



School of Management  
**Program Offered Under Centre Of Excellence (COE)**

**B.B.A. (Hons.) in Business Analytics:**

**Introduction:**

Business analytics refers to the skills, technologies, practices for continuous iterative exploration and investigation of past business performance to gain insight and drive business planning. Data **analytics** have been in use from the 5000 BC, as we know from manuscripts. In every industry there is a huge demand and scope for the professionals who can successfully analyze and understand past or present data in various forms and can derive meaning out of them. Thus, **Business Analytics** deals with the processing and analysis of historical data and trends in business to help companies take better decisions.

**Eligibility:**

The candidate seeking admission in COE needs to fulfill following eligibility criteria:

1. Candidate must have secured 55% in H.Sec. Board Exam.
2. Candidate must qualify the entrance test conducted by ITM University, Gwalior.
3. Candidate must clear the interview round conducted by ITM University Gwalior.

**Course Duration:** Full Time, 3 years (6 semesters)

**Program Outcomes: A student taking admission in this program will be able to:**

- Acquire technical and analytics skills to analyze data, generate and interpret reports.
- Develop expertise in business and management decision making supported by data.
- Trained in making decisions with the help of primary and secondary data, software tools, field projects and case studies.
- To develop the necessary skills to identify, design, develop and deploy services related to management decision making.
- To design research problems according to industry requirements and choose the appropriate method, design and approaches for the related issues.

- Learn the highest professional and ethical standards of conduct, including empathy, impartiality and protection of personal privacy of a stakeholder.
- To develop and suggest sustainable business solutions for competitive advantage.

**Scope:**

The obvious choice for a graduate with a degree in business analytics would be to work as a **data scientist** or a **management analyst**. The aspirants would typically be collecting and interpreting big data through quantitative analysis in order to predict, evaluate and inform decisions in a number of business areas, including human resources, customer service, marketing, operations and finance. The career prospects could be in the field of **market research, supply chain management, project management** or **consultancy**.