

**NIRMA UNIVERSITY**  
**Institute of Management**  
**Master of Business Administration (Full Time) Programme**

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<b>Course Code</b>	<b>MFT5GEXX12</b>
<b>Course Title</b>	<b>Fundamentals of Data Science and Decision Support</b>

**Course Learning Outcomes (CLO):**

At the end of the course, students will be able to:

1. Compare the business analytics techniques for data driven decision making
2. Elaborate on organizational framework for analytical culture
3. Evaluate the importance of data visualization in business analytics

**Syllabus**

**Teaching Hours**

<b>Unit I: Fundamentals of Data Science</b> <ul style="list-style-type: none"> <li>• Significance of Data Science</li> <li>• Role of Data Science in Business</li> <li>• Database, RDBMS and In-memory Databases</li> <li>• Structured Query languages (SQL)</li> <li>• Data Warehouse &amp; Data Mart</li> </ul>	08
<b>Unit II: Data Science in Management</b> <ul style="list-style-type: none"> <li>• Basics of Data Mining</li> <li>• Data Centre and types</li> <li>• Data Visualization</li> <li>• DSS Overview and types</li> <li>• DSS Applications</li> </ul>	07

**Suggested Readings:**

1. Dinesh K. Business Analytics: The Science of Data - Driven Decision Making. Wiley India
2. Prasad, R. N., & Acharya, S. Fundamentals of Business Analytics. Wiley India.
3. Yau, N. Visualize this: The Flowing Data Guide to Design, Visualization, and Statistics. John Wiley & Sons.

w.e.f. Academic Year 2019-20 and onwards