

## **ANL311 Selected Topics in Business Analytics**

**Level:** 3

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JULY

### **Synopsis:**

The course covers a broad range of selected topics in Business Analytics that include algorithms/models (Support Vector Machines and Time-to-Event Analysis), specific data mining problems (Text Mining and Web Mining) as well as research into Business Analytics and report writing. The aim of this course is to broaden students' exposure to the breadth and depth of data mining applications. Specific software will be used intensively in the course to provide hands-on applications of the topics covered.

### **Topics:**

- Business Analytics Research and Report Writing
- Text Mining I: Introduction to Text Mining
- Text Mining II: Text Mining using IBM SPSS Text Analytics
- Introduction to Web Mining
- Support Vector Machines
- Deployment of Data Mining Models

### **Textbooks:**

Chakraborty, Goutam; Pagolu, Murali; Garla, Satish: Text Mining and Analysis: Practical Methods, Examples, and Case Studies Using SAS SAS Institute  
ISBN-13: 9781612905518

**Learning Outcome:**

- Discuss Text Mining concepts and the various applications of text mining.
- Evaluate the usefulness of support vector machines.
- Compare alternative approaches to deployment of data mining models.
- Design a research plan in Business Analytics.
- Draft a report on an application of Business Analytics.
- Implement text mining and deployment of data mining models using appropriate mining software.
- Apply web mining and support vector machines using appropriate software.
- Implement deployment of data mining models in a data mining software.

**Assessment Strategies (Daytime Class):**

<b>Components</b>	<b>Description</b>	<b>Weightage Allocation (%)</b>
Overall Continuous Assessment	PRE-COURSE QUIZ 1	2
	PRE-CLASS QUIZ 1	2
	PRE-CLASS QUIZ 2	2
	PARTICIPATION 1	6
	TUTOR-MARKED ASSIGNMENT 1	18
	GROUP BASED ASSIGNMENT 1	20
Overall Examinable Components	ECA	50
<b>Total</b>		<b>100</b>