



Dr. V. N. Bedekar Institute of Management Studies, Thane
Teaching Plan (MMS / PGDM)
Academic Year (2014-15)

Programme: MMS

Name of the Course: Business Intelligence & Analytics

Maximum marks: 100

No. of Sessions: 15

Name of the Faculty: Ajitabh Dutta

Mobile No: 9167784050

Email: adutta@vpmthane.org

Web link:

Learning Objectives:

Apply principles and skills of economics, marketing, and decision making to contexts and environments in data science.

Analyze the economic and marketing environment's impact on business operations and objectives.

Categorize and assess consumer behavior and its influence on firm and household decisions.

Reference Books:

Decision Support and Business Intelligence Systems, Turban, Sharda, Delen, Pearson

Business Intelligence Success Factors Tools for aligning your business in the global economy by Olivia Parr Rud, John Wiley and sons , 2009

The Profit impact of Business Intelligence by Steve Williams and Nancy Williams , Morgan Kauffman Publishers/ Elsevier, 2007

Business Intelligence: Practices, Technologies, and Management- Rajiv Sabherwal, Irma Becerra-Fernandez

Business Analytics for Managers : Taking

Business Intelligence beyond reporting by GERT H.N. Laursen, Jesper Thorlund, Wiley and SAS Business Series, 2010

Plan:

Session No	Topics to be covered	Pedagogy	Remark
1		Lecture Supported by	



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	Business Intelligence: Definition , concept and need for Business Intelligence, Case studies BI	ppt with industry examples	
2	Basics : Data, information and knowledge, Role of Mathematical model		
3	Business Analytics at the strategic level: Strategy and BA , Link between strategy and Business Analytics,	Lecture Supported by ppt with industry examples	
4	BA supporting strategy at functional level, dialogue between strategy and BA functions, information as strategic	Lecture Supported by ppt with industry examples	
5	Business Analytics at Analytical level : Statistical data mining, descriptive Statistical methods, lists, reports, automated reports, hypothesis driven methods,	Lecture Supported by ppt with industry examples	



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6	Data mining with target variables, cluster analysis, Discriminate Analysis, logistic regression, principal component analysis.	Lecture Supported by ppt with industry examples	
7	Business Analytics at Data Warehouse Level, Designing physical database, Deploying and supporting DW/BI system	Lecture Supported by ppt with industry examples	
8	Business Intelligence Architectures: Cycle of Business Intelligence Analysis		
9	Development of Business Intelligence System, spread sheets, concept of dashboard, OLAP, SOA, decision engineering.		
10	BI Tools: Concept of dashboard	Lecture Supported by ppt with industry examples	
11	BI Applications in different domains- CRM, HR, Production	Lecture Supported by ppt with industry examples	



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12	Case Studies Presentations	PPT	
13	Case Studies Presentations	Lecture Supported by ppt with industry examples	



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test, Assignment	2 tests, best of two	20
Presentation, etc.	Topic wise, Case study	10
Class Participation	Oral Questions, Debate, Query, Attendance	5
Student Conduct	Grooming, Behaviour	5

Dutta,Ajitabh

Signature of Faculty

Signature of Co-ordinator