Course Code: FMSVAC106

Course Title:Power BI
Total Hours: 35

Course Outcomes:

- Proficiency in Power BI for business intelligence and decision-making
- Ability to design and interpret data visualizations for business applications
- Hands-on experience with real-world data through a capstone project

This course will equip MBA students with the necessary skills to leverage Power BI in a wide range of business contexts.

About the Course:A value-added course on **Power BI for MBA students** can be designed to enhance their analytical and decision-making skills. The course would cover core concepts of data analysis, visualization, and business intelligence using Power BI, with a focus on practical applications in business scenarios.

Syllabus

Unit-1   **7 Hours**

Module 1: Introduction to Business Intelligence (BI)

- Overview of BI and its importance for MBA students
- Key components of Business Intelligence
- Introduction to Power BI: What is Power BI and why is it used in business?

Module 2: Data Analytics and Visualization Concepts

- Data analytics for business: Types of data (structured, unstructured, semi-structured)
- Data visualization principles: Understanding graphs, charts, and dashboards
- Use cases of BI in business (marketing, finance, operations, HR)

Unit-2   **7 Hours**

Module 3: Getting Started with Power BI

- Power BI environment: Interface, dashboards, and navigation
- Importing data from various sources (Excel, SQL, Cloud Services)
- Data transformations: Cleaning and shaping data in Power BI

Module 4: Building Reports and Dashboards

- Creating and managing reports: Filters, Slicers, and Interactions
- Designing effective dashboards for business insights
- Best practices for creating visually appealing and interactive reports

Dean
Faculty of Management Studies
Gopal Narayan Singh University
Jamuhar (Rohtas) Bihar

Coordinator
IQAC (NAAC)
Gopal Narayan Singh University
Jamuhar, Sasaram, Rohtas (Bihar)

Unit-3   **7 Hours**

Module 5: Advanced Data Modelling and DAX (Data Analysis Expressions)

- Introduction to data modeling and relationships in Power BI
- Basics of DAX: Calculated columns, measures, and functions
- Advanced DAX: Time intelligence functions, financial calculations

Module 6: Power BI for Business Applications

- Financial analytics: Budget vs actual analysis, profitability tracking
- Marketing analytics: Customer segmentation, campaign effectiveness
- Operations analytics: Supply chain performance, inventory management

Unit-4   **7 Hours**

Module 7: Sharing and Collaborating with Power BI

- Publishing reports and sharing dashboards
- Power BI service vs Power BI desktop
- Power BI in the cloud: Collaborating and sharing insights with teams

Module 8: Power BI and Advanced Features

- Power BI with Excel: Integrating Excel for data analysis
- Power BI and AI: Leveraging AI features for predictive analysis
- Automating reports and refreshing data with Power BI

Unit-5   **7 Hours**

Module 9: Case Studies and Capstone Project

- Real-world case studies: Power BI in different industries
- Capstone project: Solving a business problem using Power BI, presenting findings, and making data-driven recommendations

Module 10: Power BI Certification and Career Opportunities

- Preparing for Power BI certification
- Career paths in business analytics and BI for MBA graduates
- Power BI as a strategic tool for business decision-makingthe student's professional profile.

Coordinator
IQAC (NAAC)
Gopal Narayan Singh University
Jamuhar, Sasaram, Rohtas (Bihar)

Faculty of Management Studies
Gopal Narayan Singh University
Jamuhar (Rohtas) Bihar