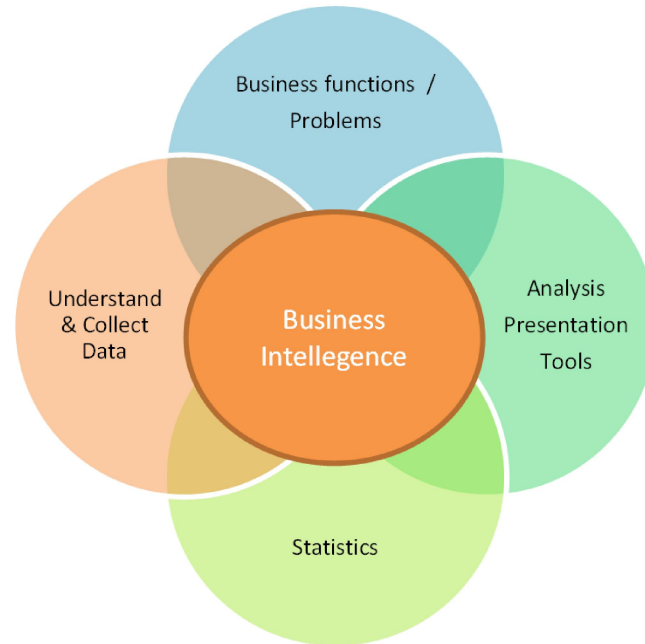


Course Module : Business Data - Awareness, analysis & Intelligence

Time duration : 25 Hours



Features:

- * Participant centered learning experience through case studies & team activities
- * Introduces students about data with in & outside organization
- * Converging data, business functions, tools & stats introducing BI
- * Introduces few & different industry sectors
- * Holistic view of business management subjects, their linkages from induction program
- * Familiarizes with business analytics & functional analytics
- * Covers current trend of business intelligence using BigData and other internal/external data
- * Miximum focus in on employability skill development and holistic development of students

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Sr	Topic	Tools/Aid	Learning objective / outcome	Time (Hours)	Remarks
1	Introduction of participant centered learning method, course overview	Video & Faculty led discussions	To understand difference between traditional teacher centered lecture method and participant centered method followed in this subject, course overview to know what this course is about, why it is useful during management studies and in corporate world etc.	1	
2	What is data? Importance of data, usage, stake holders generating/using data, why data & analysis, where & when generating / processing data?	Faculty led discussion	To know about data, it's importance, it's usage by stake holders, reasons for data, where is data generation happen etc.	1	Case # 1 & Case # 2
3	Understanding of data, Data collection	Role play / Group work	To develop skills for collection of data and to get better understanding of data	2	In class exercise
4	Types of data in an organization	Group work / Case study	To understand data generated by various departments, functions, teams with in organization like finance, human resources, operations, sales & marketing etc.	6	Case # 4, Case # 5 and Case # 6
5	Data of external environment, Macro level	Group work / Case study	To understand data generated by various other stakeholders, competitors, government etc. and how to use it	3	In class exercise
6	Processing of data, data analysis	Group work / Case study	To develop skills in data processing	2	Case # 8
7	Presenting of data	Group work	To develop skills	1	Case # 9



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8	Data analytic thinking	Faculty led discussion	To find out how data analytic thinking will help individual to perform better than others	1	-
9	Business problems & data science solutions	Case study	To know about usage of data in solving business problems	4	Case # 10, Case # 11, Case # 12
10	Discovering knowledge in data and strategy, analysis case studies during study, working on real business issue in future	Case study	To be aware about knowledge discovery from data tools and how to apply business data course learnings in practice	1	Case # 13
11	Best practices, tools in data analytics, data mining, web analytics	Faculty led discussion	To know what leading companies are doing in data analytic, tools being used and find out concepts about data mining, and other analytics	2	Live Demo on web analytics
12	Introduction to business intelligence , career opportunities	Faculty led discussion	To be aware about business intelligence and career opportunities for BI experts	1	



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