

Name of College: S. R. Luthra Institute of Management								
Faculty	Management			Program	Master of Business Administration, (M.B.A.)			
Year	II			Version	1.0			
Semester	4			Effective From	June 2025			
Course Code	MGMB18401			Course Name	Data Visualization using Power BI – II (DVII)			
Teaching Scheme					Examination Scheme			
Credits	Lecture (L)	Tutorial (T)	Practical (P)	ME	CE	SE	V	Total
4	4	0	0	30	40	50	---	120

Course Outcomes:

CO1	<i>Design and build comprehensive Power BI reports that enable users to explore and interpret key data insights.</i>
CO2	<i>Develop visually compelling and interactive Power BI dashboards using advanced chart types and customization tools.</i>
CO3	<i>Develop advanced analytical solutions using DAX functions to perform complex data analysis and extract meaningful business insights in Power BI.</i>
CO4	<i>Build and publish dynamic Power BI reports with interactive visuals to facilitate collaborative and informed decision-making.</i>
CO5	<i>Develop interactive dashboards based on datasets to demonstrate practical data analysis and visualization skills.</i>

Mapping Course Outcomes to Program Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	1	1	1	1	1
CO2	2	3	1	1	1	1
CO3	2	3	1	1	1	1
CO4	2	3	1	1	1	1
CO5	2	3	1	1	1	1



Sr. No	Module	Description	CO	Marks	Hours
1	I	Analyzing Data in Power BI <ul style="list-style-type: none"> • Creating and applying a data table • Applying time intelligence • Using Table, Matrix and Card visuals • Applying Filters and Slicers for Interactivity Advanced Data Visualization <ul style="list-style-type: none"> • Advanced Visuals (Waterfall, Gauge, Tree Map, Funnel, KPI) • Formatting and Customizing Visuals • Tooltips, Bookmarks, Drill-Through • Designing Professional Dashboards 	1, 2	15	10
2	II	Introduction to DAX (Data Analysis Expressions) <ul style="list-style-type: none"> • Importance of DAX in Analysis • Understanding DAX Syntax and Data Types • Difference Between Calculated Columns and Measures • Basic DAX Functions – Aggregation, Logical, Text, Date and Time • Advanced DAX Functions – Filter, Time Intelligence, Iterator, Advanced Logical and Statistical 	3	10	10
3	III	Publishing and Sharing Reports <ul style="list-style-type: none"> • Publishing reports to PowerBI.com • Designing reports for Web and Mobile • Report with Filters, Slicers, and Interactions • Publishing and sharing report 	4	10	10
4	IV	Individual or Group Projects <ul style="list-style-type: none"> • Choose a real-world dataset • Clean, model, and analyze the data • Create and publish an interactive dashboard on PowerBI.com • Present insights and storytelling 	5	15	10

REFERENCE

Reference Books.

1.	Powell, B. (2017). Microsoft Power BI cookbook: Creating business intelligence solutions of analytical data models, reports, and dashboards. Packt Publishing Ltd.
2.	Powell, B. (2018). Mastering Microsoft Power BI: Expert techniques for effective data analytics and business intelligence. Packt Publishing Ltd.
3.	Ferrari, A., & Russo, M. (2016). Introducing Microsoft Power BI. Microsoft Press.
4.	Knight, D., Knight, B., Pearson, M., & Quintana, M. (2018). Microsoft Power BI quick start guide: Build dashboards and visualizations to make your data come to life. Packt Publishing Ltd.
5.	Aspin, A. (2016). Pro Power BI Desktop. Apress.

Online Resources.

3. Microsoft – Power BI Learning Path: <https://learn.microsoft.com/en-us/training/powerplatform/power-bi/>
4. Power BI Documentation: <https://learn.microsoft.com/en-us/power-bi/>

