



**GITAM INSTITUTE OF MANAGEMENT (GIM)**  
**Gandhi Institute of Technology and Management (GITAM)**  
**(Declared as Deemed to be University u/s 3 of UGC Act. 1956)**  
**Visakhapatnam – 45.**

<b>Course Code: MAN126</b>	<b>Course Title: DATA ANALYSIS WITH MS EXCEL</b>	
<b>SEMESTER: II</b>	<b>Course Type: Core</b>	<b>Credits: 3</b>
<b>Home Programme(s):BBA (BUSINESS ANALYTICS)</b>		<b>Batch: 2020 -2023</b>
<b>Course Leader:</b>		

### Course description and learning outcomes

Business analytics refers to the skills and technologies for exploring and investigating large amount of data to attain new insights that will help an organization to gain a competitive edge. MS Excel is spreadsheet software that is used by many companies to perform basic analysis.

### Learning Objectives

- To give hands on experience in working with MS Excel
- To perform data analysis with MS Excel

On successful completion of this course, students will be able to:

<b>CO</b>	<b>Learning Outcome</b>	<b>Assessment</b>
CO1	Understand importance of Business Analytics	A1
CO2	Perform basic operations in Excel	A2,A3,A4
CO3	Work with Excel Functions	A2,A3,A4
CO4	Perform basic statistical analysis with Excel	A2,A3,A4
CO5	Perform what if analysis	A2,A3,A4
CO6	Work with Pivot tables and charts	A2,A3,A4

### Course outline and indicative content

**Unit – I: (10 sessions) (CO1, L2)** Introduction to Business Analytics: Benefits of Business Analytics, Types of Data – Structured, Semi Structured and Unstructured, Application areas of Business Analytics, Categorization of Analytical methods and models – Descriptive, Diagnostic, Predictive and Prescriptive

**UNIT – II: (10 sessions) (CO2, L3,L4,L5)** Working with MS Excel: Uses of Excel, Working with MS Excel Workbook, Worksheet Management, Sorting, Filters, Conditional Formatting, Working with Charts, Trend lines

**Unit – III: (10 sessions) (CO3, L3,L4,L5)** Working with Excel Functions: Text Functions, Logical Functions, Lookup Functions, Math Statistical Functions

**UNIT – IV: (10 sessions) (CO2, L3,L4,L5)** Statistical Analysis with Excel: Working with Statistical Functions, Descriptive Statistics in Excel, Using Data Analysis Tool pack in Excel

**UNIT V: (10 sessions) (CO2, CO3, L3,L4,L5)What if Analysis and Pivot Tables:** Data Tables, Scenario Manager, Goal Seek, Creating PivotTables, Working with Pivot Charts, Working with Power Pivot

**Assessment methods**

	Task	Task type	Task mode	Weightage (%)
A1	Quiz	Individual		10
A2	Assignments / Lab Tasks / Written Test/Coursera Groups* or Individual	Individual / Group		20
A3	Record Work	Individual		10
A4	Lab Exam	Individual		60

**Mapping Cos – Blooms Levels – Assessment Tools**

Knowledge dimension / Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge						
Conceptual Knowledge		CO1 (A1)				
Procedural Knowledge			CO2(A3) CO3(A3) CO4(A3) CO5(A3) CO6(A3)	CO2(A2) CO3(A2) CO4(A2) CO5(A2) CO6(A2)	CO2(A4) CO3(A4) CO4(A4) CO4(A4) CO6(A4)	
Meta Cognitive Knowledge						

**Learning and teaching activities**

Classroom Lectures, Application cases, Demonstration, Lab Sessions

**Teaching and learning resources**

Computer Lab, MS Excel, Textbooks, Ebooks, Reference Materials, Web resources

**CO PO Mapping**

This is to map the level of relevance of the Course Outcome (CO) with Programme Outcome (PO).

0= No Relevance; 1= Low Relevance; 2= Medium Relevance; 3= High Relevance

CO PO Mapping	PO1	PO2	PO3	PO4	PO5	PO6	Sum
	CO1	1	2	3	3	3	3
CO2	1	2	3	3	3	3	15
CO3	1	2	3	3	3	3	15

CO4	1	2	3	3	3	3	15
CO5	1	2	3	3	3	3	15
CO6	1	2	3	3	3	3	15
<b>Target Level Max.</b>	<b>6</b>	<b>12</b>	<b>18</b>	<b>18</b>	<b>18</b>	<b>18</b>	<b>90</b>

### Program Outcomes

1	Ability to understand the business problems with their knowledge in different functional areas of management.
2	Integrate with structured, semi – structured and unstructured data.
3	Utilize the tools such as Microsoft Excel, SPSS, R, Weka and Tableau to solve business analytics problems.
4	Ability to apply analytics techniques to analyze and interpret the data.
5	Incorporate the descriptive, predictive and prescriptive analytics.
6	Evaluate the necessary skills and understanding to take up advanced topics in the area of analytics and thus enhance their career prospects.