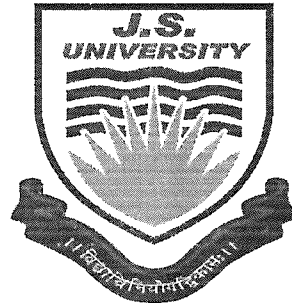


J.S. University, Shikohabad

Established by UP Govt. Act No. 07 of 2015


Recognized by U.G.C. under section 2 (f) of Act-1956



Value Added Course

(Introduction to Business Analytics)

Faculty of Management

| | | |
|---|--|---------------------|
|  | J.S. University, Shikohabad Faculty of MANAGEMENT | Value Added Course |
| | | AY: 2021 (EVEN SEM) |

Introduction to Business Analytics

Learning Outcome:

This course develop the skill to understand the purpose of using business analysis tools within an organization, dataset for making a business decisions and R studio for data analysis.

Duration: 30 Hours.

Course Outcomes: -

After completion of the course the student shall be able to:-

1. Critically analyse the business problems especially solves business problems.
2. Recognize, understand and apply the language, theory and models of the field of business analytics
3. Students can able to understand the applications of business analytics.
4. Student learn working on different frame work of data
5. Student can able to understand value of data in business.



J.S. University, Shikohabad
Faculty of MANAGEMENT

Value Added Course

AY: 2021 (EVEN SEM)

Syllabus Outline

Module I

Introduction to Business Analytics and Big Data
Business Analytics – Definition - Need – Scope - A categorization of Analytical Methods – Analytics in action – Big data – Business analytics in Practice – types of data – modifying data in excel – creating Distributions from data– measures of location

Module II

Application of Business Analytics
Machine Learning - Introduction and Concepts - Differentiating algorithmic and model based frameworks, Decision analytics. Descriptive analytics - Predictive analytics - Prescriptive analytics

Module III

Decision support and Data Visualisation
DSS- Executive and enterprise support- Automated decision support - Web analytics- Data mining -Applied artificial intelligence - Visual analysis: Data concepts – Data Dashboards - Data exploration & visualization – Scorecards

Module IV

Time Series and Forecasting
Time series pattern – forecasting accuracy – moving averages and exponential smoothing - using regression analysis for forecasting – determining the best forecasting model to use - building good spreadsheet model – What-If analysis – some useful excel functions for modeling – auditing spreadsheet model – a simple maximization problem.

Module - 5

Data Analysis using R
R Studio: Introduction – R data types and objects, reading and writing data - Data structures in R - R programming fundamentals - Advantages and disadvantages of using R.



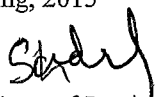
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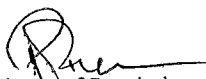
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1. Bernard Marr, Big Data: Using Smart Big Data, Analytics and Metrics to
2. Make Better Decisions and Improve Performance, Wiley, 2015
3. Camm, J.,D., J. James., Cochran., Michael., J. Fry., Jeffrey, W., Ohlmann.,
4. David R. and Anderson. Essentials of Business Analytics, Cengage Learning, 2015


(Name of Faculty)

Course Coordinator

Mrs. Shikha
Diwaker


(Name of Faculty)

Dean Academics

Dr. Akhilesh


(Name of Faculty)

Director/Principle/Dean of
Faculty/Department

Dr. Omkar