

Programme: Master of Business Administration

Semester III

MBA 962-18

DATA SCIENCES USING R

Objective: The objective of this paper is to acquaint the students with availability of plethora of data in organizations that need to be analysed to discover the hidden pattern used for solving business problems. This is done through the field of Data Science. After studying this course students will be able to relate the applications of data science with real life business problems in organizations and will be able to provide solutions after rigorous analysis of data through it.

Course Outcomes (COs)

Sr. No.	At the end of the course, the student will be able to:
CO1	Know advanced aspects of big data analytics, applying appropriate machine learning techniques to analyse big data sets
CO2	Assess the statistical significance of data mining results, basic statistical modelling and analysis using the open-source tool R
CO3	Describe what Data Science is and the skill sets needed to be a data scientist.
CO4	Understand concepts like Big Data, Data Mining, Data Analytics and Machine Learning
CO5	Understand various algorithm for data analysis (classification and Clustering)

(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>)