DEPARTMENT OF COMMERCE
Management Courses

BBA (HONOURS) BUSINESS ANALYTICS

BBA (Honours) **Business Analytics** - Bachelor of Business Administration is a four-year specialized programme. This course combines the principles of business administration with strong focus on analytics. This programme prepares students to leverage data-driven in sites and make informed business decisions.

- Students learn various analytical techniques and tools to extract meaningful insights from large sets of data.
- Equips the students with the ability to collect, analyze and interpret business data to support decision making processes.
- Students are trained in managing data efficiently and securely.
- Business Analytics incorporates business strategy components enabling students to align data analysis with organization goals
- Internship opportunities are provided to inculcate research culture among the students in various business firms and financial institutions. This provides students with Hands on Experience allowing them to apply their knowledge in real world banking environment by preparing a project.

BBA (Honours) Business Analytics Job and Career:

BBA (Honors) **Business Analytics** is offered to provide in-depth understanding of various aspects of Business Analytics. It is designed to offer higher level of specialization and expertise.

- Business Analyst
- Data Analyst
- Data Scientist
- Business Intelligence Analyst
- Marketing Analyst
- Financial Analyst
- Operations Analyst
- Supply chain Analyst
- Risk Analyst
- Consultant in Analytics / Data Driven starategy

BBA (Honours) Business Analytics Career -Scope:

- After completion of the degree in **BBA (Honours) Business Analytics** they are placed through **college placements** in reputed MNCs, Private and public companies Banks, Insurance Companies Finance Companies and consultancies etc.

- Students who want to be excel in the management courses can go for Master of Business Administration in Analytics **(MBA), MS in Business Analytics** Post Graduate Diploma in Business Administration in Business Analytics **(PGDBA),** Post Graduate Diploma in Management in Business Analytics **(PGDM)**, Post Graduate Programme in Management in Business Analytics **(PGPM), Master of Management Studies in Business Analytics (MMS)** and other Professional Diploma or Degree.

Proposed Minor Courses:

- Statistics
- Data Science