Syllabus Outline

1. GENERAL:
1.1 **COURSE TITLE:** Business Analytics
1.2 **COURSE NUMBER**: MT5601
1.3 **CONTACT HRS:** (30 Hours- Teaching & 10 hours- Project) **Credits:** 8
1.4 **SEMESTER -OFFERED:** 2nd
1.5 **PREREQUISITE:** Business Statistics
1.6 **SYLLABUS COMMITTEE MEMBER:** Dr. Kavita Srivastava & Dr. Saroj Kumar Mishra
2. **OBJECTIVE:** To gain an understanding of how managers use business analytics to solve
business problems and to support managerial decision making.
To make students familiar with the processes needed to develop, report, and analyze business
data.
To introduce and provide some practice with core and necessary statistics concepts so that
students can participate in, and lead analytics-based projects
3. **COURSE CONTENT** (Unit wise distribution of content)
Unit Content Hours
Unit 1 Overview of the Course 03 Hours
Unit 2 Research Designs 03 Hours
Unit 3 Data Collection Methods 03 Hours
Unit 4 Nature of Data/Data Visualization 03 Hours
Unit 5 Sampling Methods 03 Hours
Unit 6 Data Preparation 03 Hours
Unit 7 Introduction of the Software (SPSS/R
Programming)
03 Hours
Unit 8 Data Analytics I 03 Hours
Unit 9 Data analytics II 03 Hours
Unit 10 Data analytics III 03 Hours

4. READINGS
4.1 TEXT BOOKS: Business Analytics, James R. Evans, University of Cincinnati, Recent Edition
Pearson
4.2 REFERENCE BOOKS:
William G. Zikmund, "Business Research Methods" (Thomson Asia Pvt. Ltd.),
D. Chawla and Neena Sondhi, "Research Methodology: Concepts and Cases" (Vikas
publication)
5. OUTCOME OF THE COURSE . The course will help student to build career in data
analytics.