

Name of Faculty	:	Faculty of Commerce and Management
Name of Program	:	Master of Business Administration (MBA)
Course Code	:	2MBA01
Course Title	:	Business Analytics
Type of Course	:	Professional Core
Year of Introduction	:	2023-24

Prerequisite	:	Basic Data Analysis, Basic Programming tools, Computer Basics, Basic Terminologies.
Course Objective	:	To learn and understand the importance of Knowledge and Application of Technologies for various Analytics in Business for Decisions making and to enhance efficiency and Productivity in Business.
Course Outcomes	:	At the end of this course, students will be able to:
	CO1	Develop domain knowledge of various Technology for Managerial Decision making.
	CO2	Understanding the Significance of global platform for Data retrieval / process among different Business cultures.
	CO3	Application of Technologies to facilitates managerial Decisions, MIS.
	CO4	Understanding of ethics & prevention of fraud through technology, theft of Data, etc. Enable communication for Data driven decision making.

Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
L	T	P		Theory Marks		Practical Marks		Total Marks
			C	SEE	CIA	SEE	CIA	
4	0	0	4	70	30	00	00	100

Legends: L-Lecture; T-Tutorial/Teacher Guided Theory Practice; P- Practical, C - Credit, SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

Unit No.	Topics	Teaching Hours	Weightage (%)	Mapping with COs
1	<p>Business Intelligence: Definitions and Examples in Business Intelligence Need Features and Use of Business Intelligence (BI) BI Components: Data Warehouse, Business Performance Management, User Interface</p> <p>Business Analytics: Introduction to Business Analytics (BA) - Need, Components (Business Context, Technology, Data Science), Types & Techniques of Business Analytics (Descriptive, Predictive and Prescriptive), Business Intelligence versus Business Analytics</p>	15	24%	CO1
2	<p>Data Science: Meaning, Components, Applications, Advantages of Data Science, Business intelligence Vs Data Science, Data Science Vs Business Analyst, Data Analyst Vs Business Analyst</p> <p>Data Warehouse: Definition, characteristics, framework, Data lake</p> <p>Types of Digital Data: Definition, Sources, Storage and Characteristics of Structured, Unstructured and Semi Structured Data</p> <p>Data Mining: Concepts and applications, Data mining process</p>	13	24%	CO2
3	<p>Business Analytics: Transaction Processing v/s Analytic Processing, OLTP v/s OLAP, OLAP Operations, Data models for OLTP (ER model) and OLAP (Star & Snowflake Schema)</p> <p>Business Reporting: Definition, concepts, Types of Business Reports, Components of Business Reporting System</p> <p>Web Analytics: Concept, Process, Advantages & Disadvantages, Web Analytics vs. Social Media Analytics</p>	17	26%	CO3
4	<p>Data Visualisation & Visual Analytics: Definition, concepts, Different types of charts and graphs, Emergence of data visualization and visual analytics</p> <p>Business Performance Management: Business performance management cycle, KPI, Dashboard</p> <p>Analytics in Business Support Functions: Sales & Marketing Analytics, HR Analytics, Financial Analytics Production and operations analytics</p> <p>Analytics in Industries:</p>	15	26%	CO4

	Telecom, Retail, Healthcare, Financial Services			
5	Practical: Project/ presentation, case studies and to prepare detailed report on applications of analytics.	---	---	

Suggested Distribution of Theory Marks Using Bloom's Taxonomy						
Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
Weightage	35	35	15	15	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Reference Books

Sr. No.	Name of Reference Books
1	Business Intelligence: A Managerial Perspective on Analytics: Ramesh Sharda, Dursun Delen, Efraim Turban, Pearson 3 rd edition
2	Fundamentals of Business Analytics : R.N.Prasad and Seema Acharya : Wiley 2016 edition
3	Business Analytics : Sahil Raj ; Cengage , Latest edition
4	Data Analytics :Anil Maheshwari : McGraw Hill , 2017 edition
5	Business Analytics - The Science of Data Driven Decision Making : U.Dinesh Kumar, Wiley publication , 2017 edition

List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc

Sr. No.	Name of Journals / Periodicals / Magazines / Newspapers / Web resources, etc
1	Journal of Business Analytics
2	Journal of Business Analytics and intelligence
3	Journal on Consumer and Business Analytics
4	Analytics India - Magazine