Insider trading- conflict of interest, shareholders rights violation, agency relationship- transaction cost theory- governance structure and policies- social and environment issues- impact of investment and

financing strategies and decisions on the organization's stakeholders- measures to improve ethic and governance.

UNIT 5: CONTEMPORARY TRENDS IN FINANCIAL MANAGEMENT 08 HRS

Crypto currency, Block Chain technology, Cloud funding, Digitisation of financial transaction,

Green Capital, Sustainable Finance – Meaning, features, advantages and disadvantages.

UN's sustainable development goals, Financial frauds/crimes – Case studies.

SKILL DEVELOPMENT ACTIVITIES:

- Compute capital budgeting techniques to choose the best investment portfolio for a corporate firm.
- Collect data of financial ethical policies followed by major companies.
- Regulatory framework for topics under unit 5.

BOOKS FOR REFERENCE:

- I M Pandey, Financial Management. Vikas Publication.
- Prasanna Chandra, Financial Management, TMH
- S N Maheshwari, Financial Management, Sultan Chand
- Khan and Jain, Financial Management, TMH
- Dr.V Rajesh kumar and Nagaraju V, Financial management, M H India
- Dr.Aswathanarayana.T, Financial Management, VBH
- K.Venkataramana, Financial Management, SHBP
- G.Sudarshan Reddy, Financial Management, HPH
- Sharma and Shashi Gupta, Financial Management, Kalyani Publication

Note: Latest edition of books for reference may be used.

JYOTI NIVAS COLLEGE AUTONOMOUS

PROGRAMME: BBA

Semester: V

HUMAN RESOURCE-ELECTIVE

Performance and Compensation Management

No. of Credits: 4

No. of Hours: 60

COURSE OBJECTIVES:

- To understand performance and team management concepts.
- To analyze appraisal systems and employee engagement.
- To examine compensation structures and strategies.
- To apply job evaluation and wage administration methods.

Learning OUTCOMES:

- Understand the concepts of Compensation management.
- Describe job evaluation and its methods.
- Evaluate the different methods of wages.
- Describe performance management and methods of performance management.
- Preparation of Payroll.

Unit-1: Introduction to Performance Management

12 HOURS

Performance management- Definition, Importance, Purpose, Principles and Dimensions. Employee Engagement and Performance management, continuous performance management- Benefits and challenges. Performance Appraisal feedback – Roles, Types, Principles, Levels of Performance feedback. Ethics in Performance Appraisal

Unit-2: Team Performance Management

08 HOURS

Meaning of Teams, Importance of Team Performance in the Organization, Team Objectives and Individual Objectives, Types of Teams – Problem-solving teams, Cross functional teams, Virtual teams. Factors affecting Team performance: Context, Composition, Process. Strategies for effective team Building.

Unit-3: Introduction to Compensation Management

15 HOURS

Compensation - Definition - Types - Wages, Salary, Benefits, DA, Consolidated Pay; Equity-based programs, Commission, Reward, Remuneration, Bonus, Short term and Long-term Incentives, Social Security, Retirement Plan, Pension Plans, Profit Sharing Plan, Stock Bonus Plan, ESOP, Employer Benefits and Employer Costs for ESOP. Compensation Management- Meaning, Dimensions, 3-P Concept in Compensation Management, Compensation as Retention Strategy, Compensation Issues - Factors affecting Compensation Management; Compensation Policies; **Labour Laws.**

Unit-4: Job Evaluation

13 HOURS

Definition, Process, Methods – Non-Analytical methods – Ranking methods, Job grading method; Analytical method – Point-Ranking method, Factor- Comparison method; Factor Evaluation System (FES), Using FES to determine Job Worth

Unit-5: Wage and Salary Administration

12 HOURS

Theories of Wages- Wage Structure- Wage Fixation- Wage Payment- Salary Administration. Difference between Salary and Wages - Basis for Compensation Fixation Components of Wages - Basic Wages, Overtime Wages, Dearness Allowance; Basis for calculation - Time Rate Wages and Efficiency Based Wages - Incentive Schemes - Individual Bonus Schemes, Group Bonus Schemes; Preparation of Pay Roll **and Pay Roll Packages**.

Skill Development Activities:

- Design a performance appraisal format using any method of Performance Appraisal.
- Prepare a payroll with imaginary figures.
- Draw a chart showing the Performance Appraisal Process.
- Draft a compensation policy for an organization.

Books for References:

- Joseph J. Martocchio, Strategic Compensation, 3rd Edition, Pearson Education
- Michael Armstrong & Helen Murlis: Hand Book of Reward Management – Crust Publishing House.
- Milkovich; Newman, Compensation, Tata McGraw Hill
- Richard I. Anderson , Compensation Management in Knowledge based world, 10th edition, Pearson Education
- Thomas. P. Plannery, David. A. Hofrichter & Paul. E. Platten: People, Performance; Pay – Free Press.
- Aguinis Herman, Performance Management, 2nd Edition, 2009 Pearson Education, New Delhi.
- Aziz A, Performance Appraisal: Accounting and Quantitative Approaches, 1993, Pointer.
- Bhatia S.K, Performance Management: Concepts, Practices and Strategies for Organisation Success, 2007, Deep, New Delhi.
- BD Singh, Compensation & Reward Management, Excel Books
- Cardy R.L, Performance Management: Concepts, Skills and Exercises, 1st Edition, 2008, PHI, New Delhi.
- Goel Dewkar, Performance Appraisal and Compensation Management: A Modern Approach, 2nd Edition, 2008, PHI, New Delhi.
- Sarma A.M, Performance Management System, 1st Edition, 2008, Himalaya Pub, Mumbai.

Note: Latest edition of books for reference may be used.

JYOTI NIVAS COLLEGE AUTONOMOUS
PROGRAMME: BBA
Semester: V
MARKETING-ELECTIVE
CONSUMER BEHAVIOUR

No. of Credits: 4

No. of Hours: 60

Course Objectives:

- To explain the fundamental principles and psychological aspects of buyer behaviour.
- To analyse consumer motivation, personality, perception, and their implications for marketing strategies.
- To evaluate the impact of cultural and social factors on buyer decision-making.
- To apply consumer decision – making model to real-world marketing scenarios.
- To critically assess ethical considerations in consumerism

Learning outcomes:

- To understand fundamental concepts and theories of consumer behaviour.
- To analyse individual and psychological determinants of consumer behaviour.
- To examine the impact of environmental and social factors on consumers.
- To evaluate consumer decision-making and contemporary trends in consumer behaviour.

Unit.1: Introduction to Consumer Behaviour **10 Hours**
Consumer Behaviour–Meaning of Consumer Behaviour, Need to study Consumer Behaviour; Theories of Consumer Behaviour- Howard Seth model, Nicosia Model, Economic Model

Unit.2: Individual Determinants of Consumer Behaviour **12 Hours**
Consumer Motivation and Needs (Maslow’s Hierarchy of Needs); Personality and Self-concept- Personality traits and consumer behaviour, Extended self, Altering self; Consumer Perception and positioning- (Consumer Perceptual Process, Perceptual Biases); Learning (Classical Conditioning, Instrumental conditioning); Attitudes (Attitude Formation, Attitude Change).

Unit.3: Environmental Determinants of Consumer Behaviour **14 Hours**
Cultural Influences and consumer behaviour: (Culture, Sub-culture, social class and Cross-Cultural influences); Social Class and consumer behaviour- nature of social class, symbols of status, social class categories; The Role of Family in Consumer behaviour; Family life cycle stages and Consumer behaviour; Reference Groups- Types of reference groups and Consumer behaviour; Opinion Leaders characteristics of opinion leaders; Innovation and Diffusion of Innovation- Diffusion process, Types of Innovation, Product features that affect the adoption, Adoption Process.

Unit.4: Consumer's Decision-Making Process**14 Hours**

Consumer Decision Making Process–Need, Recognition, Information Search, Evaluation of Alternatives; Purchase Decision, Post-Purchase Behaviour.

Organisation Buyer Behaviour –Organisational Buyer characteristics, Factors influencing Organizational Buyer Behaviour, Organizational Buying Decision Process.

Unit.5: Contemporary Issues in Consumer Behaviour**10 Hours**

Contemporary trends-The Role of Technology and Social Media in Consumer Behaviour; Consumer Behaviour in the Digital Age (Online Shopping, E-commerce, Mobile Marketing); Consumerism, Green Consumerism and Ethical Consumption; Consumer Behaviour in Developing Markets including India; **Neuro marketing (Concept only)**.

Skill Development Activities:

- List the principles of consumer perception applied to the marketing campaign of a brand.
- Draw the buyer decision-making process chart of anyone consumer durable product.
- Write a note on Howard- Sheth Model of Consumer behaviour.
- Analyse the impact of culture on consumer buying behaviour with examples from the Indian market.

Books for References:

- Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi.
- John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall New Delhi
- Schiffman L Gand Kanuk L L Consumer Behaviour, Prentice Hall New Delhi.
- Anita Ghatak, Consumer Behaviour in India, DK Agencies (P) Ltd New Delhi .
- Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi

Note: Latest edition of books for reference may be used.