

Programme: Master of Business Administration

Semester III

MBA 941-18

DATA MINING FOR BUSINESS DECISIONS

Objective: The objective of this paper is to acquaint the students with an introduction to data analytics, data mining, and data-driven decision making. Data mining enables one to extract useful insights, which then can be utilized for data-driven decision-making and competitive advantage. Data mining and data analytics involve a collection of techniques for extracting patterns and trends in large databases to present results to stakeholders in terms of the business objectives set, and how the information learned can be used to add value to the business. For this course, two software packages that are commonly used throughout industry are: WEKA, a well-established, highly popular data mining application, and R, a powerful open-source statistical language.

Course Outcomes (COs)

Sr. No.	At the end of the course, the student will be able to:
CO1	To understand the opportunities, techniques and critical challenges in using data mining and predictive modelling in a business setting.
CO2	Use research-based knowledge and methods including company analysis, primary and secondary data collection, analysis and interpretation of data to find solution to business problems
CO3	To understand and translate business challenges into data mining problems.
CO4	To become familiar with the processes needed to develop, report and analyze business data.
CO5	To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.

(Source: IKGPTU Syllabus for Master of Business Administration (Affiliated Colleges), 2021. <https://ptu.ac.in/wp-content/uploads/2022/08/MBA-Upto-4th-Sem.-2021-onwards-affiliated-colleges.pdf>)