


**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR**

(Established by Govt. of A.P., ACT No.30 of 2008)

ANANTHAPURAMU – 515 002 (A.P) INDIA

**MASTER OF BUSINESS ADMINISTRATION**
**MBA; MBA (General Management); MBA (Business Management)**
**COMMON COURSE STRUCTURE & SYLLABI**

Course Code	Business Simulation Lab	L	T	P	C
21E00308		0	0	2	1
	Semester	III			
<b>Course Objectives:</b>					
<ul style="list-style-type: none"> <li>To expose the students to learn various online/ offline gathering of the data</li> <li>To understand various statistical tools including Excel</li> <li>To help the students to visualize using various tools including Excel</li> <li>To train them into their functional domains Marketing, Finance and HR</li> <li>To understand the basic data base system of MS Access</li> </ul>					
<b>Course Outcomes (CO):</b> Student will be able to					
<ul style="list-style-type: none"> <li>To familiarize Students with basic to intermediate data gathering skills for using various tools</li> <li>To provide students hands on experience on various statistical Utilities</li> <li>To gain proficiency in creating solutions for Data Management and Reporting</li> </ul>					
<b>UNIT – I</b>		Lecture Hrs: 4			
<b>Gathering the data (Using Online/Offline)</b>					
Create questioner of Marketing/HR/revenant management stream – gathering primary data - Entering online survey data into excel – sorting and filtering the required shape –Colleting and entering the secondary data (Financial data/ balance sheets/stock data/ mutual fund data/Insurance Data)					
<b>UNIT – II</b>		Lecture Hrs: 6			
<b>Statistical Analysis (Using Excel / SPSS / R-studio Open-Source Online tools)</b>					
Formulation of Hypothesis - Statistical Calculation of Uni Variable - Bi Variable – Multi variable – interpretation of the result					
<b>UNIT – III</b>		Lecture Hrs:6			
<b>Visualization of Data (Using Excel/Power Bi/ Tableau Public/Other Open Source Visualization tools)</b>					
Introduction Charts –Rules for Creating Charts- Labels- Title of the chart- Axis of the chart- Quick Layout- switch to row to column -changing the data – different types charts					
<b>UNIT – IV</b>		Lecture Hrs:6			
<b>Database Creation :</b> Data base creation in HR,FINANCE & MARKETING , Creating Sales Database – filtering the data – Create models using marketing data – Creating HR Data base – create model for HR data - Calculations of NPV, IRR					
<b>UNIT – V</b>		Lecture Hrs:6			
<b>Introduction to MS- Access &amp; SPSS:</b> Overview of MS Access – getting started – tables – primary key – over view ribbon – creating data base . Overview of SPSS- Data entry and analysis – main features of SPSS Packages					
<b>Textbooks:</b>					
1. Glyn Davis & Branko Pecar “Business Statistics Using Excel” Oxford University Press.					
<b>Reference Books:</b>					
<ul style="list-style-type: none"> <li>David Whigham “Business Data Analysis Using Excel” Oxford University Press.</li> <li>Winston “Excel 2010 Data Analysis and Business Modelling” PHI Learning Private Limited.</li> <li>Bajpai “Business Statistics” Pearson.</li> <li>D P Apte : Statistical Tools for Managers USING MS EXCEL, Excel Books.</li> </ul>					
<b>Online Learning Resources:</b>					
<a href="https://www.coursera.org/courses?query=microsoftexcel">https://www.coursera.org/courses?query=microsoftexcel</a> <a href="https://onlinecourses.nptel.ac.in">https://onlinecourses.nptel.ac.in</a> <a href="https://swayam.in/Advanced-excel">https://swayam.in/Advanced-excel</a> <a href="https://swayam.in/spss-lectures">https://swayam.in/spss-lectures</a>					