

1. Title	Business Analytics
2. Objectives	In a fast-paced business environment, newer technological solutions are the need of the hour. Today, Business Analytics plays a significant part in guiding businesses towards greater success. The analytics field has evolved from just displaying the facts and figures into a more collaborative business intelligence that predicts outcomes and assists in decision making for the future. We believe that “Careers” are born and build through “Education”. Thus our goal is to facilitate learning as the bridge between knowledge, data, working & innovation provide a platform to uncover new insights and make a strategic decision for the future generations.
3.The Context	Despite the growing need for developing next-generation business analytics professionals, it is seen that there is a severe lack of curricular modules and materials that emphasize context-specific learning of business analytics. Since we are a Business school, imparting a professional management course, we wanted to have an active learning pedagogy and realistic characters and stories to engage students in active learning of business analytics concepts and skills. There was a felt need to engage our students to become skilled in the different Business Analytics techniques such as descriptive analytics, diagnostic analytics, predictive analytics & prescriptive analytics. Further, it is imperative that our students are well-versed with specific skill sets such as critical thinking, problem solving, communication, curiosity, detailed-oriented in order to be ready to respond to the emerging challenges and to tackle them well.
4.The Practice	We have signed an MOU with Vision Digital India (IBM Authorized Knowledge Delivery partner) for an intensive Industry Certification programme in Business Analytics for MBA students and we have inked an MOU with MARKOWS Consulting Firm for a foundation programme in Business Analytics for BBA students. Our students need to develop a critical strategic capability and create a lasting impact in the business eco-systems by mastering the skill of slicing through large volumes of data at the blink of an eye with tremendous precision. Such Employability Enhancement Skills will definitely help our students to understand & create smart and timely decision making frameworks and draw deeper insights in developing models to forecast the future. A strong analytics orientation involves understanding business data, leveraging technological tools to perform statistical techniques, aggregating pieces of information into a coherent and meaningful business story and communicating actionable strategies with intuitive reports to improve firm performance, and thereby, enhance stakeholder value creation. The age of the Internet and the data explosion through media makes it compelling to have a thorough understanding of data from

	multiple sources and multiple formats to identify meaningful insights about customer behaviour, preferences and choices. The Business Analytics course includes analyzing the modern enterprises, importing data with IBM Cognos Insight, creating visualization, constructing new workspaces, business case studies & problem solving and working with IBM Watson Analytics templates for a thorough understanding & incorporation of talent & skill sets that the corporate & job markets are looking for. This is what separates this course from the regular text book style teaching methodologies and help the students to working on meaningful real time cases which will give them a distinct advantage in the job market. Further the course curriculum is designed by industry experts who are IBM Certified Trainers. Moreover no extra fees has been charged for the certification programme.
5. Evidence of Success	Studies world over have shown a widening gap for professionals in the Business Analytics sector. To bridge this large gap between a mighty demand for qualified business analytics professionals and a scanty supply of the same would definitely create a demand for our students. We have ensured that the course is intertwined with salient features and essential practical applications which will go a long way in sustaining the growth of any organization. And our students will be likely to find employment in global companies and high-growth businesses, finance & banking organizations, and consulting firms. Since the curriculum is easy to understand, flexible and provides hands-on experience that is the need of the hour, our students are bound to offer high-end services, stay relevant and ahead of their competitors. Companies and businesses are steadily innovating and machines or technology cannot make business decisions, we need human brains with adept knowledge and skill sets. And this is where the role of a business analyst begins. Further, this goes to show the institutions investment and commitment in developing and maintaining a competitive edge by building efficiency and instilling better decision making capabilities in our Business Management students.
6. Problems Encountered and Resources Required	The practice is implemented and we have overcome the technical glitches as and when the process of the roll out began. Tools : MS Excel, MS Power Point & R
7. Any other	Thus learning the various concepts & skills of Business Analytics will :

information
about Best
Practices

- ☆ Enable students to recognize, understand and apply the language, theory and models in the field of business analytics.
- ☆ Foster an ability to critically analyze, synthesize and solve complex unstructured business problems.
- ☆ Interpret results and develop viable data-driven solutions to support decision-making in real-world business situations.
- ☆ Bridge business problems with analytical models.
- ☆ Demonstrate proficiency in data analysis methods and in data analytic tools.
- ☆ Encourage an aptitude for business improvement, innovation and entrepreneurial action.
- ☆ Encourage the sharing of experiences to enhance the benefits of collaborative learning.
- ☆ Instill a sense of ethical decision-making and a commitment to the long-run welfare of both organizations and the communities they serve.