INSTITUTE	**FACULTY OF MANAGEMENT STUDIES**
PROGRAM	**BACHELOR OF BUSINESS ADMINISTRATION (HONS.)**
SEMESTER	**5**
COURSE TITLE	**BASICS OF BUSINESS ANALYTICS**
COURSE CODE	**04BH0509**
COURSE CREDITS	**3**

Course Outcomes: After completion of this course, student will be able to:

1 Understand basics of business analytics and its role to support business decisions.

2 Evaluate different types of digital data.

3 Design basic framework for business intelligence systems and applications of business analytics.

4 Apply appropriate analytical methods to find solutions to business problems.

Pre-requisite of course:NONE

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
3	0	0	0	50	0	50	0

Contents : Unit	Topics	Contact Hours
1	**Introduction** Introduction to Business Analytics. BA: The Science of Data Driven Decision Making. Big Data Analytics, Roadmap for Analytics Capability Building. Challenges in Data-Driven Decision making and future	10
2	**Types of Digital Data** Introduction, getting to know Structured Data. Getting to know Unstructured Data. Getting to know Semi-Structured Data. Difference between Semi-Structured and Structured Data	10
3	**Business Intelligence** Definitions and examples in Business Intelligence, Data Mining, Machine Learning, Data Science. Need for BI at Virtually all Levels. The BI value chain	6

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Contents : Unit	Topics	Contact Hours
4	**Application of Analytics** Analytics in Business Support Functions –Human Capital Analytics, IT Analytics, Sales & Marketing Analytics; Analytics in Industries – Telecom, Retail, Healthcare, Analytical Application Development; Process for Designing and Developing Social Media Analytics Application	10
Total Hours		**36**

Textbook :

1 Business Analytics- The Science of Data-Driven Decision Making, U Dinesh Kumar, Wiley, 2017

2 Fundamentals of Business Analytics, R.N.Prasad & Seema Acharya, Wiley, 2016

References:

1 Data Analytics, Data Analytics, Anil Maheshwari, McGraw Hill Education, 2017

2 Business Analytics, Business Analytics, James Evans, Pearson, 2018

3 Business Analytics, Business Analytics, Sahil Raj, Cengage Learning, 2015

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	**Understand**	**Apply**	**Analyze**	**Evaluate**	**Higher order Thinking**
10.00	20.00	25.00	25.00	10.00	10.00

Instructional Method:

1 THEORY

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