

**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**  
**PGDM / PGDM (SM)/ PGDM (M)**  
**2017-19 Batch**

<b>Course Title: IBM Business Analytics</b>
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<b>Course Code: CP-IT01</b>
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**Learning Outcomes:**

Upon successful completion of this course, students will be able to

1. Develop decision making ability to better handle the business challenges.
2. Apply different business analytics tools
3. Understand how to leverage natural language in HR analytics / Watson Analytics
4. Understand how to use predictive analytics for features using Watson analytics tool.
5. Understand social media tools and its relevance in business (by developing an appropriate online identity in the forums like professional - personal – public).
6. Gain an understanding of the fundamentals of web analytics methodologies and its utility in using social media.
7. Developing an ability to integrate functional strategies with business strategy through data analytics

*Certifying agency: IBM*

*Course outline*

**Session Plan**

<b>MODULE 1 (IBM SPSS Statistics )</b>		
<b>Session</b>	<b>Topic</b>	<b>Session Objective/Details</b>
1	Data Management & Reporting (Hands-on)	IBM SPSS Statistics primary role is to manage data sets or report the finding obtained from the data. The session will provide knowledge on how to produce tables and graphs
2	Data Analysis 1 (Hands-on)	The session will explain Data Management and Manipulation Using IBM SPSS Statistics
3	Data Analysis 2	The session will offer additional skills (i.e.,

	(Hands-on)	reporting and automation) that complement the data analyst as well as offer coverage of specific data analytic techniques that can be used in specific situations.
4	Data Analysis 3 (Hands-on)	Correlation and Regression
5	Advance Data Analysis 1 (Hands-on)	Multiple Regression and its use in forecasting
6	Advance Data Analysis 2 (Hands-on)	Field work.
7	Advance Data Analysis 3 (Hands-on)	Field work
8	Presentations	
9	GUEST SESSION	
<b>MODULE 2 (IBM WATSON ANALYTICS )</b>		
10	Introduction to Cognitive Computing, AI: Artificial and Augmented	Sensitizes students with basics of cognitive computing
11	Introducing IBM Watson, Watson Personality Insights and Insights for Twitter services	Introduces students to the background of Watson Analytics tool, predict personality characteristics, needs and values through written text. Understand your customers' habits and preferences on an individual level, and at scale
12	Watson Analytics Project1: Analyze sales wins and losses (Theme: Sales and Marketing)	Apply multiple quantitative and qualitative methods to analyze website traffic
13	Watson Analytics Project2: Telco Customer Churn	Explore all relevant customer data and develop focused customer retention programs.
14	Watson Analytics Project3: IT Help Desk	Understand what causes high priority tickets and improve resolution times with better understanding of ticket details
15	Watson Analytics Project4: Airline Satisfaction Survey	Perform social network analysis
16	WASM Project1: Comparison of car brands from social media data	sentiment analysis to compare brands of cars
17	WASM Project2: comparison of airlines from social media data	Analyze the customer sentiment on different airlines
18	WASM Project3: comparison of courier vendors from social media data	Analyze the customer sentiment on courier vendors

**MODULE 3 (HR ANALYTICS )**

19	Introduction to Predictive HR Analytics	Understanding the role of predictive analytics in HR function
20	Workforce Demand Forecasting	How to forecast manpower requirement in industry using analytical tools
21	Forecasting Employee Value and Predicting Employee Loyalty	Understanding the value of a firm's employees and predicting their loyalty towards the organisation
22	Presentations	
23	Report writing	
24	GUEST SESSION	