



# BBA

**1. Title of the Course: Introduction to Business Analytics: Communicating with Data**

**2. Course Mentors:**

1. Ms Monika Kashyap, Managing Director, Infotechmon Pvt Ltd.
2. Ms Kirti Prashar, Assistant Professor, Chandigarh Group of colleges, Landran, Mohali, [kirti.4364@cgc.edu.in](mailto:kirti.4364@cgc.edu.in), Contact 9464712834
3. Ms Arushi, Assistant Professor, Chandigarh Group of colleges, Landran, Mohali, [arushi.3277@cgc.edu.in](mailto:arushi.3277@cgc.edu.in) Contact 9646883432

**3. Target Group:** Graduation, Post- Graduation, Ph.D research Scholar and faculty members

**4. Fee Structure:** 1000/-per participant

**5. Duration of the course:** 03/07/2023 – 14/07/2023

**6. Days and time of the course** (Monday to Friday 9:30 am to 3:30 pm)

**7. Eligibility of the Course:** Open for CGC Landran Students, researchers and faculties.

**8. Objectives:** After completion of the course, the participants will be able to

- Be familiar with the fundamentals of business analysis, including what a business analyst is, what they do, and how they do it.
- Develop and improve business analytics capabilities by utilizing the right tools and applications.
- Develop your fundamental Excel and Big Data skills.
- Use data-driven decision-making to address business issues.
- Using Excel for data preparation, exploration, and visualization

**9. Scope:** This program will help students to be familiar with the fundamentals of business analytics, including what a business analyst is, what they do, and how they do it and will be able to develop and improve business analytics capabilities by utilizing the right tools, applications and develop their fundamentals on Excel and Big Data skills.

**10. Uniqueness:** The course will impart hands on training on excel for data analytics.

**11. Learning Outcomes of the Course:** After completing this course students will be able to

- Know the fundamentals of business analysis, including what a business analyst is, what they do, and how they do it.
- Develop and improve business analytics capabilities by utilizing the right tools and applications.
- Develop your fundamental Excel and Big Data skills.
- Use data-driven decision-making to address business issues.
- Using Excel for data preparation, exploration, and visualization

## 12.Week/Day wise Plan of the Course:


<b>Module -1</b> Introduction to Business Analytics	<b>Module - 2</b> Introduction to Data Analytics	<b>Module - 3</b> Role of Data Analysts	<b>Module - 4</b> Data management using excel	<b>Module - 5</b> Data presentation in excel
<b>Module -6</b> Data cleaning in Excel	<b>Module - 7</b> Data Visualization in Excel	<b>Module - 8</b> Data Handling	<b>Module - 9</b> Data preparation	<b>Module - 10</b> Data Analyst Career Guide and Interview Preparation

Registration Link: <https://forms.gle/PMSf7rLGaHrZuTDR8>



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