GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme	MBA			Branch/Spec.		Agribusiness / Financial Services / Logistics and Supply Chain Management / Pharmaceuticals/International Business/Business Analytics			
Semester	I					Version	1.0.0.0		
Effective from Academic Year		2026-27				Effective for the batch Admitted in		July 2026	
Subject code	**ICC506DAB**		Subject Name			**DATA ANALYTICS FOR BUSINESS**			
Teaching scheme						Examination scheme (Marks)			
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	3	0	0	0	3	Theory	50	50	100
Hours	3	0	0	0	3	Practical			

Objective: The objective of this course is to teach various concepts of business analytics to management students for decision making and to gain an understanding of how managers use business analytics to formulate and solve business problems at different segments of a business.

Course Outcome:

CO-1: Students will be able to Identify and understand various concepts of business analytics.
CO-2: Students will be explored to various concepts of big data, data science and datafication.
CO-3: Students will learn prescriptive and predictive analysis using Marcov Chain Analysis and Monte Carlo Simulation and Risk Analysis.
CO-4: Students will be able to understand various tools of data visualization
CO-5: Students will understand how managers use business analytics at functional level.

Theory syllabus

Unit	Content	Hrs
1	Introduction to Business Analytics: Why Analytics, Data Driven Decision Making, Descriptive Analytics, Prescriptive Analytics, Predictive Analytics, Big Data Analytics, Web and Social Media Analytics, Concept of Spread Sheets- Analytics using Spread sheets.	10
2	Introduction to Data Science- What is Data Science? - Concepts of Big Data and Data Science- Datafication - Current landscape of perspectives - Skill sets needed Data Science and Ethical Issues - Discussions on privacy, security, ethics - A look back at Data Science - Next-generation data scientists	11
3	Prescriptive Analytics: Introduction to Prescriptive Analytics, Linear Programming Problem, Linear Integer Programming, Markov Chain Analysis, Decision Analysis Predictive Analytics: Monte Carlo Simulation and Risk Analysis, Introduction of Data Mining, Forecasting.	8
4	Data Visualization - Basic principles, ideas and tools for data visualization 3 - Examples of inspiring (industry) projects - Exercise: create your own visualization of a complex dataset	6
5	Strategic Business Analytics Business Analytics at the strategic level: Strategy and Business Analytics, Link between strategy and Business Analytics, Business Analytics supporting strategy at functional level, dialogue between strategy and Business Analytics functions, information as strategic resource.	10

Reference Books

Note: Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme, Third Digit=Revision in Exam Scheme, Forth Digit= Content Revision)
L=Lecture, TU=Tutorial, P= Practical/Lab., TW= Term work, DT= Direct Teaching, Lab.= Laboratory work
CE= Continuous Evaluation, SEE= Semester End Examination

1.	Business Analytics by James Evans, Pearson Education.
2.	Turban, Sharda,Decision Support and Business Intelligence Systems, Delen, Pearson, 9th edition,
3.	Cathy O'Neil and Rachel Schutt. Doing Data Science, Straight Talk From The Frontline. O'Reilly. 2014.

Note: Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme,Third Digit=Revision in Exam Scheme, Forth Digit= Content Revision) L=Lecture, TU=Tutorial, P= Practical/Lab., TW= Term work, DT= Direct Teaching, Lab.=Laboratory work
CE= Continuous Evaluation, SEE= Semester End Examination