S.R.M. INSTITUTE OF SCIENCE AND TECHNOLOGY
FACULTY OF MANAGEMENT

MB17304	BUSINESS ANALYTICS	L	T	P	C
		0	0	4	2

SYLLABUS

OBJECTIVES

- To understand the purpose of using Business Analysis tools within an organization
- To summarize and analyze a dataset for making informed decisions
- To identify the choice of tools to address the Business problems
- To use advanced analytical tools to analyze complex problems in uncertainty

UNIT I

Business analytics - need - scope – applications – descriptive analytics – predictive analytics – prescriptive analytics

UNIT II

Descriptive analytics – types of data – creating distributions from data – measures of location – measures of variability – measures of variability – measures of association

UNIT III

Data visualization – data dashboards – linear regression – time series analysis and forecasting – data mining – cluster analysis

UNIT IV

SPSS – Introduction – Frequency Tabulation – Parametric tests – Non Parametric Tests – Regression Using SPSS – Factor Analysis

UNIT- V

Data analysis using R – R Studio – Introduction, Importing Data from Excel
– Slicing of data using Inbuilt Data sets – Variables – Regression script - Rattle for R

TEXTBOOK

1.Camm, Cochran,Fry,Ohlmann,Anderson,Sweeney, Williams,Essentials of Business Analytics‖, Cengage Learning, 2015.

REFERENCE

1.SandhyaKuruganti, Business Analytics: Applications To Consumer Marketing ,McGraw Hill, 2015

2.Bernard Marr,Big Data: Using Smart Big Data, Analytics and Metrics to Make Better Decisions and Improve Performance‖, Wiley, 2015

COURSE CODE/ TITLE	MB17304 / BUSINESS ANALYTICS		SEMESTER	III
SECTION	INSTRUCTORS	DESIGNATION	DAY ORDER AND PERIOD	LAB
A	Dr.Yaseen Masvood & Dr.Jacob Pratabaraj	Associate Professor & Asst. Professor	II-4th and 5th IV-7th and 8th	Systems Lab- I
B	Dr.V.M.Shenbagaraman& Mr.T.S.Edwin	Professor & Asst.Professor	III-4th and 5th IV-7th and 8th	Systems Lab- II
C	Dr.S.Senthil Kumar & Mr.J.Dinesh	Associate Professor & Asst. Professor	I-4th and 5th II – 4th and 5th	Systems Lab- II
D	Dr.P.Saravanan & Dr.A.V.Arivazhagan	Asst. Professor & Associate Professor	I – 2nd and 3rd III – 4th and 5th	Systems Lab- I
E	Dr.P.S.Rajeswari & Mr.S.Chandran	Asst. Professors	I-7th and 8th III- 2nd and 3rd	Systems Lab- II
F	Dr.A.R.Krishnan & Mrs.P.Suganthi	Associate Professor & Asst. Professor	III – 2nd and 3rd V – 2nd and 3rd	Systems Lab- I
Theory		0%	Practical	100 %

INTRODUCTION

This course provide an introduction to the field of business analytics, which has been defined as the extensive use of data, statistical and quantitative analysis, exploratory and predictive models and fact based management to drive decisions and actions. The development and use of data warehouses and data marts to support analytics is discussed. Application of selected data mining techniques to business decision making situations is illustrated.
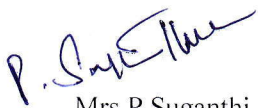
LEARNING OBJECTIVES

- To understand the purpose of using Business Analysis tools within an organization
- To summarize and analyze a dataset for making informed decisions
- To identify the choice of tools to address the Business problems
- To use advanced analytical tools to analyze complex problems in uncertainty
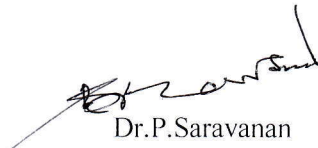
COURSE STRUCTURE

EX.NO.	TITLE	Session
1	Blog Creation, Promotion and Monitoring	1,2
2	Web Analytics	3,4
3	Applications of Google drive	5,6
4	Basics of R	7,8
5	Data Slicing in R	9,10
6	Importing & Exporting of Data in R	11,12
7	Frequency Distribution in R	13,14
8	Creating Relative Frequency Distribution in R	15,16
9	Descriptive Statistics Using R	17,18
10	Data Visualization Using R	19,20
11	Chi-square Test Using R	21,22
12	T-Test Using R	23,24
13	Correlation Analysis in R	25,26
14	Bivariate Linear Regression Using R	27,28
15	Multiple Regression Using R	29,30
16	Introduction to SPSS	31,32
17	Data Transformation, Recoding Variables And Selecting Cases In SPSS	33,34
18	Sorting Data, Splitting And Merging Files In SPSS	35,36
19	Descriptive Statistics In SPSS	37,38
20	Correlation In SPSS	39,40
21	Linear Regression In SPSS	41,42
22	Multiple Regression In SPSS	43,44
23	Cross Tabulation In SPSS	45,46
24	One way ANOVA In SPSS	47,48
25	Two way ANOVA In SPSS	49,50
26	Factor Analysis in SPSS	51,52
27	Cluster Analysis in SPSS	53,54
28	Independent Sample T-Test In SPSS	55,56
29	Creating Data Table Using Tableau Public	57,58
30	Creating Dashboard Using Tableau Public	59,60

EVALUATION PATTERN

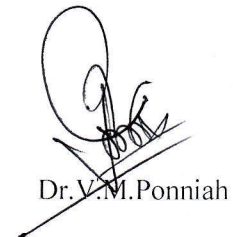| Assessment Components	Marks
Every experiment will carry marks for • Observation, • Collection of Data, • Analysis, Interpretation, • Inference and • Prompt submission of Record of Work done.	40
Marks for Model Examination and Viva	20
Total in-semester assessment (Internal Marks)	**60**
End Semester Examination The end semester examination will be conducted only after the last working day of the semester. The student has to appear for the end semester examination and "Ab" grade will be awarded for non appearance.	40

Mrs.P.Suganthi

Assistant Professor &

Course Coordinator

Dr.P.Saravanan

Assistant Professor &

Head/Systems

Dr.V.M.Ponniah

Dean

School of Management.