

About Us

The Business Analytics Program is designed to meet the growing need for skilled professionals capable of transforming data into actionable business insights. With the explosion of digital information in modern enterprises, our program equips students with the analytical, technical, and business knowledge required to excel in today's data-driven decision-making environments.



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Business Analytics

What We Offer

Why Choose Us

Career Opportunities

Programs & Specializations

- Bachelor’s Degree in Business Analytics
- Courses Covering:
 - Business Process Modeling & Integration
 - Data Warehousing & Business Intelligence
 - Data-Driven Marketing
 - Quantitative & Statistical Analysis
 - Enterprise Information Systems
 - Predictive Analytics
 - Financial Planning & Analysis
 - Logistics & Supply Chain Analytics

Hands-on Learning

- Real-world projects
- Internships with leading firms in finance, retail, logistics, and consulting
- Access to modern data labs and business analytics tools
- Combining data science, statistics,

Industry-Aligned Programs

- Bachelor’s and Advanced Degrees tailored to high-demand fields like finance, marketing, and supply chain analytics.
- Cutting-Edge Curriculum: Courses in AI-driven business modeling, predictive analytics, and real-world data visualization.
- Interdisciplinary Excellence
- Blend of Business + Technology: Master data science, statistics, and strategic decision-making in one program.
- Faculty Expertise: Learn from industry veterans and researchers shaping the future of business analytics.
- AI & Machine Learning: Apply emerging tech to marketing, logistics, and financial forecasting.

Graduates from our program are prepared for high-impact roles such as:

- Data & Analysis Roles
 - Business Data Analyst
 - Financial Analyst
 - Supply Chain Analyst
- Technology & Strategy
 - Business Intelligence Developer
 - AI Solutions Architect for Business
 - Consulting Analyst (Strategy/Operations)
- Marketing & Customer Insights
 - Marketing Analytics Specialist
 - Customer Behavior Analyst
- Leadership & Innovation
 - Data-Driven Product Manager
 - Chief Data Officer (CDO) Track