MANIPAL UNIVERSITY
JAIPUR

FACULTY OF MANAGEMENT & COMMERCE

SCHOOL OF BUSINESS & COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

Organized

an Industry Expert session on

"BUSINESS ANALYTICS"

Date: 12th May 2023
Timing: 11:00 AM - 1:00 PM

Dr Narendra Singh Bhati

HoD, BBA

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1. Introduction of the Event

The curriculum-based industry expert lecture was conducted on 'Business Analytics'. Today's business world, which is led by data, it is important to understand how to make sense with data and take informed decision based on it.

2. Objective of the Event

The objective of the guest lecture was to make students aware of the introduction and scope of Business Analytics.

3. Beneficiaries of the Event

Students of BBA.

4. Details of the Guests

Mr. Ayush Kandoi- American Express

5. Brief Description of the event

The lecture aimed to teach the students about introduction and the importance of business analytics. The expert emphasized the fact that no matter what the domain of the business is, data is playing a very important tool to understand the market, making strategies and executing the plan. How information can be extracted from the data was also discussed. Mr. Ayush also shared the data analytics tool which a management student must learn to stay ahead in the market.

6. Program Scheme

Date- 12/5/2023
Timings- 11:00 am-1:00 pm

7. Lecture Plan

A. Lesson Plan

LEC NO	TOPICS	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
1-2	Introduction to Excel	Introduction to excel and its functions	Lecture	2203.1	1st Mid-term and End-Term
3	Data & Types	Introduction to Data: Primary and secondary data,	Lecture and presentation	2203.1	1st Mid Term andEnd Term
4	Data Processing	data processing: classification, tabulation, coding	Lecture	2203.1	1st Mid Term andEnd Term
5-6	Diagrams and Graphs	Explain various types of Diagrams and Graphs in excel	Lecture & Practical	2203.1	1st Mid Term andEnd Term
7-8	Descriptive Statistics	Meaning, Need to measure central value,	Discussion	2203.1	NA
9-10	Central Tendency : Mean	types of averages: Mean, Harmonic Mean and Geometric Mean.	Lecture	2203.2	1st Mid Term andEnd Term
11-12	Central Tendency : Median	Median in Excel	Lecture and Hands on practice	2203.2	1st Mid Term andEnd Term
13	Central Tendency : Mode	Mode in Excel	Lecture and practice	2203.2	1st Mid Term andEnd Term
14	Measures of Dispersion:	Range, Interquartile range, mean deviation,	Lecture and Discussion	2203.2	1st Mid Term and End Term
15	Measures of Dispersion	standard deviation, variance, and coefficient of variation.	Lecture and practice	2203.2	1st Mid Term andEnd Term
16-17	Inferential Statistics:	Meaning & Confidence intervals	Lecture	2203.3	1st Mid Term andEnd Term
18	Parametric tests	Meaning & Types	Lecture and presentation	2203.3	1st Mid Term andEnd Term
19-20	Parametric tests	T-test, Z-test	Lecture and Practice in excel	2203.3	1st Mid Term andEnd Term
21-22	Parametric tests	Numerical in excel	Hands on practice	2203.3	NA

23	Parametric tests	ANOVA	Lecture	2203.3	2nd Mid Term and End Term
24-25	Parametric tests	Numerical in Excel	Practice	2203.3	2nd Mid Term andEnd Term
26	Non-Parametric Test	Meaning & Types	Lecture	2203.4	2nd Mid Term andEnd Term
27-28	Non-Parametric Test	Chi-square test	Lecture and practice	2203.4	2nd Mid Term and End Term
29	Measurement of Correlation	Meaning and significance of correlation, types of correlation,	Lecture and discussion	2203.3	2nd Mid Term and End Term
30-31	Types of Correlation	correlation coefficient, Spearman's Rank Correlation.	Practice in excel	2203.3	NA
32-33	Regression analysis	Meaning & types of regression: Linear and multiple regression.	Lecture and practice	2203.3	End Term
34-35	Cluster Analysis:	meaning, concepts & process	Lecture	2201.4	End Term
36-37	Data Base	Meaning and Types of various databases	Lecture	2201.5	End Term
38	Revision			2201.5	End Term

8. Screenshots of the event

Directorate of Alumni Relations
Proud Alumni of NRCE

9. Brochure of the Event

10. Attendance of the Event

1	210801010	DHRUV ARORA
2	210901018	PRATHAM CHOUD
3	210901022	ISHAAN SINGH GIL
4	210901023	ROHAN MITTAL
5	210901039	RISHU GOYAL
6	210901043	HARSH KARNANI
7	210901057	AKSHAT CHOUDH
8	210901062	SANJAY KUMAR DH
9	210901079	RAGHAV JAKHAR
10	210901081	GAUTMI RATHORI
11	210901084	SAHIL JAIN
12	210901120	MANAV PILANIA
13	210901128	JAYATIRAJ SINGH
14	210901129	VISHWANATH JHA
15	210901133	ALOK MEHTA
16	210901139	DHRUV YADAV
17	210901146	ISHITA RAJPAL
18	210901156	SARVAGYA YADAV
19	210901162	GARV GANDHI
20	210901170	MAYANK TYAGI BH
21	210901172	PARTH NAGPAL
22	210901202	HRIDYANSH RAMA
23	210901203	RITIK KUMAR
24	210901204	AKSHAT MUJAWD
25	210901214	CHAHAT JOSHI
26	210901215	DHRUV GOYAL
27	210901219	RAHUL JAIN
28	210901228	HARSHVARDHAN S
29	210901229	DHRUVI CHOUDH
30	210901242	SANSKRITI VERMA
31	210901252	DEVESH KUMPAW
32	210901256	DHRUV VERMA
33	210901262	ATUL DANGARH
34	210901267	TARUN AGARWAL
35	210901269	UJJWAL CHOUDH
36	210901275	MAHAK NAGORI
37	210901284	AYUSH KUMAR
38	210901289	PRIYANSHU GODA
39	210901308	MADHAV SOOD
40	210901318	DIVYANSH BUCHA
41	210901321	BHAVYA VIJAY

Head- BBA-Dr Narendra Singh Bhati, BBA