Vidya Prasarak Mandal's
K.G Joshi College of Arts & N.G Bedekar College of Commerce, Thane

Department of Bachelor of Management Studies (B.MS.)
organizes Value Added Course on

Title: "Basic Data Analytics"

Preamble:

Basics Data Analytics course have been designed for second year and third year students by looking into the increasing demand of analytics professional in business and other fields. To make the students capable to accept successfully the current industrial challenges in the field of Data analytics .To help students to understand fundamental concepts of statistical data analysis and data visualization with relevant software. The course will definitely improve basic analytical skills and help the students to practice them with relevant software with better understanding of the subject.

Objective:

1. To improve data analytical and data visualization skill-set of students.
2. To make students understand the importance of data analytics in the field of commerce and business.
3. To make them learn software used in the field of data exploration.
4. To impart the knowledge of solving business problems from Banking, Retail, Sales, etc.

Syllabus:

1. Key statistical concepts
2. Numerical, graphical data analysis with Power Query Editor
3. Power BI, Introduction of Python: Data structures and Basic Syntax
4. Case study: HR Analytics, Retail and Bank Analytics.

Curriculum:

Course Duration: 16 days (2 hours per day), Total – 32 hrs.

Eligible Students: Any S.Y. or T.Y. student in the field of commerce, Arts and Science

Course Inception: 2021-2022 (will Continue every year)

Commencement of Course: Every year in the month of July

Time: 2.30 pm to 4.30 pm

Mode: Online

Reference Books:

1. An introduction to Statistical Learning , Gareth James ,Daniella Witten
2. The Art of Data science ,Roger Peng , Elizabeth Matsui.

Course Outcome:

1. Improvement in understanding of data Analysis with essential summary statistics.
2. Improve business problem solving skills in the field of commerce and business using analytical methods and software – Power BI, Excel
3. Develop skills in understanding data based statistical inference.
4 Introduction to solving case studies in Business.
5 Improvement in employability and job opportunities for the students.

Prof. Mohini Kulkarni
(Course Co-Ordinator)

Prof. Nitin Pagi
(BMS Co-Ordinator)