PROGRAM	Master of Business Administration
SEMESTER	1
COURSE TITLE	Business Analytics
COURSE CODE	04MB0105
COURSE CREDITS	3
COURSE DURATION	42 Hrs (42 sessions of 60 minutes each)

COURSE OUTCOMES:

❖ Judging business analytics and its role to support business decisions.
❖ Integrate ethical decision-making in structured or unstructured situations.
❖ Formulate appropriate analytical methods to find solutions to business problems.
❖ Evaluate basic framework for business intelligence systems and applications of business analytics.
❖ Integrate and Apply knowledge on Multidimensional Data Modeling and Data Warehousing to find solutions to business problems.

COURSE CONTENTS:

Unit No	Unit / Sub Unit	Sessions
I	**Business View of Information Technology Applications** Business Enterprise Organization, Its Functions and Core Business Processes, Key Purpose of using IT in Business, Characteristics of Internet-Ready IT Applications, Enterprise Applications and Bespoke IT Applications, Information Users and their requirements. Case Study: Good Life HealthCare Group, Good Food Restaurants Inc, Ten to Ten Retail Stores	10
II	**Digital Data** Structured Data, Semi Structured Data, Unstructured Data, On-line Transaction Processing, On-line Analytical Processing, Different OLAP Architectures, Data Models for OLTP and OLAP, OLAP Operations in Multidimensional Data	8
III	**Business Intelligence:** BI Component Framework, BI Users, BI Applications, BI Roles and Responsibilities, Best Practices in BI, Evolution of BI, Need for BI at Virtually all Levels, BI for Past, Present and Future, BI Value Chain.	8
IV	**Multidimensional Data Modeling** Basics of Data Modeling, Types of Data Model, Data Modeling Techniques, Fact Table, Dimension Table, Typical Dimensional Models, Dimensional Modeling Life Cycle, Designing the Dimensional Model.	8
V	**Data Warehousing:** Objectives, Defining Features; Subject-Oriented, Integrated and, Time-variant and Nonvolatile Data; Data Granularity; Data Marts: How are They Different,1 Top-Down Versus Bottom-Up Approach-; -Overview of the Components Source Data, Data Staging, Data Storage, Information Delivery Component and Metadata component;, Management and Control Component ;Metadata in the Data Warehousing ,Types of Metadata.	8

EVALUATION:

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

	Component	Weightage
A	Continuous Evaluation Component (Assignments / Presentations/ Quizzes / Class Participation/ etc.)	20% (C.E.C.)
B	Internal Assessment	30% (I.A.)
C	End-Semester Examination	50% (External Assessment)

SUGGESTED READINGS:

Text Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year
T-01	U Dinesh Kumar	Business Analytics- The Science of Data-Driven Decision Making	Wiley	1st Edition,2017
T-02	R.N.Prasad & Seema Acharya	Fundamentals of Business Analytics	Wiley	2nd Edition, 2016

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year
R-01	Anil Maheshwari	Data Analytics	McGraw Hill Education	First edition, 2017)
R-02	Sahil Raj	Business Analytics	Cengage Learning	Latest Edition
R-03	James Evans	Business Analytics	Pearson	2nd Edition,2018