



GUJARAT TECHNOLOGICAL UNIVERSITY

Master of Engineering

Subject Code: 3730005

Semester III

Business Analytics

Type of Course:

Prerequisite:

Rationale:

Teaching and Examination Scheme:

Teaching Scheme			Credits C	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
			ESE (E)	PA (M)	ESE Viva (V)	PA (I)		
3	0	0	3	70	30	0	0	100

Sr. No.	Topics	Teaching Hours
1	Business analytics: Overview of Business analytics, Scope of Business analytics, Business Analytics Process, Relationship of Business Analytics Process and organisation, competitive advantages of Business Analytics. Statistical Tools: Statistical Notation, Descriptive Statistical methods, Review of probability distribution and data modelling, sampling and estimation methods overview.	9
2	Trendiness and Regression Analysis: Modelling Relationships and Trends in Data, simple Linear Regression. Important Resources, Business Analytics Personnel, Data and models for Business analytics, problem solving, Visualizing and Exploring Data, Business Analytics Technology	8
3	Organization Structures of Business analytics, Team management, Management Issues, Designing Information Policy, Outsourcing, Ensuring Data Quality, Measuring contribution of Business analytics, Managing Changes. Descriptive Analytics, predictive analytics, predicative Modelling, Predictive analytics analysis, Data Mining, Data Mining Methodologies, Prescriptive analytics and its step in the business analytics Process, Prescriptive Modelling, nonlinear Optimization	9
4	Forecasting Techniques: Qualitative and Judgmental Forecasting, Statistical Forecasting Models, Forecasting Models for Stationary Time Series, Forecasting Models for Time Series with a Linear Trend, Forecasting Time Series with Seasonality, Regression Forecasting with Casual Variables, Selecting Appropriate Forecasting Models. Monte Carlo Simulation and Risk Analysis: Monte Carle Simulation Using Analytic Solver Platform, New-Product Development Model, Newsvendor Model, Overbooking Model, Cash Budget Model	10
5	Decision Analysis: Formulating Decision Problems, Decision Strategies with the without Outcome Probabilities, Decision Trees, The Value of Information, Utility and Decision Making	8
6	Recent Trends in : Embedded and collaborative business intelligence, Visual data recovery, Data Storytelling and Data journalism	4

References:

1. Business analytics Principles, Concepts, and Applications by Marc J. Schniederjans, Dara G. Schniederjans, Christopher M. Starkey, Pearson FT Press
2. Business Analytics by James Evans, persons Education



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Course Outcomes:

After learning the course the students should be able to :

Sr. No.	CO statement	Marks % weightage
CO-1	Students will demonstrate knowledge of data analytics	
CO-2	Students will demonstrate the ability of think critically in making decisions based on data and deep analytics	
CO-3	Students will demonstrate the ability to use technical skills in predicative and prescriptive modeling to support business decision-making	
CO-4	Students will demonstrate the ability to translate data into clear, actionable insights	