

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	MFT5SEOQ10 MBM5SEOQ10 MFB5SEOQ08
Course Title	Predictive Analytics

Course Learning Outcomes (CLO):

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

1. Demonstrate the main techniques of data entry and computing
2. Analyze data with Statistical software to draw meaningful inferences from data.
3. Develop skills for interpreting statistical software outputs and communicating results.

Syllabus

Teaching Hours

Unit I: Introduction to Analytics and R <ul style="list-style-type: none"> • Introduction to Predictive Analytics • Overview of Statistical software R and SPSS, • Data Management in R and Programming in R 	08
Unit II: Regression Analysis <ul style="list-style-type: none"> • Simple Linear Regression • Analysis of variance 	07
Unit III: Predictive techniques for multiple variables <ul style="list-style-type: none"> • Predictive Technique for multiple independent Variables • Multiple Linear regression 	08
Unit IV: Advanced Predictive Techniques <ul style="list-style-type: none"> • Logistic regression • Time Series Analysis 	07

Suggested Readings:

1. Chatterjee, S. and Hadi, A. S., Regression Analysis by Example, Wiley Student Edition.
2. Horton, N. J., and Kleinman, K., Using R and R-Studio for Data Management, Statistical Analysis and Graphics, CRC Press

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