DEPARTMENT OF MANAGEMENT, KOCHI
Introduction to Business Analytics (SY103C)

MBA 2017 – 2019
Trimester II (OCT – DEC 2017)
COURSE OUTLINE & SESSION PLAN

Course Code: SY103C

COURSE OBJECTIVE

Course Objectives:
- Analytics is the use of modern data mining, pattern matching, data visualisation and predictive modelling tools to produce analysis and algorithms that help businesses make better decisions
- It is the use of data, information technology, statistical analysis, quantitative methods, and mathematical or computer-based models to help managers gain improved insight about their business operations and make better, fact based decisions.

LEARNING OUTCOMES

Upon completion of this course, students will be able to complete the following key tasks:

1.Knowledge base:	• Gain insights on analytics on spread sheet, descriptive analytics, and predictive analytics • Introduce the concepts of big data analytics, data mining and data visualization
2. Attitude:	• Should have an idea of how to use the data and models to make better business decisions
3. Skill sets:	• Develop analytical skills required for decision making

Course Pedagogy
The pedagogy for this course would comprise of lectures, group presentations, and hands on training to different tools
Session Plan

SESSION	Topics
1,2	Introduction to Business Analytics and analytics in practise

3,4	Analytical methods and models
5,6,7,8,9	Analytics on spread sheets-Sorting, filtering, conditional formatting of data and descriptive statistics in excel
10,11	Data visualization
12,13	Forecasting models
14,15,16	Data mining

Text Book

ESSENTIALS OF BUSINESS ANALYTICS:

CAMM, COCHRAN, FRY, OHLMANN, ANDERSON, SWEETNEY, WILLIAMS BY CENGAGE LEARNING

Reference Text book:
Business Analytics Methods, Models and decisions:James R Evans -Pearson