



BBA

Semester II

Calicut University

Foundation in Business Analytics

Course Code: BBA2FM101 • Module SYLLABUS Notes

Course Syllabus

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Module I: Introduction to Business Analytics & Data Ecosystem

- Unit 1: Overview, Evolution, and Business Applications of Analytics.
- Unit 2: Three Pillars – Descriptive, Predictive, and Prescriptive Analytics.
- Unit 3: Data Types – Structured, Semi-Structured, Unstructured, Big Data (5 Vs).
- Unit 4: Business Intelligence (BI) vs Business Analytics Architecture.

Module II: Data Preprocessing, Cleaning & Exploration

- Unit 5: Data Collection Methods, Sampling Techniques, and Sources.
- Unit 6: Data Cleaning – Handling Missing Values, Outliers, Noise, Imputation.
- Unit 7: Data Transformation – Normalization, Encoding, Feature Scaling.
- Unit 8: Exploratory Data Analysis (EDA) & Summary Statistics.

Module III: Predictive Analytics & Statistical Modeling

- Unit 9: Correlation Analysis & Simple Linear Regression.
- Unit 10: Multiple Linear Regression & Model Evaluation Metrics (R^2 , RMSE).
- Unit 11: Logistic Regression & Binary Classification Models.

- Unit 12: Time Series Analysis & Forecasting (Moving Average, Exponential Smoothing).

Module IV: Data Visualization & Business Reporting

- Unit 13: Principles of Visual Data Storytelling & Dashboard Design.
- Unit 14: Data Visualization Tools – Excel Charts, Tableau, Power BI Overview.
- Unit 15: Prescriptive Analytics & Optimization Techniques.
- Unit 16: Ethical, Privacy, and Security Issues in Business Analytics.

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