LNCT UNIVERSITY, BHOPAL

Semester-VI

Program: BBA-BIA **Session:**

Name of Paper	Paper Code	Theory				
ENTREPRENEURSHIP DEVELOPMENT	**BIA-601**	**L**	**T**	**EST**	**CAT**	**Total**
		3	**1**	**70**	**30**	**100**

Objectives: *The objective of this course is to teach students entrepreneurship its characteristics, significance, types and functions of an entrepreneur.*

Unit	Contents (Theory)	Hours/Week
I	Entrepreneurship: Definition, Characteristics and significance. Types & functions of an entrepreneur, Qualities of a good Entrepreneur, Entrepreneurial motivation factors.	10 Hours
II	Women Entrepreneurship: Opportunities and problems. Search for a business idea, sources of ideas and selection of project idea.	9 Hours
III	Preparation of detailed Project Report. Selection of Types of organisation. Concept and characteristics of Sole Proprietorship, Partnership and Co-operative Society. Factors influencing the choice of organisation.	8 Hours
IV	Role of Regulatory institutions: Particular study of DIC, Pollution Control Board, Food and Drugs Administration, Electricity Board & Municipal Corporation. Role of Promotional Institutions.	8 Hours
V	Incentives and Subsidies: Concepts and needs. Capital Investment Subsidy, Interest Subsidy, Subsidy for power, Margin Money Assistance, Special incentives to Women Entrepreneurs.	10 Hours

Name of Authors	Titles of the Book	Edition	Name of the Publisher
S.S. Khanka	Entrepreneurial Development		S. Chand and Sons
Taneja & Gupta	Entrepreneurial Development		Galgotia Publishing
Vasant Desai	Entrepreneurial Development		Himalaya Publishing House
C.B. Gupta & Srinivasan	Entrepreneurial Development in India		S. Chand and Sons

LNCT UNIVERSITY, BHOPAL

Semester-VI

Program: BBA-BIA **Session:**

Name of Paper	Paper Code	Theory				
		L	T	EST	CAT	Total
HR ANALYTICS	BIA-602	3	1	70	30	100

Objectives: To provide an understanding of evolution of HR Analytics and its need, concepts and scope linked with business outcomes. Understand emerging data and the aspect of HR Metrics in the context of HR Analytics as well as their application, methods of capturing, examining & purifying data gain insight from data for key HR Analytics Processes using MSExcel.

Unit	Contents (Theory)	Hours/Week
I	HR Analytics Concept, Evolution of HR Analytics, Role of HR Analytics and Changing Role of HR Professionals, Importance and Scope of HR Analytics, Significance of HR Analytics, Benefits of HR Analytics, Levels of Analysis and Conducting analytics, Application of HR analytics.	10 Hours
II	Developing HR Analytics Culture, Models of HR Analytics, Process of HR Analytics, HR Data: Importance of Data, Types and Need and Methods of collection of Data, Data interpretation, HR Metrics in HR Analytics, HRIS.	8 Hours
III	Use of HR Analytics for decision making in Recruitment & Selection, Training & Development, Performance Appraisal, Talent Management, Compensation Management.	8 Hours
IV	Tools for Conducting HR Analytics: MS Excel, Pivot Table for Key HR processes. Prescriptive HR Analytics: Job Satisfaction, Training & Development, Difference between Predictive & Prescriptive HR Analytics.	9 Hours
V	Predictive HR Analytics: Correlation, Linear Regression, Comparison of Means and Analysis of Variance for Manpower Demographics.	9 Hours

Name of Authors	Titles of the Book	Edition	Name of the Publisher
Rama Shankar Yadav & Sunil Maheshwari	HR Analytics		Wiley
Pratyush Banerjee, Jatin Pandey & Manish Gupta	HR Analytics		Sage
Dipak Kumar Bhattacharya	HR Analytics		Sage
Nishant Uppal, Human Resource Analytics	Strategic Decision making		Pearson

LNCT UNIVERSITY, BHOPAL

Semester-VI

Program: BBA-BIA **Session:**

Name of Paper	Paper Code	Theory				
CLOUD COMPUTING	**BIA-603**	**L**	**T**	**EST**	**CAT**	**Total**
		3	**1**	**70**	**30**	**100**

Objectives: *The objective of this course is to explain the goals and objectives of cloud computing and how to conduct a simple kind of computing in cloud*

Unit	Contents (Theory)	Hours/Week
I	Introduction of cloud computing: Meaning of cloud computing. History of cloud management-Evolution of cloud management, how to manage cloud space management.	10 Hours
II	Types of Cloud Computing: Virtual IT, Software, Network storage, Strength and weakness, evaluate developer's performance level.	10 Hours
III	Models of cloud computing: Software as a Service model (SaaS), Software-As-A-Service Models, Platform-as-a-Service Models, Infrastructure-as-a-Service Models.	9 Hours
IV	How Cloud Computing Works: Process chart of cloud computing, Application of cloud computing, platform, infrastructure, identity, database, network etc.	8 Hours
V	Future of Cloud computing: Introduction of IBM Cloud Services of IBM Cloud, Google Cloud, Amazon Cloud (AWS), Microsoft Cloud services.	8 Hours

Name of Authors	Titles of the Book	Edition	Name of the Publisher

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Semester-VI

Program: BBA-BIA **Session:**

Name of Paper	Paper Code	Theory				
ADVANCE ANALYTICS	**BIA-604**	**L**	**T**	**EST**	**CAT**	**Total**
		3	**1**	**70**	**30**	**100**

Objectives: *The objective of this course is to gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making*

Unit	Contents (Theory)	Hours/Week
I	Social Media Analytics and Text Mining: Social Analytics, Metrics, and Measurement, Key Elements of Social Media Analytics, Social Media analytical software and packages.	10 Hours
II	Introduction to Text Mining, Text Analysis Process, Sentiment Analysis, Implementation of Twitter Sentiment Analysis on analytical software such as R or Python.	9 Hours
III	Introduction to Deep Learning, Difference between Machine Learning and Deep Learning, Neural Network in Deep Learning, Artificial Neural Network (ANN), RNN.	10 Hours
IV	Web Scraping using Python: Web Scraping — web scraping using Scrapy and Beautiful Soup. Web scraping from http and https file. Problems in web scraping with API.	8 Hours
V	Ethics in Analytics: Ethics in Deep learning, Introduction to artificial intelligence, Values to maintain for Artificial Intelligence, Cyber security and ethics.	8 Hours

Name of Authors	Titles of the Book	Edition	Name of the Publisher
Shmueli, Galit, Patel, Nitin and Bruce, Peter.	Data Mining for Business Intelligence		Wiley
Hand, David, Mannila, Heikki and Smyth, Padhraic.	Principles of Data Mining		MIT
Han, Jiawei and Kamber, Micheline	Data Mining: Concepts and Techniques		Morgan Kaufman Publishers.

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Program: BBA-BIA **Session:**

Name of Paper	Paper Code			Compulsory Subject Theory		
BIG DATA & HADOOP-1	**BIA-605**	**L**	**T**	**EST**	**CAT**	**Total**
		3	**1**	**70**	**30**	**100**

Objectives: *Learners will be able to realistically assess the application of big data analytics technologies for different usage scenarios and start with their own experiments*

Unit	Contents (Theory)	Hours/Week
I	Introduction to Big Data: Meaning of Big Data. History of Data Management-Evolution of Big Data, Structuring of Big Data, Elements of BigData, Application of Big Data in the Business Context, Careers in BigData.	10 Hours
II	Technologies for Handling Big Data & HDFS: Distributed and Parallel Computing for Big Data, Introducing Hadoop, Cloud Computing and Big Data, In-Memory Technology for Big Data.	10 Hours
III	Understanding the Hadoop Ecosystem: The Hadoop Ecosystem, Storing Data with HDFS, Processing Data with Hadoop MapReduce, Storing Big Data with HBase.	9 Hours
IV	Fundamentals of MapReduce: Origins of MapReduce, How MapReduce Works, Optimization Techniques for MapReduce Jobs, Applications of MapReduce, Role of HBase in Processing Big Data.	8 Hours
V	Introduction to Hive: Hive installation, Hive basic commands.	8 Hours

Name of Authors	Titles of the Book	Edition	Name of the Publisher
Tan, Pang-Ning, Steinbach,Michael and Kumar,Vipin.	Introduction to Data Mining.		Addison-Wesley.
Lin, Jimmy and Dyer, Chris.	Data-Intensive Text Processing with MapReduce.		Morgan & Claypool Publishers.
Rajaraman, Anand and Ullman, Jeff.	Mining of Massive Datasets.		Cambridge Press.