

Lesson Plan / Teaching Plan / Lecture Plan with Progress : BBA (GEN) - 5th Semester : 2025-26

Course Name (Code) : Introduction to Analytics BBA/GN/503

Faculty : Ms.Shubham Agarwal

Topics / lectures are arranged in sequence - same - as to be taught in the class. Maintain data related to "Date" in its hard copy

S. No.	Lecture No	CO (No)	Topic Description	Teaching Pedagogy	Reference Material	Date		Remarks, if any
						Planned	Actual Delivery	
1	1	1	Introduction to Analytics		web Source/Text Book	21-Jul		
2	2	1	Foundations of Business Analytics		Web Source/Text Book	22-Jul		
3	3 & 4	1	Decision Making		web Source/Text Book	23-Jul		
4	5	1	Introduction to Business Analytics		Web Source/Text Book	24-Jul		
5	6	1	Different models in Business Analytics		Web Source/Text Book	25-Jul		
6	7	1	Problem Solving through Business Analytics		web Source/Text Book	28-Jul		
7	8	1	Big Data, Career in Business Analytics		Web Source/Text Book	29-Jul		
8	9	1	Difference between descriptive, predictive and prescriptive analytics		web Source/Text Book	30-Jul		
9	10	1	Revision Class			31-Jul		
10	11	2	Introduction to Descriptive Analytics		web Source/Text Book	4-Aug		
11	12	2	Statistical Measures: Measure of Location		Web Source/Text Book	5-Aug		
12	13	2	Measure of Dispersion		Web Source/Text Book	6-Aug		
13	14	2	Measure of Shape		Web Source/Text Book	7-Aug		
14	15	2	Measure of Association		Web Source/Text Book	8-Aug		
15	16	2	Visualizing and Exploring Data: Overview, Tables, charts		web Source/Text Book	11-Aug		
16	17	2	Advanced Data Visualization		Web Source/Text Book	12-Aug		
17	18	2	Data Dashboards		Web Source/Text Book	13-Aug		
18	19	2	Revision Class			14-Aug		
19	20	3	Introduction to Predictive Analytics		web Source/Text Book	1-Sep		
20	21	3	Trendlines		Web Source/Text Book	2-Sep		

21	22	3	Regression Analysis		Web Source/Text Book	3-Sep		
22	23	3	Forecasting Techniques		Web Source/Text	4-Sep		
23	24	3	Introduction to Data Mining		Web Source/Text Book	8-Sep		
24	25	3	Spreadsheet Modeling and Analysis		Web Source/Text Book	9-Sep		
25	26	3	Monte Carlo Simulation		Web Source/Text Book	10-Sep		
26	27	3	Risk Analysis		Web Source/Text Book	11-Sep		
27	28	3	Revision Class/Class Test			12-Sep		
28	29	4	Introduction to Prescriptive Analytics		Web Source/Text Book	15-Sep		
29	30	4	Linear Optimization		Web Source/Text Book	16-Sep		
30	31	4	Applications		Web Source/Text Book	17-Sep		
31	32	4	Integer Optimization		Web Source/Text Book	18-Sep		
32	33	4	Decision Analysis		Web Source/Text Book	19-Sep		
33	34	4	Application of Business Analytics: Finance		Web Source/Text Book	22-Sep		
34	35	4	Marketing		Web Source/Text Book	23-Sep		
35	36	4	Supply chain		Web Source/Text Book	24-Sep		
36	37	4	Retail		Web Source/Text Book	25-Sep		
37	38	4	Social Media		Web Source/Text Book	26-Sep		
38	39	4	Healthcare		Web Source/Text Book	29-Sep		
39	40	4	Human Resource Management		Web Source/Text Book	30-Sep		
40	41	4	Revision Class/Class Test			1-Oct		

Course Outcomes (COs)

COx	Statement
1	Understand the importance of business analytics for an organization.
2	Analyse complex problem using advanced analytical tools.
3	Differentiate between descriptive, predictive and prescriptive business analytics
4	Interpret data and learn how to apply analytics in organizational decision making.

Study Material / Books / Web-resources / Online Courses Links etc.

[illegible]