TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Management Sciences

Master of Business Administration (MBA)

Scheme and Syllabus (w.e.f. AS 2021-22

Business Analytics

Course Code: MS 211   **L - 2, Credits - 2**

Objective: The objective of this course is to introduce students to the capabilities and applications of business analytics for problem solving.

Course Outcomes

After completion of this course, the learners will be able to:-

CO1:	Develop an understanding of business analytics and its models for problem solving
CO2:	Learn data visualization and validation techniques for effective data presentation and management
CO3:	Understand how to treat data for errors so as to analyse management problems correctly and create effective solutions
CO4:	Be able to apply predictive analysis tools to solve organizational problems using a systematic and analytical decision-making approach