



KRUPANIDHI GROUP OF INSTITUTIONS
(AICTE Approved | ISO 9001-2015 Certified)

Report for

Value Added Course

BUSINESS ANALYTICS

For the Academic Year

2020-2021

KRUPANIDHI GROUP OF INSTITUTIONS

12/1, Chikka Bellandur, Carmelaram Post Varthur Hobli,
Off Sarjapur Rd, Bengaluru, Karnataka 560035



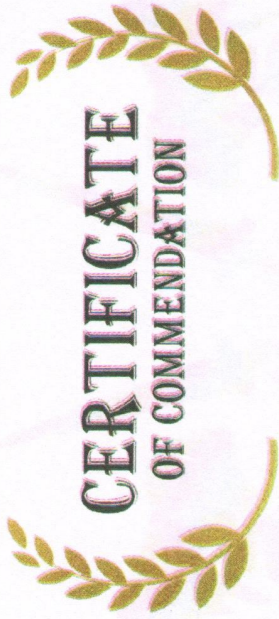
Praveesh
Principal

Krupanidhi Group of Institutions
12/1 Chikkabellandur Village,
Carmelaram Road Post Varthur Hobli
Bangalore - 560 035



KRUPANIDHI GROUP OF INSTITUTIONS

(Dept. of Management Studies)



CERTIFICATE OF COMMENDATION

The Krupanidhi Group of Institutions Congratulates JAYAP

for attending the Value Added Program on BUSINESS ANALYTICS
conducted from 2020-2021 by the Resource Mentor Dr.SELVA JUMAR

Best wishes for your future endeavours!




Convener


Principal

Krupanidhi Group of Institutions
12/1 Chikkabellandur Village,
Carmelaram Road Post Varthur Hobli
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Director



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KRUPANIDHI GROUP OF INSTITUTIONS
DEPARTMENT OF MANAGEMENT STUDIES

BANGALORE

BUSINESS ANALYTICS
Value Added Course
(SYLLABUS)

COURSE OBJECTIVES 30 Hours

1. To introduce the business intelligence process that support the decision making in business operations.
2. To expose the students to analytics practices used in various verticals across industries and thereby educating students to develop basic analytical skills.

LEARNING OUTCOMES

By the end of the course,

1. Describe how analytics are powering consumer applications and creating a new opportunity for entrepreneurship for analytics
2. Demonstrate understanding on the areas and application of Analytics

MODULE 1: INTRODUCTION TO BUSINESS ANALYTICS 05 Hours

Introduction to Business Analytics; Challenges; Business Analytics Optimization (BAO); Data warehousing; Online Analytical Processing (OLAP); Online Transaction Processing (OLTP); Introduction to Predictive Analytics and Prescriptive Analytics; Role of Business Analyst and Data Scientist; Business Intelligence Applications.

MODULE 2: DATA MINING 05 Hours

Meaning of Data Mining; Evolution of Data Mining; Data Mining Process; Knowledge Discovery from Data (KDD); Cross Industry Standard Process for Data Mining (CRISP-DM), Data Mining techniques; Challenges of Data Mining



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MODULE 3: PREDICTIVE ANALYTICS 05 Hours

Introduction to Simple Linear Regression, Multiple linear Regression, Logistic Regression, Time series, Decision Trees and Neural Networks

MODULE 4: BIG DATA ANALYTICS 05 Hours

Introduction to Big Data; Need for Big data; Characteristics of Big Data; structure of Big Data (Structured, Semi-structured, Unstructured and real time data); Benefits and barriers of Big Data Analytics; Mobile Data Analytics; Social Media Analytics

MODULE 5: AREAS AND APPLICATIONS OF ANALYTICS 05 Hours

Financial Analytics; HR Analytics; Marketing Analytics; Supply Chain Analytics; Production and Operations analytics

**MODULE 6: CONTEMPORARY DEVELOPMENTS IN THE AREA OF ANALYTICS
05 Hours**

Machine learning; Artificial Intelligence; Deep Learning; Internet of Things (IOT); and Robotics

REFERENCE BOOKS (Latest Editions)

1. Albright Winston “Business Analytics, Data Analysis and Decision Making” 5th edition, Cengage Publication
2. CindiHowson “Successful Business Intelligence” 2nd edition, McGrawHill Education
3. U Dinesh Kumar “Business Analytics: The Science of Data - Driven Decision Making” by Wiley Publications



Pranish
Principal
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CIRCULAR

DATE: 05/05/2021

All 2nd semester MBA students are hereby informed that classes for Value Added Course on the subject **Business Analytics** will commence from **10 of May 2021** by Dr. Selva Kumar

Interested students can register their names with concerned faculty on or before **9th May 2021**.



Praveesh
Principal

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CERTIFICATE / VALUE-ADDED COURSE REPORT

Date: 26.07.2021

1. Name of the Program : Business Analytics
2. Program Start Date : 10.05.2021
3. Program End Date : 22.07.2021
4. Total Duration of the Program : 30 hrs
5. No. of Students Enrolled : 95
6. Course Co-Ordinator of the Program : Dr. Selva Kumar
7. No. of Unit Exams Conducted : 2
8. Date of the Final Examination : 24.07.2021
9. Maximum Marks for Final Exam : 50
10. Eligibility for Certificate : 50%
11. Total number of Students Eligible for Certificate: 90

Course Co-Ordinator



S. Suresh

Principal/Director

S. Suresh

Principal

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