Indian Institute of Technology Guwahati
Proposal for a New Course

Course Number & Title: **BM516H & Business Analytics**	
L-T-P-C: 4-0-0-4	
Type of Letter Grading (Regular Letter Grades / PP or NP Letter Grades): Regular Letter Grades	
Kind of Proposal (New Course / Revision of Existing Course): New Course	
Offered as (Compulsory / Elective): Compulsory	
Offered to: Masters of Business Administration (MBA)	
Offered in (Odd/ Even / Any): Even	
Offered by (Name of Department/ Center): School of Business	
Pre-Requisite: NIL	
Preamble / Objectives (Optional):	
Course Content/ Syllabus *(as a single paragraph if it is not containing more than one subject. Sub-topics/ Sections may be separated by commas (,). Topics may be separated by Semi-Colons (;). Chapters may be separated by Full-Stop(.). While starting with broad heading, it may be indicated with Colon symbol before the topics. For example: Multi-variable Calculus: Limits of functions, Continuity, ...)* Advanced business analytics, "Tableau-Prep" for data pre- processing, recommender system, classification, decision tree and random forest, prescriptive data analytics, web analytics, social media analytics, rattle and power BI for data analytics.	
Books (In case UG compulsory courses, please give it as "Text books" and "Reference books". Otherwise give it as "References".	
Texts: (Format: Authors, *Book Title in Italics font,* Volume/Series, Edition Number, Publisher, Year.)	
1.	J. Han, J. Pei and M. Kamber, *Data Mining: Concepts and Techniques*, 3rd Edition, Elsevier, 2012.
2.	B. Lantz, *Machine Learning with R*, 3rd Edition, Packt Publishing Ltd., 2019.
3.	R. Bali and D. Sarkar, *R Machine Learning by Example*, Packt Publishing Ltd, 2016.
References: (Format: Authors, *Book Title in Italics font,* Volume/Series, Edition Number, Publisher, Year.)	
1.	
2.	

Detailed Course Content (Optional) It will not be included in the Courses of Study Booklet		
Sl. No.	Broad Title / Topics	Number of Lectures
1		
2		
3		
4		
5		
	Total Number of Lectures =	