

(013-C&M-01-02) BBA BUSINESS ANALYTICS

Significance of Business Analytics:

Business analytics significantly boosts how a company approaches its decision-making by using data to answer questions of the company's past and present. It can be used by teams across an organization to track key metrics and organize on goals.

With effective business analytics strategies and practices, businesses can gauge their customers by analyzing their buying patterns and creating robust customer profiles and personas. They help develop better products and rich experiences for their valued customers. In business analytics is important because it enables organizations to make data-driven decisions, gain a competitive advantage, improve performance, better understand customers, and manage risks effectively.

Career Options:

- Data Scientist
- Data Engineer
- Data Architect
- Data specialist
- Database Administrator
- Analytics Manager

Programme objectives:

- To impart the knowledge on different business analytics tools and techniques,
- To make students understand and apply suitable tools and techniques to analyse Various Functional areas of the organisation,
- To develop aptitude for creativity, innovation and entrepreneurship among students,
- To provide inputs on various economic models, statistical techniques, and reporting in business decision-making.
- To provide the conceptual knowledge on Data visualization and Data mining.

Outcomes of the Program:

- Design predictive and descriptive analysis on the basis of data.
- Design alternatives to solve business problems utilizing quantitative analysis, critical thinking and sound ethical decision making.

- Use research-based knowledge and methods including company analysis, primary and secondary data collection, analysis and interpretation of data to find solution to business problems.
- Interpret data using latest data analytics tools to address organisational problem.
- Summarise, process and transform data for obtaining meaningful conclusions

Major Course Outline:

- Big Data Management
- Business Forecasting
- Business Mathematics
- Sales analytics
- Statistical decision
- Risk and credit analytics
- Digital market design and operation