

NIRMA UNIVERSITY

Institute:	Institute of Management
Name of Programme:	Executive Diploma Programme (Business Analytics)
Course Code:	EDP0CCIM01
Course Title:	Business Intelligence and Data Visualization
Course Type:	Core
Year of introduction:	2021-22

Credit Scheme

L	T	Practical component				C
		LPW	PW	W	S	
2	0	0	0	0	0	2

Course Learning Outcomes (CLO):

After the successful completion of the course, students will be able to:

1. Elaborate on the ecosystem that enables the use of BI
2. Choose the appropriate BI tools for resolving business issues
3. Evaluate the importance of data visualization in business analytics

Syllabus:

Unit	Syllabus	Total Teaching Hours: 20 Teaching hours
Unit-I	Business Intelligence Fundamentals <ul style="list-style-type: none"> • Introduction to Business Intelligence (BI) • Information Technology and BI • Contemporary Technology innovations (Big Data, AI, IOT, SMAC etc.) and BI • Introduction to enterprise data warehouse • ETL and Business Reporting tools • Data Cleaning, Data Integration and Transformation 	8
Unit-II	Analytical Decision Making <ul style="list-style-type: none"> • Analytical Decision making • Reporting / Descriptive Analytics, or Predictive analytics • Optimization Techniques • Building analytical culture • Industry trends in analytics 	6
Unit-III	Data Visualization <ul style="list-style-type: none"> • Introduction to Data Visualization for businesses 	6

- Visualization of Numerical and Non-Numerical Data
- Creation of Dashboards using IT Tools
- Business Activity Monitoring through Dashboard

- Suggested Readings/ References:
1. Dinesh K. *Business Analytics: The Science of Data - Driven Decision Making*. Wiley.
 2. Howson, C. *Successful Business Intelligence*. Tata McGraw-Hill Education.
 3. Sharda, R., Delen, D., & Turban, E. *Business Intelligence: A Managerial Perspective on Analytics*. Prentice Hall Press.
 4. Yau, N. *Visualize This: The Flowing Data Guide to Design, Visualization, and Statistics*. John Wiley & Sons.

L=Lecture, T=Tutorial, P=Practical, C=Credit

w.e.f. Academic Year 2021-22 and onwards