Department of B.COM BUSINESS ANALYTICS

Policy Document

Preamble

The Department of B.Com Business Analytics at G. Venkataswamy Naidu College, Kovilpatti (GVN College) was established in 2021-2022. B.Com (Business Analytics) is a Commerce embedded course that uses the most up-to-date computer technology, such as Python programmes and other business-related tools, to help enterprises and organisations to make data-driven decisions. The Degree focuses on the conceptual knowledge in multiple disciplines of analytics. This course provides students with a solid understanding of Business Analytics ideas, as well as a number of skills, tools, and strategies for understanding data, analysing business challenges and implementing essential business solutions in an organised way. Students learn about commerce and data processing techniques, as well as how to handle challenges in a variety of sectors, including manufacturing, retail, software, banking, and finance, both theoretically and practically.

1. Mission, Vision & Objectives

Vision:

- To furnish the students with business domain and analytics knowledge that enables them to grow with potential career opportunities and enhance themselves to become dynamic leaders and entrepreneurs in the corporate world.
- To provide the students with technical knowledge, leadership skills and attitudes so that they can steer the ever-changing business problems and mould themselves with an admired personality that develops corporate social responsibility in their minds

Mission:

- To educate the learners to use advanced technological tools to break complicated problems into simple solutions.
- To acquire practical experience with business analytical tools and techniques for solving business problems using data science.
- To impart commerce knowledge with data analytics techniques to search for new business opportunities in the manufacturing and service sectors globally.
- To guide the students in meeting the ever-changing challenges in the business environment.

Objectives

- The department aims to develop students' analytical, technical, and managerial skills for data-driven decision-making.
- Faculty shall ensure continuous curriculum updates aligned with industry trends and emerging analytical tools.
- Students must actively participate in projects, internships, and skill-based trainings to enhance employability.
- Regular assessments, seminars, and workshops will be conducted to strengthen applied analytics competencies.
- The department promotes ethical data usage, research culture, and collaboration with industry for experiential learning. Ensure department laboratories and infrastructure are maintained and upgraded.

2. Curriculum Framework and Academic Design

- **Foundation Knowledge:**
  The curriculum begins with core commerce subjects such as Accounting, Economics, Business Management, and Quantitative Techniques to strengthen fundamental business understanding.
- **Analytics Core Components:**
  Students are trained in Statistics, Data Visualisation, Programming (Python/R), Database Management, Business Intelligence Tools, and Machine Learning fundamentals.
- **Skill-Based & Applied Learning:**
  Practical modules include case studies, live projects, internships, capstone projects, and lab-based training using modern analytical software such as Excel, Power BI, Tableau, SQL, and predictive modeling tools.
- **Industry-Integrated Curriculum:**
  The programme includes guest lectures, industry certifications, MOUs with companies, hands-on workshops, and value-added courses aligned with current market needs.
- **Outcome-Based Academic Design:**
  The curriculum is mapped to Programme Educational Objectives (PEOs), Programme Outcomes (POs), and Course Outcomes (COs), ensuring graduates are employable, industry-ready, and capable of ethical data-driven decision-making.

3. Faculty Roles and Responsibilities

- **Teaching & Curriculum Delivery:**

Deliver subjects effectively using ICT tools, case studies, lab sessions, and real-time datasets, ensuring coverage of course outcomes.

- **Curriculum Development:**

Contribute to syllabus revision, introduce emerging analytical tools, design lab manuals, and align courses with industry requirements.

- **Student Mentoring & Support:**

Guide students academically and professionally, monitor progress, support project work, internships, competitions, and analytics-related certifications.

- **Research & Professional Development:**

  Engage in research, publish papers, attend FDPs, workshops, and upgrade skills in analytics tools such as Python, SQL, Power BI, and Machine Learning.

- **Industry & Institutional Engagement:**

  Collaborate with industry experts for guest lectures, maintain MoUs, organize seminars, and support placement activities in analytics and business domains.

- **Assessment & Evaluation:**

  Prepare question papers, evaluate assignments, conduct lab assessments, maintain academic records, and ensure transparent, outcome-based evaluation.

- **Administrative Responsibilities:**

  Maintain departmental documentation, participate in committees, support accreditation activities, and contribute to institutional development.

4. Laboratory Resources and Infrastructure Management

- The department shall maintain a fully equipped analytics laboratory with computers, high-speed internet, and licensed software such as Excel, Python, R, SQL, and other analytical tools.
- Faculty and lab technicians must ensure regular maintenance, software updates, system security, and availability of required datasets for practical sessions.
- A proper inventory of hardware, software, and digital resources must be documented and reviewed periodically for upgrades and replacements.
- Lab schedules should be prepared in advance, ensuring adequate access for practical classes, project work, internships, and certification training.
- Safety protocols, data privacy guidelines, and responsible usage policies must be followed by all students and staff to maintain an efficient and secure learning environment.

5. Instructional Practices and Evaluation Methods

- Teaching methods should include lectures, tutorials, lab work, assignments, mini-projects and seminars.
- Use of ICT tools is encouraged.
- Internal assessments include tests, quizzes, assignments and lab work.
- End-semester examinations (theory and practical) follow college and affiliating university norms.
- Feedback from students on teaching and courses should be collected and acted upon.

6. Innovation and Outreach Activities

- The department promotes innovation through hackathons, data analytics competitions, ideation challenges, and incubation support for student projects.

- Students are encouraged to engage in real-time data analysis, consultancy assignments, and community-based analytics projects that address local and societal problems.
- Outreach activities include organizing guest lectures, workshops, FDPs, and industry expert sessions to strengthen academic–industry collaboration.
- The department establishes partnerships through MoUs with companies, start-ups, and research institutions to offer internships, training programs, and project opportunities.
- Faculty and students actively participate in seminars, conferences, extension activities, and awareness programs to enhance visibility and impact beyond the campus.

7. Code of Conduct and Safety Regulations

- Students must maintain discipline, respect faculty instructions, and adhere to institutional codes of conduct during classes, labs, seminars, and events.
- Safe and responsible use of laboratory systems, software tools, and data resources is mandatory, including strict compliance with data privacy and cybersecurity guidelines.
- Food, liquids, and unauthorized devices are prohibited inside the analytics laboratory to protect equipment and maintain a professional learning environment.
- Students must immediately report technical issues, safety hazards, or system malfunctions to faculty or lab technicians for corrective action.
- Ethical behavior—including avoidance of plagiarism, misuse of data, or tampering with systems—is compulsory and will be subject to disciplinary action if violated.

8. Continuous Improvement and Quality Enhancement
- Collect feedback from students, alumni, employers, and faculty for continuous improvement.
- Use the outcomes of feedback and assessment to revise curriculum, teaching methodology, laboratories, and other practices.
- Contribute to institutional accreditation and evaluation processes.

9. Financial Planning and Resource Development

- The department shall prepare and submit annual budget proposals for Seminars, software, and workshops.
- Expenditure must adhere to the college's financial and procurement policies.

10. Student Admission, Registration, and Mentorship Support

- Admissions to the B.com Business Analytics programme follow eligibility and selection criteria as prescribed by the university/State Government.
- Maintain transparency in admission and enrolment records.
- A faculty mentor is assigned to each student to help them with their academic work and career/life preparation.