

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		IIA09VBA		Subject Name		Visual Business Analytics for Manager – SAS subject			
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	3	0	0		3	Theory	60	40	100
Hours	3	0	0		3	Practical			
Objective:									
Course Outcome:									
CO1: Demonstrate an understanding of the SAS Visual Analytics interface, key features such as automatic charts and page templates, and interpret reports across different platforms (web, mobile, and Microsoft 365).									
CO2: Apply appropriate report objects, visual elements, and geo-data visualization techniques to develop dynamic and interactive business dashboards using SAS Visual Analytics.									
CO3: Design interactive, insight-driven reports using path analysis, text analytics, calculated measures, and advanced filters to support decision-making.									
CO4: Integrate numeric, character, and date parameters into reports to generate advanced, customized analytics solutions for varied business needs.									
Theory syllabus									
Unit	Content								Hrs
1	Getting started with SAS Visual Analytics: Automatic charts, Suggested objects, Page templates, Overview of SAS Viya, CAS (Cloud Analytic Services), and SAS Visual Analytics. Viewing Reports: Web browser, Progressive web application, Mobile application, SAS for Microsoft 365, Using the SAS Visual Analytics Interface, Anatomy of the SAS Visual Analytics Interface. Refining Data for Effective Reports: Working with objects, Tables, Descriptive charts, Relationship plots, Time plots.								10
2	Working with Report Objects: Object templates, Bar chart objects, Dual axis charts, Part-to-whole charts, KPI charts, Time variant charts, Containers, Content objects. Working with Geographic Data and Objects: Geography data items, Geo maps, Working with geo maps. Working with Display Rules: Concept and application.								10

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

3	Designing Interactive Reports: Viewer capabilities, Working with multiple pages, Prompts, Actions, Links. Best Practices for Designing Reports: Draft a Plan, Choose the Best Chart Focus on What's Important, Consider the Layout. SAS Visual Analytics Overview: Overview of SAS Visual Analytics, Automated explanation. Restructuring Data for Geographic Mapping: Introduction to SAS Data Studio, Restructuring data, Analyzing geographic information. Restructuring Data for Forecasting: Restructuring data, Forecasting. Performing Network Analysis: Restructuring data for network analysis, Creating a network analysis object.	10
4	Performing Path Analysis: Analyzing a path analysis data source. Performing Text Analytics: Analyzing a text analysis data source. Creating Advanced Data Items: Creating calculated items, Creating aggregated measures. Creating Advanced Filters: Creating advanced filters, Creating advanced interactive filters.	10
5	Using Parameters to Create Advanced Reports: Using numeric parameters, Using character parameters, Using date parameters	5
Practical content		
All content and hands on training will be provided by SAS trainer.		

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