INSTITUTE OF AERONAUTICAL ENGINEERING
(Autonomous)
Dundigal - 500 043, Hyderabad, Telangana

MASTER OF BUSINESS ADMINISTRATION

ATTAINMENT OF COURSE OUTCOME – ACTION TAKEN REPORT

Name of the faculty:	Dr. T Vara Lakshmi	Department:	MBA
Regulation:	PG-21	Batch:	2021-2023
Course Name:	Business Analytics	Course Code:	CMBC31
Semester:	III Semester	Target Value:	1.8

Attainment of COs:

Course Outcome		Direct attainment	Indirect attainment	Overall attainment	Observation
CO1	Contrast on basic concepts, challenges and framework of business analytics for making effective business decisions.	2.7	2.4	2.7	Attained
CO2	Demonstrate data warehousing architecture and data marts for reporting and performance measurement through visual analytics.	2.4	2.4	2.4	Attained
CO3	Summarize the data mining, and text mining to extract information from the web, analyze weblogs, etc.	2.7	2.4	2.7	Attained
CO4	Develop suitable system for web mining process to web analytics and easy access of data.	3	2.4	3	Attained
CO5	Experiment with prescriptive analytics and its models to develop effective decision making support system.	3	2.4	3	Attained
CO6	Distinguish the Finance, HR and Marketing analytics and big data technologies for applying them in their respective fields.	2.3	2.4	2.3	Attained

Action taken report:

In this Course, the entire COs are attained and further to maintain the same propensity by

1. Conducting Guest lectures, expert talks and case study analyses on business analytics.
2. Delivering more lectures on applications of programming and implantation based analytics.

Course Coordinator

HOD