Business Analytics Lab

Course Type	Course Code	Name of Course	L	T	P	Credit
DC	MSC508	**Business Analytics Lab**	0	0	2	2

Course Objective
Students will gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.
Learning Outcomes
Students will gain hands-on experience of business analytics in the current business scenario

Unit No.	Topics to be Covered	Lecture Hours	Learning Outcome
1	Descriptive Analytics, Predictive Analytics, Linguistics Analytics **Descriptive Analytics:** Spreadsheet Modelling (Data Entry, Data Preparation, solving business problems with excel) Statistical methods, Frequency distribution, Graphical presentation, Measures of central tendencies in frequency distributions, Measures of dispersion in frequency distributions, Moments, Skewness and Kurtosis in frequency distributions, Pearson's coefficient of linear correlation, Simple Linear Regression, Decision Analysis, Visualisation	16	Students will learn the hands-on experience on spread sheet and R studio using statistical test on various applications.
2	**Predictive Analytics:** Factor Analysis, Multiple linear Regression, Classification, Clustering	6	In this section, students will learn the live application of predictive Modeling using excel
3	**Linguistic Analytics:** Sentiment Analysis using Text Mining	4	Hands-on experience of the Linguistic Analytics using R-Studio.

Text Books:

1.Fundamentals of Business Analytics by R N Prasad and Seema Acharya, Wiley, 2015. ISBN 978-81-265-3203-2

2. Wayne L Winston Microsoft Excel 2013 Data Analysis and business Modeling,

Reference Books:

1.Sharma, J. K. Business statistics. Pearson Education India, 2012

Total Marks: 100

Components	Marks
Class Exercises	20 Marks
Assignment	20 Marks
Quiz 2	20 Marks
End Semester & Viva	40 Marks

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