NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business Administration Programme/
Master of Business Administration (Family Business & Entrepreneurship) Programme

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Course Code	MFT5SEOQ04 MBM5SEOQ04 MFB5SEOQ02
Course Title	Descriptive Analytics

Course Learning Outcomes (CLO):
At the end of the course, students will be able to:
1. Demonstrate the main tools of Descriptive Analytics
2. Develop basic and intermediate skills for Descriptive Analytics using spreadsheets
3. Develop skills for interpreting analysed data and communicating results using Visualization tools

Syllabus	Teaching Hours
Unit I: Introduction • Introduction to Descriptive Analytics • Data Visualization and Descriptive modelling	07
Unit II: Data Management • Data Management using spreadsheet • Univariate analysis and graphical presentation for categorical & continuous variables • Bivariate analysis and graphical presentation for categorical & continuous variables	08
Unit III: Descriptive Modeling • Creating business descriptive models using spreadsheet • Data management using pivot tables • Modelling data using pivot charts and slicers	07
Unit IV: Data Integration and Visualization • Model integration using Power pivot analysis • Modelling and presenting data visually • Creating management reports using Descriptive Analytics and modeling in Spreadsheet • Advanced modeling techniques for data Analytics and Data Visualization	08

Suggested Readings:
1. Silverston, L., The Data Model Resource Book, Volume 2: A Library of Universal Data Models by Industry Types, Wiley
2. Rojas, D., Data Analysis and Business Modeling, Packt publishing limited.

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