(014-C&M-01-02) BBA- DATA SCIENCE

Significance of the Program:

Bachelor of Business Administration (BBA) in Data Science is a specialised undergraduate program that integrates business administration with data science. BBA in Data Science is a unique blend of business acumen and technical expertise. It combines core business principles with data science, providing a comprehensive understanding of both fields. It equips the students with skills to analyse and interpret data, enabling them to take informed business decisions based on empirical evidence.

Career Options:

- Data Analyst
- Market Research Analyst
- Consultant in Data Analytics
- Risk Management Analyst
- Product Manager
- Entrepreneur

**Program Objectives*:*

- To integrate Business and Data Science Knowledge and develop an understanding of fundamental business principles and concepts alongside a strong foundation in data science, allowing students to bridge the gap between business operations and data-driven decision-making.
- To apply Data Science Techniques to Business Challenges by equipping students with the skills to apply data science techniques, including data analysis, machine learning, and statistical modelling, to solve real-world business problems and enhance decision-making processes.
- To develop Proficiency in Data Analysis Tools and Technologies by familiarizing students with popular data analysis tools and technologies, such as Python, R, SQL, and data visualization tools, ensuring they are proficient in using these tools for extracting insights from data.
- To provide students with a deep understanding of business operations, strategy, and management, enabling them to align data science initiatives with overall business objectives.
- To strengthen students' quantitative and analytical skills, enabling them to analyse large datasets, extract meaningful insights, and make data-driven recommendations for strategic decision-making.

Outcomes of the Program*:*

- Graduates will integrate business principles with data science concepts, demonstrating an understanding of how data analytics can be strategically applied in a business context.
- Graduates will be proficient in applying various data science techniques, including data analysis, machine learning, statistical modelling, and data visualization, to solve business challenges and support decision-making.
- Graduates will be proficient in using industry-standard data analysis tools and technologies, such as Python, R, SQL, and data visualization tools, to manipulate and analyse data effectively.
- Graduates will understand how to align data science initiatives with business operations and strategic objectives, ensuring that data-driven insights contribute to the overall success of the organization.
- Graduates will demonstrate enhanced quantitative and analytical skills, enabling them to analyse large datasets, derive meaningful insights, and make data-driven recommendations.

Major Course Outline*:*

1. Advanced Foundation in Excel
2. Data Mining for business forecasting
3. Foundations in Python
4. Predictive Analytics using Machine Learning
5. Data Analysis and Decision Making
6. Decision Support Systems for Business