

PROGRAM	Master of Business Administration (Business Analytics)
SEMESTER	IV
COURSE TITLE	Big Data Analytics
COURSE CODE	04MB0454
COURSE CREDITS	02
COURSE DURATION	28 Hrs (28 sessions of 60 minutes each)

COURSE OUTCOMES:

- Linking the concept and challenge of Big Data and why existing technology is inadequate to Analyze the Big Data.
- Analyze and evaluate hands-on experience on large-scale Analytics tools to solve some open Big Data problems and to integrate machine learning libraries, mathematical and statistical tools with modern technologies like hadoop and map reduce.
- Evaluate the impact of Big Data for Business Decisions and Strategy.

COURSE CONTENTS:

Module No	Unit / Sub Unit	Sessions
I	Introduction to Big Data Analytics: Introduction to Data Analytics, Big Data Analytics, Analytical Tools & Methods, Integration Social Analytics, Operational Analytics Big Data Analytics, Hadoop, Informatics, Cognos.	10
II	Application of Data Mining, predictive and prescriptive analytics using big data: Data Mining, predictive and prescriptive analytics using big data & Decision-Making Predictive Analysis, Forecasting, Optimization, Simulation Gamification.	10
III	Big Data Applications: Data Driven Prediction Methods NLP, Regression, Correlation, Cluster Analysis, Artificial Neural Networks.	8

Evaluation:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

		Weight age
A	Assignment and Presentation	20% (C.E.C.)
B	Internal Assessment	30% (I.A.)
C	End-Semester Examination	50% (External Assessment)

SUGGESTED READINGS:
Text Books:

Sr. No	Name of the Book	Author /s	Publisher	Edition & Year
T-01	Big Data & Analytics	Chellappan and Acharya	Wiley	2 nd edition, 2019

T-02	Big Data Big Analytics: Emerging Business Intelligence and Analytic Trends for Today's Businesses	Michael Minelli, Michele Chambers, Ambiga Dhiraj	John Wiley & Sons, Inc.	1 st edition,2012
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Reference Books:

Sr. No	Name of the Book	Author/s	Publisher	Edition & Year
R-01	Business Analytics: Data Analysis and Decision Making	S. Christian Albright	Cengage Learning	5 th edition,2012
R-02	Analytics in a Big Data World	Bart Baesens	John Wiley & Sons	2014
R-03	Big Data Analytics with R & Hadoop	Vignesh Prajapti	PACKT Publishing	1 st edition 2019