

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

COLLEGE OF MANAGEMENT

II MBA-Third Semester

MB18BA02	BUSINESS FORECASTING	L	T	P	C
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LESSON PLAN

LEARNING OBJECTIVES

1. To acquire knowledge on Data handling using SPSS and R studio
2. To practice Algorithms using SPSS
3. To impart knowledge on Regression and Trend Analysis

LEARNING OUTCOMES

1. Handle Data
2. Project trend using tools
3. Project trend using regression analysis

S.NO	EXERCISE
Unit :I:	Data Handling
1	CREATING AND EDITING DATA USING SPSS
2	MANAGING DATA IN SPSS
3	FREQUENCY ANALYSIS IN SPSS
4	DESCRIPTIVE STATISTICS IN SPSS
5	CHI-SQUARE TEST IN SPSS
Unit :II:	Test Data
6	INDEPENDENT SAMPLE T-TEST USING SPSS

7	CORRELATION ANALYSIS IN SPSS
8	REGRESSION ANALYSIS IN SPSS
9	FACTOR ANALYSIS IN SPSS
10	CLUSTER ANALYSIS IN SPSS
Unit :III:	Analyze Data
11	FINANCE ANALYTICS
12	HR ANALYTICS
13	MARKETING ANALYTICS
14	OPERATION ANALYTICS
15	BASIC IN R- LANGUAGE
Unit :IV:	Regression Analysis
16	IMPORTING AND ENCODING R LANGUAGE
17	SPLITTING OF DATA SETS USING R LANGUAGE
18	LINEAR REGRESSION FOR TWO VARIABLES
19	SIMPLE LINEAR REGRESSIONS
20	SIMPLE LINEAR REGRESSION WITH DATASET
Unit :V:	Title of the Unit - V
21	STRAIGHT LINE TREND - CRICKET TEMPERATURE
22	STRAIGHT LINE TREND - LIST PRICE BEST PRICE
23	STRAIGHT LINE TREND - FRANCHISE SALE
24	CUSTOMER VALUE LIFETIME CALCULATOR
25	ALTMAN Z- SCORE

LEARNING RESOURCES

1. Anil Maheshwari, Data Analytics. McGraw Hill , 2017.
2. Eric Siegel, Thomas H. Davenport, “Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die”, Willey, 2013
3. Anasse Bari, Mohamed Chaouchi and Tommy Jung ,Predictive Analytics , , Willey,2015
4. Alberto Cordoba, “Understanding the Predictive Analytics Lifecycle”, Wiley, 2014.
5. Dean Abbott, Applied Predictive Analytics, Willey, 2014.
6. Mehmed Kantardzic, Data Mining,,Wiley,2018.
7. Gordon S.Linoff, Michael J.A.Berry, Data Mining Techniques,, Wiley, 2017.
8. Efrain Turban,Ramesh Sharda, Dursun Delen, David King, Business Intelligence, Pearson,2012.
9. Hadley Wickham, ,Garrett Grolemund, R for Data Science: Import, Tidy Transform,Visualize, and Model Data, Oreilly, 2016.
10. Dan Toomey, R for Data Science, Packt Publishers, 2014
11. Thomas Mailund, Beginning Data Science in R: Data Analysis, Visualization, and Modeling for the Data Scientist, A press, 2017
12. Manas A. Pathak, Beginning Data Science with R, Springer, 2014

EVALUATION PATTERN

Evaluation pattern for the elective courses offered during the 3rd semester as practical course under Management Information Systems (MIS) / Business Analytics (BA).

Total Class Hours: (5 Units X 15 Hours): **75 Hours**

Max Marks: 100

MODE OF ASSESSMENT

Internal Marks= 60 Marks

End Semester Practical Exam = 40 Marks

INTERNAL MARKS – SPLIT UP				
S.No	Internal Components	Marks	Description	Question Paper Pattern

1	Pre-Practical Examination	10	UNIT 1 only Test will be conducted for 20 Marks and converted to 10 Marks.	2 Exercises from Unit - I * 10 Marks each = 20 Marks
2	Observation Note book	15	10 Marks to be awarded to each exercise.	The highest marks awarded for the best 15 exercises to be averaged to award 15 Marks
3	Record Note	15		Marks will be awarded on Successful completion of completed record note
4	Model Examination and Viva-voce	20	Exam will be conducted for 40 Marks and converted to 20 Marks	<u>Pattern of Model Exam for 30 Marks</u> Exercises to be given except from first unit. Any 2 Exercises to be attended out of 3, each carries 15 Marks <u>Viva Voce 10 Marks</u>
END SEMESTER UNIVERSITY PRACTICAL EXAM – 40 MARKS				
S.No	Component	Marks	Description	Question Paper Pattern
1	University Practical Examination	30	3 Exercises to be given. Any 2 Exercises to be attended out of 3, each carries 15 Marks	Part A (Exercise for 30 Marks)
2		10	Viva –Voce	Part B (10 Marks)

Dr.S.K.Manivannan
COURSE CO-ORDINATOR

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HEAD –SYSTEMS

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