



Rashtreeya Sikshana Samithi Trust

R V Institute of Management

CA 17, 36th Cross, 26th Main, 4th T Block Jayanagar,
Bangalore - 560041, Ph : 080-42540300, 080-26547048,
Website: www.rvim.in

Department of Marketing Centre for Business Development studies

**A Report and Relevant documents of Online
Proficiency Course on**

Big Data for Better Performance

FOR III SEMESTER MBA MARKETING STUDENTS

October-December 2017

**Organized by Department of Marketing
R V Institute of Management
Bangalore**

Sreen

mm

03/02/18

M. Subin U to
E QAC

mm

02/12/18

TABLE OF CONTENTS

THE PROPOSAL	1
A BRIEF REPORT	2
CERTIFICATE OF ACHIEVEMENT	3

Rashtreeya Sikshana Samithi Trust
R V Institute of Management

Department of Marketing

A Brief Report on

Online Proficiency Course on Big Data for Better Performance

October-December 2017

Online Proficiency Course on Big Data for Better Performance was conducted for the third semester MBA Marketing specialization students. This course was offered to students to make the students understand the fundamental concepts of big data and its applications.

In a digital world, data has gone 'big' - ushering in the age of the zettabyte. This course helped the students to understand how big data equals business opportunity and what 'big data' means and where it comes from - including ordinary transactions and social interactions.

The objective of the course was to make the students Learn how marketer can predict customer demand and preferences by using the data that is all around us.

The online classes were held during October-December 2017 from Open2study website of Open Universities, Australia. The course was divided into four modules and each module had one internal assessment test along with some 40 quizzes after each topic. Students need to take up all the quizzes and test to qualify for the certificate. Resource persons for this course was Bud Keegan, who has over two decades' and three continents' worth of publishing experience, having marketed, managed and sold media in the US, Australia and the Middle East over the last 20 years. He's held senior management positions with brands ranging from Forbes Arabia to Australian Mining. His passion for Big Data began after having had the opportunity to publish Data Storage magazine. Bud is currently the Director of Content Development for Digital Chameleon, a role he loves because it exposes him to developments across the digital arena.

Methodology adopted to teach this course includes online Class room teaching from Bud Keegam, Case study analysis, research based and experiential learning. Inputs from Indian context from our faculty Dr. Noor Firdoos Jahan

All the 94 students of B & C section along with the faculty coordinator, Dr. Noor Firdoos Jahan enrolled for the course and attended all the online classes in our class rooms.

Out of 94 students enrolled for the course, 76 students were able to complete the course successfully and got certificate of achievement from open Universities, Australia for free.

Overall it was a very new experience for all of use and students enjoyed the whole process of learning virtually.

Report Submitted by:


24/1/18
Dr. Noor Firdoos Jahan

Professor, Department of Marketing, Bangalore

Date: 14/10/2017

From
Dr. Noor Firdoos Jahan,
Professor, Department Marketing,
R V Institute of Management, Bangalore.

To
The Director
R V Institute of Management, Bangalore.

Respected Sir,

Subject: Online Proficiency Course for III semester MBA Marketing Specialization
students

I am herewith attaching the proposal for the Online Proficiency Course for III semester
MBA students for the approval. Please approve the same.

Kindly do the needful.

Thank you

Yours sincerely


Dr. Noor Firdoos Jahan



14-11-2017




Rashtreeya Sikshana Samithi Trust

R V Institute of Management
Jayanagar, Bangalore - 560041,

Department of Marketing

Online Proficiency Course on

Big Data for Better Performance

FOR III SEMESTER MBA STUDENTS
[Marketing Specialization]

October-December 2017

Course Description and Scope

In a digital world, data has gone 'big' – ushering in the age of the zettabyte. This course shows you how big data equals business opportunity. Find out what 'big data' means and where it comes from – including ordinary transactions and social interactions. See how smart businesses use data to target their offerings and get ahead of market trends. Consider how marketing data can be based on false assumptions such as the 'last click myth'.

Consider the promises and threats of big data for organisations and individuals, such as the capacity of data to track a customer along the pathway to purchase; and the issues of democracy and privacy that arise when data is collected and used.

Objectives

This course is designed to make the students Learn how marketer can predict customer demand and preferences by using the data that is all around us.

Course Outline:

MODULE 1 INTRODUCTION TO BIG DATA 7 videos, 6 quizzes, 1 assessment

MODULE 2 BIG DATA AND MARKETING 7 videos, 6 quizzes, 1 assessment

MODULE 3 PRINCIPLES OF MARKETING WITH BIG DATA 8 videos, 7 quizzes, 1 assessment

MODULE 4 BIG DATA AND PREDICTIVE MARKETING 8 videos, 7 quizzes, 1 assessment

Mode of Delivery: Online

University: Open Universities, Australia

Who's the instructor?



Bud Keegan

Bud Keegan has over two decades' and three continents' worth of publishing experience, having marketed, managed and sold media in the US, Australia and the Middle East over the last 20 years. He's held senior management positions with brands ranging from Forbes Arabia to Australian Mining. His passion for Big Data began after having had the opportunity to publish Data Storage magazine. Bud is currently the Director of Content Development for Digital Chameleon, a role he loves because it exposes him to developments across the digital arena.

Faculty Coordinator: Dr. Noor Firdoos Jahan



Certificate of Achievement

Akashdeep Pandey

has successfully passed the course

Big Data for Better Performance

by



December 19th, 2017



Note: Open2Study subjects are not equivalent to accredited tertiary or higher education subjects. Completion of this subject does not confer credit or advanced standing towards any subject, course or qualification. This certificate cannot be used to affirm that the student was enrolled or studying directly with any educational institution delivering a subject through Open2Study

Certificate of Achievement
Akashdeep Pandey

December 19th, 2017



Big Data for Better Performance



Final score: 93 %

Completed assessments

Module	Score
Introduction to Big Data	100%
Big Data and Marketing	100%
Principles of Marketing with Big Data	80%
Big Data and Predictive Marketing	90%

Note: Open2Study subjects are not equivalent to accredited tertiary or higher education subjects. Completion of this subject does not confer credit or advanced standing towards any subject, course or qualification. This certificate cannot be used to affirm that the student was enrolled or studying directly with any educational institution delivering a subject through Open2Study.

Brought to you by

