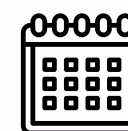




B.COM. (BUSINESS ANALYTICS)

UG - EXCLUSIVE 3 YEARS PROGRAMME



SINCE 2015

UNIQUE FEATURES OF THE PROGRAMME

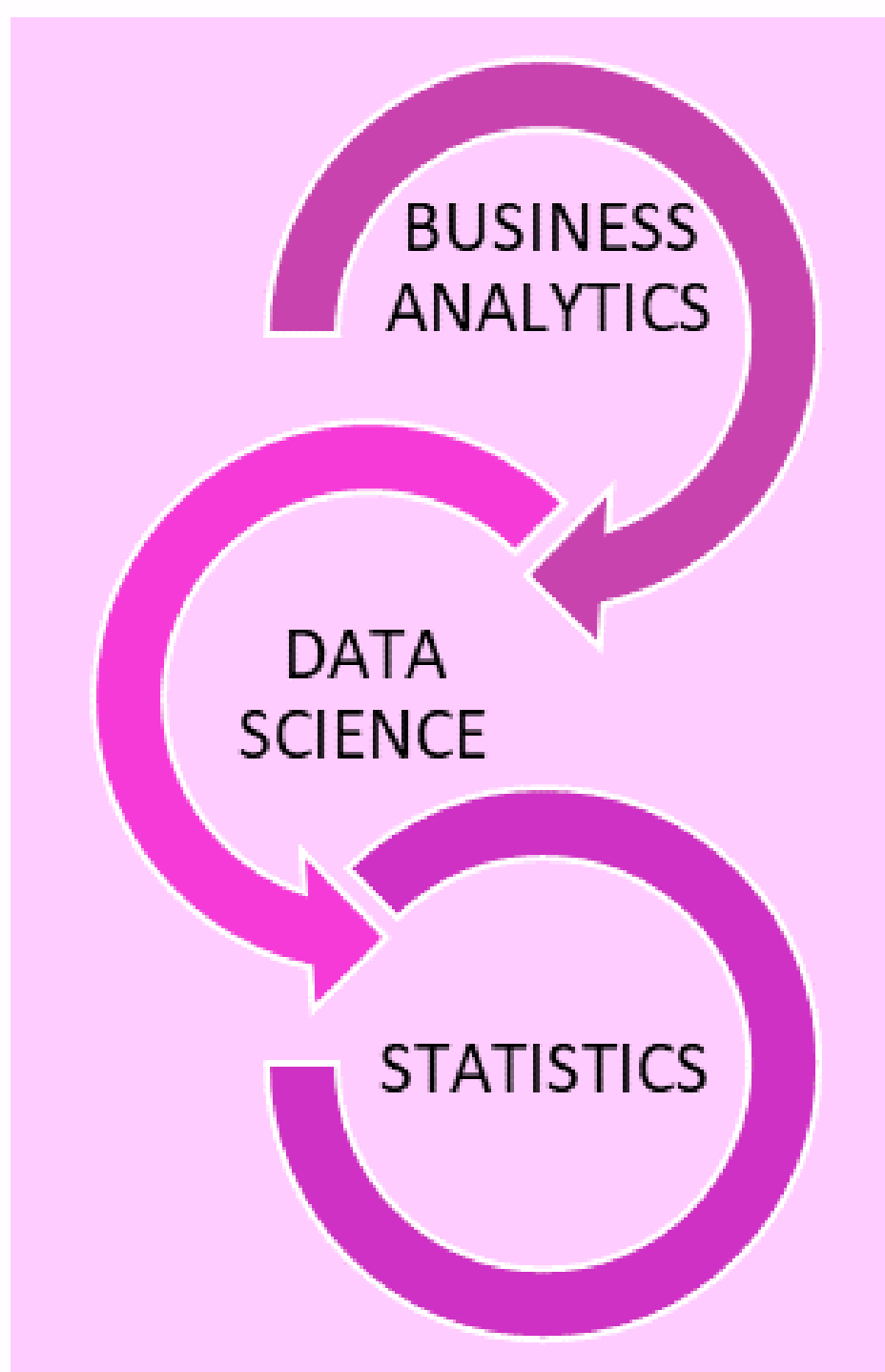
The Business Analytics programme provides strong knowledge in data processing techniques, complemented by commerce knowledge, augmented with analytical skills to solve problems conceptually and practically across various industries like manufacturing, retail, software, banking, and finance. The focus of Business Analytics lies in fostering data-driven, decision-making and preparing students for careers in Finance, IT, MIS, and BPO sectors.

HIGHLIGHTS ABOUT THE CURRICULUM

The business analytics course covers a wide range of subjects which help students to be exposed to various industries. It includes branches like statistics, data mining, data visualisation, programming, taxation, auditing, machine learning, big data framework applications, and business strategy.

EXPERTISE OF THE FACULTY MEMBERS

The faculty members are highly engaged in research, contributing to the evolving landscape of analytics.



INFRASTRUCTURE - LIBRARIES, LABS & CLASSROOMS

Classrooms have access to specialized facilities, including state of the art lecture rooms and collaborative learning spaces. The laboratories are equipped with the latest software such as

- R Programming
- Python
- Big Data Framework
- JAVA
- SQL
- SAS & SCI lab and various other computer languages

providing industrial simulated applied learning opportunities.

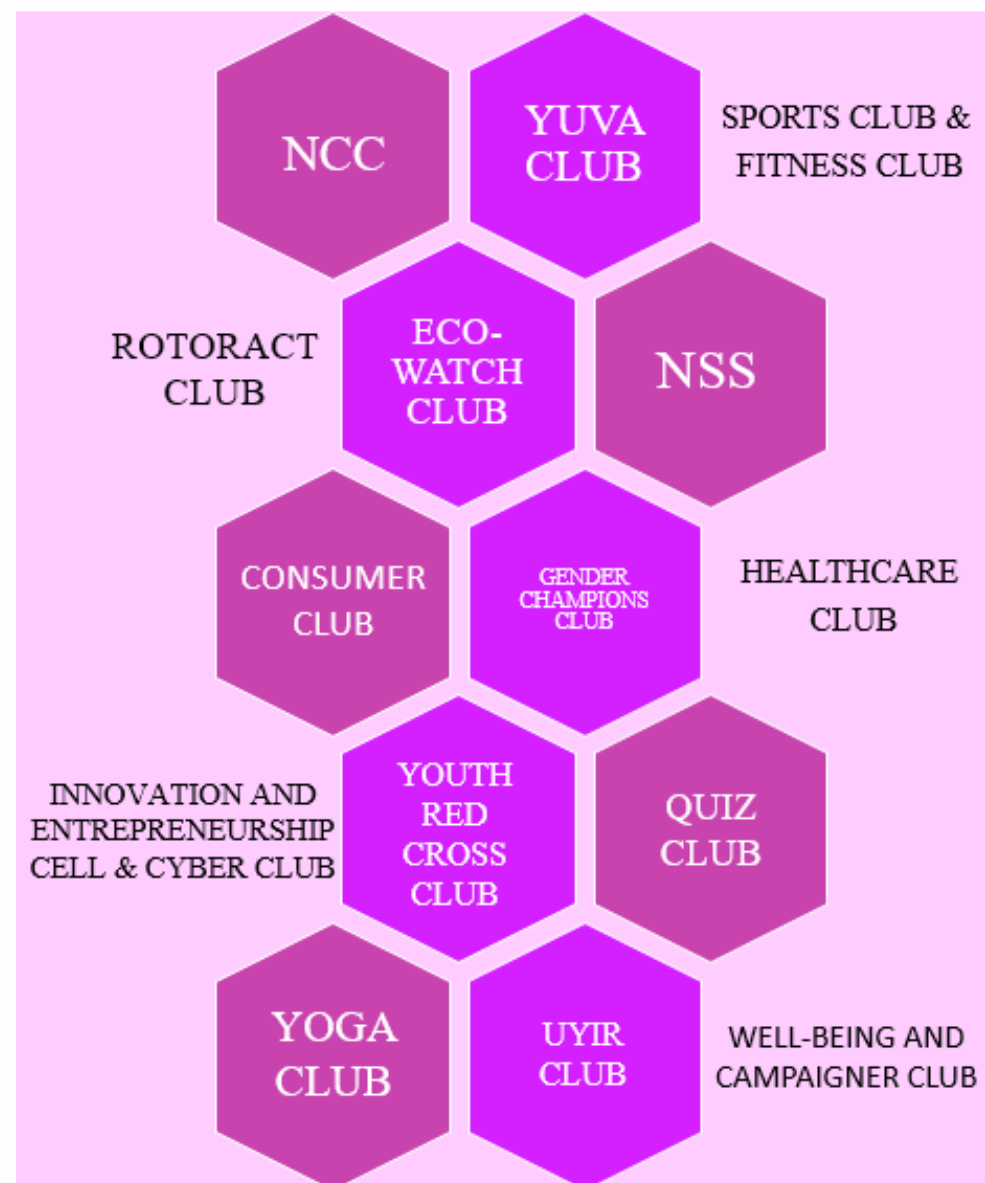


KEY BENEFITS OF JOINING THE PROGRAMME

Every Business relies on analytics to inform decisions, creating a surge in job opportunities. Pursuing a B. Com in Business Analytics equips the students highly sought-after in diverse industries with advanced skills in Data Analysis, Statistical Modeling, and decision-making. This degree not only facilitates the entry into the field but also enhances the career progression, offering roles such as Business Analyst, Data Analyst, Business Intelligence Manager and Data Scientist. With data-driven decision-making becoming integral part of success, a degree in Business Analytics opens doors to a dynamic and lucrative career path.

STUDENTS LIFE

EXTRACURRICULAR ACTIVITIES AND CLUBS - Student life is more than just academic pursuits; it's a vibrant tapestry of extracurricular activities and clubs that enrich the overall college experience. These activities play a pivotal role in fostering personal growth, building connections, and creating a well-rounded community.



INTERNATIONAL STUDY ABROAD OPPORTUNITIES

Students have various opportunities to study abroad for pursuing short-term and dual-degree courses at,

- 1) Oregon State University
- 2) San Diego University
- 3) Nottingham Trent University
- 4) James Cook University
- 5) Swinburne University



SUCCESSFUL ALUMNI



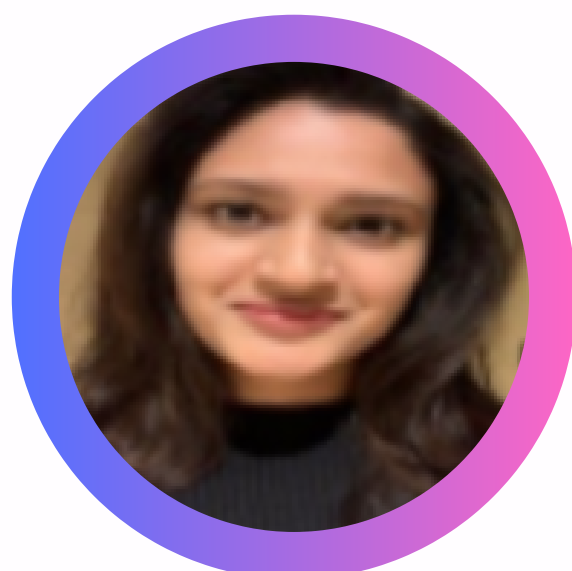
Ms. M. Kanishka
Batch 2016-2019
Senior System Engineer,
Cognizant
Coimbatore



Ms. K. Dhanuja
Batch 2016-2019
Internet Ads Assessor,
Telus International AI,
Canada



Ms. K. Shrijanaki
Batch 2017-2020
Machine Learning Data Associate,
Amazon



Ms. Sandra Louis
Batch 2016-2019
Recruitment Coordinator,
Google,
Hyderabad

GLOBAL CERTIFICATION

The global certification in Tally is designed to meet the international standards and to enhance the career prospects across the global business landscape.

CERTIFICATE COURSES/ADD-ONS/JOC

Memoranda of Understanding (MOUs) with reputed institutions facilitate gaining proficiency in using SAS tools for business intelligence and strengthen programming skills in Python, specifically tailored for data science and machine learning applications, thereby enhancing marketability in analytics.

INDUSTRY OFFERED INTERNSHIP

