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# **Course Name: Business Analytics**

## **Duration: 12 Months**

### **Term 1: Foundation of Business Analytics**

#### **Module 1: Introduction to Business Analytics**

1. Analytics as a Strategy Lever
2. Organizational Analytics Readiness
3. Analytics Lifecycle
4. Tools Used by Analytics Teams

#### **Module 2: Data Analytics Fundamentals for Managers**

1. Exploring Data Through Descriptive Statistics
2. Principles of Data Visualization
3. Designing Impactful Dashboards & Reports
4. Crafting Compelling Narratives with Visual Data

#### **Module 3: Descriptive Analytics**

1. Hypothesis Testing & Confidence Intervals
2. Introduction to Regression Analysis
3. Understanding Correlation & Causation
4. Applying Analytical Techniques in Business Scenarios

#### **Module 4: Inferential Statistics for Decision Making**

1. Managing Data Storage Systems in Business
2. Data Quality & Integrity in Business Processes
3. Implementing Data Governance & Compliance
4. Utilizing Data Modeling for Business Intelligence

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### **Term 2: Data Management & SQL for Business Insights**

#### **Module 5: SQL Fundamentals for Business Analysis**

1. Introduction to SQL for Business Decision Making
2. Using SQL to Generate Business Reports
3. Data Aggregation & Analysis with SQL
4. SQL for Financial & Operational Monitoring

## **Module 6: Data Querying Fundamentals**

1. Data Retrieval Techniques for Managers
2. SQL for Managing Business Operations
3. Database Management & Maintenance for Business Leaders
4. Leveraging SQL for Strategic Decision Support

## **Module 7: Advanced SQL for Managers**

1. Advanced SQL Functions for Business Analysis
2. Optimizing Database Performance
3. Deploying Data Warehousing Solutions with SQL
4. Advanced Data Security & Compliance in SQL

## **Module 8: Extracting Business Insights from Data**

1. Strategic Business Analysis with Excel
  2. Data Cleaning & Preparation for Intelligence Extraction
  3. Descriptive Statistics for Informed Decision-Making
  4. Visualizing Data for Actionable Business Insights
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## **Term 3: Business Decision Data Modeling**

### **Module 9: Decision Making Techniques Using Excel**

1. Business Analysis with Excel Functions
2. Financial Decision-Making with Excel
3. Advanced Excel Techniques for Strategic Business Analysis
4. Strategic Data Highlighting with Conditional Formatting

### **Module 10: Business Reporting with Excel Pivot Tables**

1. Deriving Insights through Customized Pivot Tables
2. Enhancing Efficiency with Advanced Pivot Table Features
3. Harnessing Data Analysis Using Pivot Tables
4. Streamlining Reporting Processes with Automated Pivot Tables

### **Module 11: Excel Modelling for Business Solutions**

1. Excel Modelling Basics for Business Leaders
2. High-Impact Financial Models for Success
3. Excel Models for Business Optimization
4. Data Information Retrieval for Business Efficiency

### **Module 12: Data Visualization & Storytelling Basics**

1. Data-Driven Decision Making with Power BI
2. Streamlining Data Management & Quality
3. Optimized Data Structure for Analysis

#### 4. Interpretation & Stakeholder Engagement

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### **Term 4: Data Visualization & Story Telling**

#### **Module 13: Advanced Power BI for Strategic Business Insights**

1. Utilizing DAX Functions for Tailored Insights
2. Refined Data Exploration for Deeper Insights
3. Enhanced Strategic Planning & Scenario Evaluation
4. Predictive Analytics for Informed Decision-Making

#### **Module 14: Real-Time Insights & Data Integrity for Managers**

1. Deploying Reports to Power BI Service
2. Monitoring in Real-Time with Dashboards & Tiles
3. Ensuring Data Accuracy & Concurrency
4. Enhanced Data Security & Compliance

#### **Module 15: Building Reports for Business Insights**

1. Utilizing Reports for Presentation & Insight
  2. Exploration & Analysis with Views & Slicers
  3. Data Interpretation with Conditional & Field Formatting
  4. Harnessing Natural Language Queries with "Ask a Question"
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### **Term 5: Applied Managerial Analytics**

#### **Module 16: Business Analytics in BFSI**

1. Risk Analytics in BFSI
2. Fraud Analytics in BFSI
3. Modeling Credit Risks (Take Home Case)
4. Case Study: Real World Application

#### **Module 17: Analytics for Marketing & Telecommunications**

1. Marketing Terminologies: Review
2. Analyzing Customer Behavior & Marketing Strategies
3. Customer Lifetime Value (CLV) Analysis in Telecom
4. Case Study: Telecom Analytics Implementation

#### **Module 18: Analytics in Healthcare & Manufacturing**

1. Utilizing Real-Time Analytics in Healthcare
  2. Predictive Modeling for Disease Diagnosis
  3. Demand Forecasting in Manufacturing
  4. Case Study: Healthcare Analytics Implementation
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## Term 6: Advanced Business Analytics

### Module 19: E-commerce & Supply Chain Analytics

1. Pricing and Profitability Analytics
2. Basket Analysis and Cross-Selling
3. Managing Demand Variability
4. Case Study: E-commerce Analytics

### Module 20: HR Analytics

1. Introduction to HR Analytics
2. Basics of People Analytics
3. Identifying Cause-and-Effect Variables
4. Application of AI and ML Tools in HR Functions

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### Case Studies Overview

- **GROW360:** Use of artificial intelligence to screen human intelligence.
- **Apturja Power Limited:** Implementation of HR Analytics.
- **Lowe's:** Connecting people investments and business outcomes using value linkage.
- **Verizon Communications:** Implementing a Human Resources Balanced Scorecard.

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### Final Thoughts

Ensuring you gain practical insights and knowledge to drive successful business decisions through analytics. ``

This curriculum has been crafted and formatted as requested, ready for direct use.