NOTIFICATION
(24/Aug./Adp./65)

In continuation to this office notification No. F.Acd./II/23/7460-7468 dated 31.07.2023, It is hereby notified for the information of all concerned that the Vice-Chancellor, in anticipation of the approval of the Academic Council, is pleased to authorize the adoption of **MOOC Course, Title: Data Analytics** in the Semester II of **Executive Masters of Business Administration (Executive MBA) (as given in annexure)** for the examinations which was held in the years May 2023, 2024 and to be held in 2025.

Sd/-
DEAN ACADEMIC AFFAIRS

No. F.Acd/II/24/8889-95
Dated: 16/8/24

Copy to:

1. Dean, Faculty of Business Studies
2. Director/Convener, Board of Studies in Business Management
3. All members of the Board of Studies
4. Confidential Assistant to the Controller of Examinations
5. Deputy Registrar/Asst. Registrar (Conf. /Exams. Prof)
6. Programmer, Computer Section, Examination Wing
7. Incharge, University Website for Uploading of the notification.

Deputy Registrar (Academic)

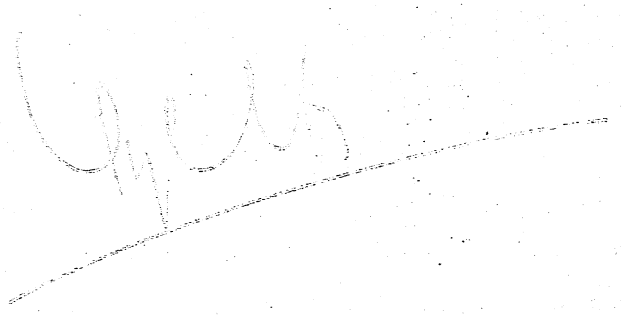# EXECUTIVE MASTERS OF BUSINESS ADMINISTRATION
(Executive MBA)

SEMESTER -1

Course Code	Course Title	Credits
Core Courses		
MBEXC 101	Management Principles & Organizational Behaviour	5
MBEXC 102	Economics for Managers	5
MBEXC 103	Marketing for Executives	5
MBEXC 104	Financial and Management Accounting	5
MBEXC 105	Viva- Voce	2
Value Added Course		
MBEXV 106	Fundamentals of Research and Report Writing	3
MOOCs		
MBEXM 107	MOOCs	4
TOTAL		27

* EXIT OPTION 1: Executive Diploma in Management will be awarded after first semester

SEMESTER -2

Course Code	Course Title	Credits
Core Course		
MBEXC 201	Corporate Finance	5
MBEXC 202	Managing Human Resource and Employee Relations	5
MBEXC 203	Consumer Behaviour	5
MBEXC 204	Production and Operations Management	5
MBEXC 205	Viva- Voce	2
Value Added Course		
MBEXV 206	Optimisation Techniques for Decision Making	3
MOOCs/ Skill Based Course (Any one to be opted)		
MBEXM 207	MOOCs	4
MBEXS 208	Data Analytics (Offered by SEEDC)	4
TOTAL		27

* EXIT OPTION 2: Executive PG Diploma in Management will be awarded after second semester

Course Code: MBEXS208
Credits– 4
Contact Hours- 10 hours per credit

Course Title: Data Analytics
Maximum Marks –100
Internal Assessment– 50
End Term Project–50

Offered by Skill Incubation Innovation Entrepreneurship Development Centre, University Of Jammu, Jammu (SIIEDC)

Course Description:

The course on Data Analytics shall be offered online to the executives of EMBA programme in 2nd Semester Academic Session 2023, 2024 and 2025

Summary/Overview:

Data analytics refers to the skills, technologies, applications and practices for continuous iterative exploration and investigation of past business performance to gain insight and drive business planning. It focuses on developing new insights and understanding of business performance based on data and statistical methods.

Aims:

The course aims to equip the students with the essential tools, techniques and skills through a combination of theory and hands on exposure to various business issues, enabling their seamless absorption into managerial roles in different functional domain of Business Analytics. In particular, the subject outline is designed to enable students to understand different analytical tools in the areas of:

- Improving predictability and forecasting

- Decreasing business costs and improving operational efficiency

- Aligning with corporate strategy and objectives

Core Learning Outcomes

Introduction to Data Analytics

- Descriptive Analytics: Visualizing & Exploring Data; Descriptive Statistical Measures; Probability Distribution and Data Modelling

- Statistical Inference: Sampling and Sampling Distribution; Confidence Interval Estimation; Hypothesis Testing

- Prescriptive Analytics: Introduction to Optimization Modelling; Optimization Models

Pedagogy

The entire course is a kind of project work excepting a few lectures for introducing concepts and software based on case studies.

Suggested Readings

- Business Analytics, James R Evans, 3rd Edition, Pearson, 2020
- Business Analytics - Data Analysis and Decision Making, Winston, W. and Albright, C., 7th Edition, Cengage Learning, 2020
- Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die, Siegel Eric, Wiley; Revised and Updated Edition, 2016.
- Fundamentals of Machine Learning for Predictive Data Analytics: Algorithms, Worked Examples, and Case Studies, 1st Edition, The MIT Press, 2015.

Evaluation Criteria

Continuous Comprehensive Evaluation (CCE)

The candidates will be evaluated on the basis of CCE. After completion of each MODULE in every course there shall be internal assessment of 10 marks each (total 50 marks)

Term End Project

Participants are expected to incorporate concepts from the course into a real-world project. The objective of the project work is to provide a thorough understanding of how the theoretical knowledge learnt during the course can be applied in the decision-making process.