

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
COLLEGE OF MANAGEMENT
II MBA-Third Semester

MB18BA03	DATA SCIENCE USING R	L	T	P	C
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LESSON PLAN

LEARNING OBJECTIVES

- Become acquainted with the use of R tool for Data Science applications.
- Acquire experience in analyzing data using R.
- Develop the skills to use the software for pre-analytic phase data handling operations.

LEARNING OUTCOMES

- To perform basic statistical operations in R
- To understand the data and decide the choice of Input in R
- To interpret the causal and associative relationship between variables in R

S.NO	EXERCISE
Unit :I:	Introduction to Data Science
1	Basics of R Studio and R
2	Basic Data Types
3	List Function
4	Member Reference
5	Types of Indexing
Unit :II:	Data exploration with R

6	Accessing R packages
7	Data Frame
8	Data Import
9	Frequency distribution
10	Graph and Chart
Unit :III:	Predictive Modeling
11	Decision Tree
12	Clustering
13	Regression
14	Correlation
15	Rattle
Unit :IV:	Market Basket Analysis
16	Association Rule Mining
17	Naïve Bayes Analysis
18	Big Data Analysis
19	APRIORI Algorithm
20	Visualizing association rules
Unit :V:	Data Mining Using R
21	Text Mining
22	Text Data Wrangling
23	Web Mining
24	Business Intelligence

25	Data Manipulation
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LEARNING RESOURCES

1. Anil Maheshwari, Data Analytics. McGraw Hill , 2017.
2. Eric Siegel, Thomas H. Davenport, “Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die”, Willey, 2013
3. Anasse Bari, Mohamed Chaouchi and Tommy Jung ,Predictive Analytics , , Willey,2015
4. Alberto Cordoba, “Understanding the Predictive Analytics Lifecycle”, Wiley, 2014.
5. Dean Abbott, Applied Predictive Analytics, Willey, 2014.

EVALUATION PATTERN

Evaluation pattern for the elective courses offered during the 3rd semester as practical course under Management Information Systems (MIS) / Business Analytics (BA).

Total Class Hours: (5 Units X 15 Hours): **75 Hours**

Max Marks: 100

MODE OF ASSESSMENT

Internal Marks= 60 Marks

End Semester Practical Exam = 40 Marks

INTERNAL MARKS – SPLIT UP				
S.No	Internal Components	Marks	Description	Question Paper Pattern
1	Pre-Practical Examination	10	UNIT 1 only Test will be conducted for 20 Marks and converted to 10 Marks.	2 Exercises from Unit - I * 10 Marks each = 20 Marks
2	Observation Note book	15	10 Marks to be awarded to each exercise.	The highest marks awarded for the best 15 exercises to be averaged to award 15 Marks
3	Record Note	15		Marks will be awarded on Successful completion of completed record note

4	Model Examination and Viva-voce	20	Exam will be conducted for 40 Marks and converted to 20 Marks	<u>Pattern of Model Exam for 30 Marks</u> Exercises to be given except from first unit. Any 2 Exercises to be attended out of 3, each carries 15 Marks <u>Viva Voce 10 Marks</u>
END SEMESTER UNIVERSITY PRACTICAL EXAM – 40 MARKS				
S.No	Component	Marks	Description	Question Paper Pattern
1	University Practical Examination	30	3 Exercises to be given. Any 2 Exercises to be attended out of 3, each carries 15 Marks	Part A (Exercise for 30 Marks)
2		10	Viva –Voce	Part B (10 Marks)

Dr.K.Sankara Moorthy
Dr.V.M.Ponniah

Dr. P.Saravanan

COURSE CO-ORDINATOR
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HEAD –SYSTEMS

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