

Title: Introduction to SAS**Eligibility:** Bachelor's degree in any Faculty**Objectives:** To create understanding of the SAS

Development of Proficiency in English and Communication Skills

Course Structure: The course is equivalent to 4 credits. The course can be run in any of the semesters.

Syllabus for SAS (2 CREDIT COURSE)

S.NO.	PRACTICAL	THEORY	DURATION
1	Installation of the software	Introduction to SAS, Early history of SAS, Version history	2
2	Terminologies: <ul style="list-style-type: none">• SAS programs , tables, rows, column / fields, SPSS, graphical interfaces, application programming interfaces, statements and procedures.• 3 major parts of SAS: Data step, Procedure steps, and macro language .• File structure , database oriented fourth generation programming languages (SQL focus), operating system, program loop.• Data set, statistical analysis, macro code, imperative and procedural programming SAS/IML component.• Preprocessing runtime, general – purpose programming languages, information technology. Components: <ul style="list-style-type: none">• SAS add in for Microsoft Office• Base SAS• SAS/GRAPH• SAS/IML• SAS/STAT		4
3	BASE SAS : Introduction <ul style="list-style-type: none">• DATA step• ODS• SASr9• Universal Printing• XML engine• Preproduction		5
4	Getting started with Predictive modeling <ul style="list-style-type: none">• Introduction• Opening SAS enterprise miner• Creating a new project in SAS enterprise.• Miner 5.2• The SAS Enterprise Miner Window.• Creating a SAS Data Source• Creating a process flow diagram		4

5	Regression Models <ul style="list-style-type: none"> • Introduction • What types of models can be developed using • The regression node • An overview of some properties of the • Regression node • Business applications 	4
6	Comparison of Different models <ul style="list-style-type: none"> • Introduction • Models for Binary targets : an example of • Predicting attrition models for ordinal targets : an example of predicting accident risk. • Comparison of all three accident risk models. 	4
7	Customer Profitability <ul style="list-style-type: none"> • Introduction • Acquisition cost • Cost of default • Revenue • Profit • The optimum cut –off point • Alternative Scenarios of response and risk • Customer lifetime value • Suggestions for extending results. 	5

Syllabus for Soft Skills (2 CREDIT COURSE – 30 hours)

The syllabi should consist of practical and the theoretical aspects as well. For every component there shall be the practical and theoretical contents as well.

S.No.	PRACTICAL	THEORY	Duration in hours
1	Development of Proficiency in English : <ul style="list-style-type: none"> • Practice on Oral and spoken communication skill & testing – voice & accent, voice clarity, voice modulation & intonation , word stress etc. • Feedback and questioning Technique • Objectiveness in Argument • Development etiquettes and manners • Study of different pictorial expression of non-verbal communication and its analysis 	Concepts of effective communication: <ul style="list-style-type: none"> • Components of effective communication • Communication process and handling them • KISS (Keep it short and sweet) in communication – Composing effective messages. • Non – Verbal Communication : its importance and nuances : Facial Expression , Posture , Gesture , Eye contact, appearance (dress code). 	9

2	Written Communication Skill Practice for: <ul style="list-style-type: none"> • Correction of errors • Making of Sentences • Paragraph Writing • Leave Application and simple letter writing 	Grammatical use: <ul style="list-style-type: none"> • Punctuation • Meaning & opposites • Real Life conversations • Vocabulary building 	6
3	Presentation Skill practice <ul style="list-style-type: none"> • Preparing in presentation • Delivery of presentation 	Concept of 4 method for presentation <ul style="list-style-type: none"> • Preparation & introduction • Presentation • Evaluation / feedback • Summarization / Conclusion 	6
4	Team Building / Coordination Skills <ul style="list-style-type: none"> • Team Building Practices through group exercises , team task / role play • Ability to mixing & accommodation • Ability to work together 	Concept of <ul style="list-style-type: none"> • Group • Group Dynamics • Team building 	6
5	Telecommunication Skills <ul style="list-style-type: none"> • Tele – etiquette • Receiving Calls • Transferring calls • Taking Message/ Voice Mails • Making Outgoing Calls • Receiving Fax 	Electronic Communication concept <ul style="list-style-type: none"> • Working principle of Mini exchange and its features and facilities. 	3

NOTE: Suggestion is to open a common film club for all the departments, where the movie can be displayed at fixed time and which shall cost minimal charges from the viewers.

Methodology: Lectures supplemented with case studies that may include visits.

Assessment: Final assessment by written and group discussion. Skill based assessment will be as per the case study.