SEMSETER-II

GANPAT UNIVERSITY					
FACULTY OF MANAGEMENT STUDIES					
Program	MBA	Branch/Spec.	Tech MBA (MBA Technology Management)		
Semester	II		Version	1.0.0.0	
Effective from Academic Year		2025-26	Effective for the batch Admitted in		January 2025
Subject code	**IIA06AEB**	Subject Name	**Advanced Excel for Business Decision Making (Viva Exam)**		

Teaching scheme					Examination scheme (Marks)			
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW				
Credit	4	0	0	0	4	Theory		100	100
Hours	4	0	0	0	4	Practical			

Objective:
To empower students with advanced Excel proficiency, enabling them to transform raw data into actionable business insights, automate repetitive tasks, and build robust models for effective, data-driven decision-making.

Course Outcome:
CO 1: The students will be able to structure, clean, and format business data professionally using Excel Tables, text manipulation tools, and presentation features to ensure data integrity and clarity.
CO 2: The students will be able to apply logical, conditional aggregate, and text functions to perform targeted analysis and embed business logic directly into their worksheets.
CO 3: The students will be able to integrate data from various sources using modern lookup functions and enhance report usability with conditional formatting and data validation techniques.
CO 4: The students will be able to construct interactive reports using PivotTables and build dynamic business models using 'What-If' analysis to support strategic planning and automation.

Theory syllabus

Unit	Content	Hrs
1	Foundations of Data Management & Professional Reporting, Excel Tables for Data Integrity & Scalability, Data Types & Data Integrity Principles, Efficient Data Entry: Templates, Flash Fill, Shortcuts, Data Cleaning Tools: Text to Columns, Find/Replace, Remove Duplicates, Data Cleaning Functions: TRIM, CLEAN, PROPER, SUBSTITUTE, Professional Reporting: Formatting, Cell Styles, Themes, Page Setup, Data Exploration: Sorting, Custom Lists, Advanced Filtering	12
2	Core Analytical Functions, Logical Functions for Decision-Making: IF, IFS, AND, OR, Conditional Aggregations: SUMIFS, COUNTIFS, AVERAGEIFS, Core Date & Time Functions: TODAY, EOMONTH, NETWORKDAYS, Essential Financial Functions: PMT, PV, FV, NPV, IRR, Text Manipulation Functions: CONCAT, TEXTJOIN, LEFT/RIGHT/MID, Formula Auditing & Error Handling: IFERROR, ISNA, Named Ranges for Model Clarity & Maintenance	12
3	Advanced Data Integration & Visualization, Data Consolidation & Linking: 3D Sums, Consolidate Tool, Advanced Lookup Functions: VLOOKUP, INDEX/MATCH, XLOOKUP, Visual Analysis: Advanced Conditional Formatting with Formulas, Data Integrity: Data Validation & Dependent Drop-Down Lists, Advanced Charting Techniques: Combination Charts, Trendlines, In-cell Visualization with Sparklines, Principles of Effective Dashboard Design	12

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4	Interactive Reporting with PivotTables, Preparing Data for Effective PivotTable Analysis, PivotTable Fundamentals: Grouping, Slicers, Timelines, Value Field Settings: Summarize & Show Values As (% of Total, etc.), PivotTable Calculations: Calculated Fields & Items, Introduction to the Data Model & Power Pivot (Conceptual), Building Interactive Dashboards with PivotTables & PivotCharts, Case Study: Building a Sales Dashboard from Raw Data	12
5	Strategic Modeling & Automation, Business Modeling: What-If Analysis (Scenarios, Goal Seek), Optimization with Solver Add-in, Modern Excel: Dynamic Array Functions (UNIQUE, FILTER, SORT, LET), Productivity: Automating Repetitive Tasks with the Macro Recorder, Practical Automation: Assigning Macros to Buttons & Objects, Financial Modeling Best Practices & Spreadsheet Design, Model Security: Worksheet, Workbook & Cell Protection	12

Practical content

Reference Books

1.	Jelen, Bill, and Alexander, Michael. Excel 2021 Bible. Wiley, 2021.
2.	Walkenbach, John. Excel 2019 Bible. Wiley, 2018.
3.	Proctor, Scott. Building Financial Models with Microsoft Excel: A Guide for Business Professionals. 2nd Edition, Wiley, 2018.
4.	Winston, Wayne L. Microsoft Excel 2019: Data Analysis and Business Modeling. Microsoft Press, 2019.
5.	Knaflic, Cole Nussbaumer. Storytelling with Data: A Data Visualization Guide for Business Professionals. Wiley, 2015.
6.	Fairhurst, Danielle. Exploring Microsoft Excel's Hidden Time-Saving Features. Apress, 2021. (Focuses on efficiency).
7.	Jelen, Bill. MrExcel 2022: Boosting Excel. Tickling Keys, Inc., 2022.
8.	Girvin, Mike. CTRL+SHIFT+ENTER: Mastering Excel Array Formulas. Tickling Keys, Inc., 2013. (Good for conceptual understanding of array logic).
9.	Allard, Conor. Excel Formulas: A Quick-Start Guide. Apress, 2022.
10.	Ortiz, Hector. Data Analysis for the Rest of Us: A Guide to Data Cleaning, Analysis, and Storytelling. Independently published, 2023.
11.	Pignataro, Paul. Financial Modeling and Valuation: A Practical Guide to Investment Banking and Private Equity. Wiley, 2013.
12.	Berk, Jonathan, and DeMarzo, Peter. Corporate Finance. 5th Edition, Pearson. (While not an Excel book, it provides the business context for the models built in Excel).

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