

SYLLABI
For
Value Added Course
Certificate Course in Data Analytics Using
Excel

Offered by
Department of Management Sciences
Masters of Business Administration
(Session: 2023-24)



TECNIA INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
MASTERS OF BUSINESS ADMINISTRATION (MBA)

Certificate Course in Data Analytics using Excel

Course Code: MS 603

L-2, T-0 P-0 Credits -2

Objectives: The course takes you from basic operations such as reading data into excel using various data formats, organizing, and manipulating data, to some of the more advanced functionality of Excel.

Learning Outcomes:

1. Understand spreadsheet functions to efficiently perform calculations related to real-world operations
2. Identify real-world problems using data using spreadsheets
3. Identify real-world problems using data using spreadsheets.

Course Contents:

Unit I

(10 Hours)

Working on Data in Spreadsheets: Applying Logic in Decision Making: Basic and Advanced Spreadsheet Functions, Data Cleaning and Validation, Statistical Analysis, Scenario Analysis, Decision Trees and Goal Seeking, Case Studies and Practical Exercises Understand spreadsheet functions to efficiently perform calculations related to real-world operations

Unit II

(5 Hours)

Excel for Problem Solving: Identify real-world problems using data using spreadsheets. Problem Identification, Data Collection and Preparation , Data Analysis Techniques, Regression Analysis

Unit III

(5 Hours)

Forecasting and Trend Analysis, Optimization and What-If Analysis, Case Studies and Practical Problem-Solving

Unit IV

(10 Hours)

Data Visualization with MS-Excel: Identify real-world problems using data using spreadsheets: Importance of Data Visualization, Chart Types and Customization, Data Visualization Best Practices, Interactive Dashboards, Geographic Visualization, Advanced Visualization Techniques, Case Studies and Practical Projects

Note: Latest Provisions to be taught.

Suggested Readings (All latest editions to be referred):

- L. Winston Wayne, Microsoft Excel: Data Analysis and Business Model
- Michael Alexander, Microsoft Excel Bible
- <https://www.theexcelexperts.com/importance-excel-business/>
- https://www.youtube.com/watch?v=eIN40JN7sro&ab_channel=LeilaGharani

Evaluation Pattern: On the basis of practical exam followed by viva voc