



A T M E
College of Engineering



Department of Computer Science & Engineering (Data- Science)

Lesson Plan & Work-done Diary for AY: 2025-26, ODD Semester

Course with Code: Business Analytics (BAD713B)				Faculty: Mrs. MADHU NAGARAJ		Semester & Section: VII	
Class No	Date planned (DD/MM)	Topics to be covered	TLP Planned	Date of Conduction (DD/MM)	Topics Covered	TLP Executed	Remarks
MODULE-1							
1.		Changing Business Environments and Evolving Needs for Decision Support and Analytics	PPT Chalk & Talk				
2.		Decision-Making Processes and Computerized Decision Support Framework	PPT Chalk & Talk				
3.		Evolution of Computerized Decision Support to Analytics/Data Science,	PPT Chalk & Talk				
4.		A Framework for Business Intelligence	PPT Chalk & Talk				
5.		Analytics Overview.	PPT Chalk & Talk				
6.		Artificial Intelligence: Concepts, Drivers	PPT Chalk & Talk				
7.		Major Technologies, and Business Applications	PPT Chalk & Talk				
8.		Conversational AI- Chatbots.	PPT Chalk & Talk				



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MODULE-2							
9.		The Nature of Data in Analytics	PPT Chalk & Talk				
10.		A Simple Taxonomy of Data,	PPT Chalk & Talk				
11.		The Art and Science of Data Preprocessing	PPT Chalk & Talk				
12.		Definition of Big Data	PPT Chalk & Talk				
13.		Fundamentals of Big Data Analytics	PPT Chalk & Talk				
14.		Big Data Technologies, Big Data and Stream Analytics	PPT Chalk & Talk				
15.		Statistical Modeling for Business Analytics	PPT Chalk & Talk				
16.		Regression Modeling for Inferential Statistics.	PPT Chalk & Talk				



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MODULE-3							
17.		Business Intelligence and Data Warehousing, Data Warehousing Process,	PPT Chalk & Talk				
18.		Data Warehousing Architectures,	PPT Chalk & Talk				
19.		Data Management and Warehouse Development	PPT Chalk & Talk				
20.		Data Warehouse Administration,	PPT Chalk & Talk				
21.		Security Issues, and Future Trends	PPT Chalk & Talk				
22.		Business Reporting, Data Visualization	PPT Chalk & Talk				
23.		Different Types of Charts and Graphs	PPT Chalk & Talk				
24.		The Emergence of Visual Analytics, Information Dashboards.	PPT Chalk & Talk				



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MODULE-4							
25.		Data mining process, methods, and Algorithms: Data Mining Concepts and Applications	PPT Chalk & Talk				
26.		Data Mining Applications	PPT Chalk & Talk				
27.		Data Mining Process	PPT Chalk & Talk				
28.		Data Mining Methods.	PPT Chalk & Talk				
29.		Model-Based Decision-Making, Structure of Mathematical Models for Decision Support	PPT Chalk & Talk				
30.		Certainty, Uncertainty, and Risk	PPT Chalk & Talk				
31.		Certainty, Uncertainty, and Risk cntd	PPT Chalk & Talk				
32.		Decision Modeling with Spreadsheets.	PPT Chalk & Talk				



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MODULE-5							
33.		Text Analytics and Text Mining Overview,	PPT Chalk & Talk				
34.		Natural Language Processing (NLP)	PPT Chalk & Talk				
35.		Text Mining Applications	PPT Chalk & Talk				
36.		Text Mining Process,	PPT Chalk & Talk				
37.		Sentiment Analysis and Topic Modeling,	PPT Chalk & Talk				
38.		Web Mining Overview,	PPT Chalk & Talk				
39.		Search Engines, Web Usage Mining (Web Analytics)	PPT Chalk & Talk				
40.		Social Analytics.	PPT Chalk & Talk				



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	Activity	Planned	Actual	Remarks
1	Theory Classes	40		
2	Assignments/ Quizzes/ Self-study	4		
3	Tutorials/ Extra classes	-		
4	Internal Assessments	3		
5	ICT based Teaching (% of usage in Curriculum)	100		
Planning			Execution	
Faculty Signature:			Faculty Signature:	
HoD Signature:			HoD Signature:	