FACULTY OF MANAGEMENT & COMMERCE

SCHOOL OF BUSINESS & COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

Business Analytics

28 September 2023

Dr Narendra Singh Bhati

HoD, BBA

MANIPAL UNIVERSITY JAIPUR

Content of Report

1. Introduction of the Event

2. Objective of the Event

3. Beneficiaries of the Event

4. Details of the Guests

5. Brief Description of the event

6. Program Scheme

7. Lecture Plan

8. Photographs

9. Brochure or creative of the event

10. Attendance of the Event

MANIPAL UNIVERSITY JAIPUR

1. **Introduction of the Event**

   Over the past year, business analytics has proven to be a transformative force, providing organizations with invaluable insights for informed decision-making. Its scope spans across various business functions, optimizing processes and fostering innovation. In an era dominated by data, business analytics is not just a tool for corporations but a key to societal progress. As we mark this milestone, let's acknowledge its significance and look forward to a future where analytics drives positive change and success.

2. **Objective of the Event**

   The objective of the guest lecture was to educate students about business analytics and its role in market operations.

3. **Beneficiaries of the Event**

   Students of BBA- Business Analytics and BBA.

4. **Details of the Guests**

   Ms. Neha Sharma, Officer, Australian Electoral Commission

5. **Brief Description of the event**

   Business analytics is a crucial aspect of organizational strategy. It involves using data analysis, predictive modeling, and statistical techniques to extract insights that optimize decision-making processes, enhancing efficiency and cost-effectiveness. The scope of business analytics is vast, affecting various departments such as marketing, finance, operations, and human resources. It identifies trends, enabling organizations to stay responsive to market changes and capitalize on opportunities. As technology advances, integrating AI and machine learning, the scope of business analytics continues to expand, emphasizing its role in empowering organizations with actionable insights for sustained growth and competitiveness.

6. **Program Schedule**

   Date- 28/9/20233
   Timings- 2:00-4:00 pm

7. **Lecture Plan**

MANIPAL UNIVERSITY JAIPUR

Lec. No.	Topics	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
1	Introduction to Business Analytics	Understand the scope and significance of business analytics	Face-to-face	CO1	Quiz
2	Job Roles in Business Analytics	Understand various job roles in business analytics	Online	CO1	Group Discussion
3	Trends in Business Analytics	Understand current trends in business analytics	Online	CO1	Group Discussion
4	Introduction to Business Problems	Understand different types of business problems	Face-to-face	CO1	Quiz
5	Advantages of Different Types of Problems	Understand the advantages of different types of problems	Face-to-face	CO2	Quiz
6	Human Brain and Problem Solving	Understand the role of the human brain in problem-solving	Online	CO2	Assignment
7	Problem-Solving Techniques	Learn various problem-solving techniques	Online	CO2	Assignment
8	Framing the Problem	Learn how to frame a business problem	Practical	CO2	Practical Exercise
9	Problem Framing Techniques	Learn various techniques for problem framing	Practical	CO2	Practical Exercise
10	Facts and Opinions	Distinguish between facts and opinions	Face-to-face	CO2	Quiz
11	Distinguishing Facts from Opinions	Practice distinguishing facts from opinions	Face-to-face	CO2	Quiz
12	Business Model Canvas	Understand and use the Business Model Canvas	Practical	CO2	Project
13	Using the Business Model Canvas	Practice using the Business Model Canvas	Practical	CO4	Project
14	Conducting Unbiased Research	Learn how to conduct unbiased research	Online	CO4	Group Discussion
15	Techniques for Unbiased Research	Learn various techniques for conducting unbiased research	Online	CO4	Group Discussion
16	Building a Hypothesis	Learn how to build a hypothesis	Face-to-face	CO4	Quiz
17	Hypothesis Building Techniques	Learn various techniques for building a hypothesis	Face-to-face	CO4	Quiz
18	Interviewing Frameworks	Understand various interviewing frameworks	Online	CO4	Assignment
19	Using Interviewing Frameworks	Practice using various interviewing frameworks	Online	CO4	Assignment
20	SPIN, SMART, 5Cs, PESTEL, MECE	Understand and apply various business frameworks	Practical	CO4	Practical Exercise
21	Using Business Frameworks	Practice using various business frameworks	Practical	CO2	Practical Exercise
22	Analysing Possible Solutions	Learn how to analyse possible solutions	Face-to-face	CO2	Quiz

23	Techniques for Analysing Solutions	Learn various techniques for analysing solutions	Face-to-face	CO2	Quiz
24	Prioritising Options	Learn how to prioritise options	Online	CO2	Group Discussion
25	Techniques for Prioritising Options	Learn various techniques for prioritising options	Online	CO2	Group Discussion
26	Considering Implications	Understand the implications of various solutions	Face-to-face	CO2	Quiz
27	Understanding Implications of Solutions	Practice understanding the implications of various solutions	Face-to-face	CO2	Quiz
28	Implementing Solutions	Learn how to implement solutions	Practical	CO2	Practical Exercise
29	Techniques for Implementing Solutions	Learn various techniques for implementing solutions	Practical	CO5	Practical Exercise
30	Proof of Concept Approach	Understand the Proof of Concept approach	Online	CO5	Assignment
31	Using the Proof of Concept Approach	Practice using the Proof of Concept approach	Online	CO5	Assignment
32	Issue Tree Framework	Understand the Issue Tree framework	Face-to-face	CO5	Quiz
33	Using the Issue Tree Framework	Practice using the Issue Tree framework	Face-to-face	CO5	Quiz
34	7Ps Framework	Understand the 7Ps framework	Online	CO5	Group Discussion
35	Using the 7Ps Framework	Practice using the 7Ps framework	Online	CO5	Group Discussion
36	Case Study: Air Crash Investigation	Analyse a real-world scenario	Face-to-face	CO5	Case Study Analysis
37	Discussing the Air Crash Investigation Case Study	Discuss the Air Crash Investigation case study	Face-to-face	CO5	Case Study Analysis
38	Case Study: Big Data Consultant	Analyse a real-world scenario	Online	CO5	Case Study Analysis
39	Discussing the Big Data Consultant Case Study	Discuss the Big Data Consultant case study	Online	CO5	Case Study Analysis
40	Case Study: Starbucks	Analyse a real-world scenario	Face-to-face	CO5	Case Study Analysis
41	Discussing the Starbucks Case Study	Discuss the Starbucks case study	Face-to-face	CO5	Case Study Analysis
42	Wal Store Project: Introduction	Understand the project requirements	Online	CO5	Project
43	Wal Store Project: Data Collection	Collect relevant facts and data	Practical	CO5	Project
44	Wal Store Project: Data Analysis	Analyse the collected data	Practical	CO5	Project
45	Wal Store Project: Data Analysis Techniques	Learn various techniques for data analysis	Practical	All Cos	Project
46	Wal Store Project: Presentation	Prepare to present the project findings	Online	All Cos	Project Presentation

47	Wal Store Project: Presentation Techniques	Learn various techniques for effective presentations	Online	All Cos	Project Presentation
48	Wal Store Project: Final Presentation	Present the project findings	Face-to-face	All Cos	Project Presentation

MANIPAL UNIVERSITY JAIPUR

8. Screenshots of the event

9. Brochure of the event

MANIPAL UNIVERSITY JAIPUR

10. Attendance of the Event

Sr. No	Registration Number/ EmployeeCode	Attendee Name
1	210901229	DHRUVI CHOUDHARY
2	210901242	SANSKRITI VERMA
3	23FM10BBA00034	Krish Mohnani
4	23FM10BBA00059	Shivang Goyal
5	23FM10BBA0001	Shlok Tandon
6	23FM10BBA00018	Raunak
7	23FM10BBA00020	Yashaswi Lamba
8	23FM10BBA00025	Karthik Kapoor
9	23FM10BBA00036	Jahanvi Jai Shri
10	23FM10BBA00022	Anusha Shrivastava
11	23FM10BBA00012 `	Aryan Doraya
12	23FM10BBA00002	Viral Ajmera
13	23FM10BBA00029	Khushiraj Singh Rathore
14	23FM10BBA00035	Aviral Sunil Saxena
15	23FM10BBA00028	Somya Soni
16	23fm10bba00005	Arnika Kumawat
17	23FM10BBA00038	Aviral Jain
18	23FM10BBA00061	Yash Gupta
19	23FM10BBA00062	Bilal Mustafakhan
20	23FM10BBA00063	Pulkit Sharma
21	23FM10BBA00064	Tanishq Ahuja
22	23FM10BBA00065	Muskan Baharnani
23	23FM10BBA00066	Navneet Sharma
24	23FM10BBA00067	Krishna Dhandharia
25	23FM10BBA00068	Nandana Dosi
26	23FM10BBA00069	Soumay Arora
27	23FM10BBA00070	Atharv Tiwari
28	23FM10BBA00071	Aryaman Gupta
29	23FM10BBA00072	Soujanya Kasnia
30	23FM10BBA00073	Aman
31	23FM10BBA00074	Anisha Singh
32	23FM10IBA00001	Siddhi Agarwal
33	23FM10IBA00002	Priyanshu Choudhary
34	23FM10IBA00003	Akshat Arora
35	23FM10IBA00004	Devraj Singhbhati
36	23FM10IBA00005	Diganta Sanyal
37	23FM10IBA00006	Aditi Kumari
38	23FM10IBA00007	Soumi Majumder
39	23FM10IBA00008	Dinesh Kumawat
40	23FM10IBA00009	Kartik Sharma
41	23FM10IBA00010	Harshit Singh

MANIPAL UNIVERSITY
JAIPUR

Dr Narendra Singh Bhati

HoD, BBA