



SOPHIA GIRLS' COLLEGE, AJMER (AUTONOMOUS)

BUSINESS ANALYTICS

(FOR STUDENTS OF B.COM & B.B.A.)

About the Course

Business Analytics is the practice of iterative, methodical exploration of an organization's data, with an emphasis on statistical analysis. It is used by companies committed to data-driven decision-making. The BBA / B.Com Business Analytics course at Sophia Girls College, Ajmer focuses on the conceptual knowledge in multiple disciplines of analytics. Students will be taught to apply analytic tools and techniques to solve business analytic problems.

The **Institute of Analytics (IoA)** is a professional body for Analytics and Data. IoA is a not-for-profit organization that exists to promote greater awareness, understanding, and innovation in analytics. It provides members with the opportunity to network with other professionals in the industry, to learn about career development opportunities, to share knowledge and expertise, to access Continuous Professional Development programs, and to carry the official designation of membership. IoA is fully supported in its mission by leading organizations in the sector.

Why should you apply for the Programme?

- B-Com / BBA Business Analytics course is well updated with industry relevant practices that have been assembled into 8 Modules.
- Able to apply analytic techniques to analyze and interpret data.
- Use tools such as Python, R, etc. to solve business analytics problems
- Understand problems with their knowledge in the different functional areas of management
- Able to perform descriptive, predictive, and prescriptive analytics
- Develop essential skills and have an understanding of the subject both of which that are necessary to take up further studies in the area of analytics
- Students are awarded with a Certification in Business Analytics on completion of the course.



What is the Career that one could pursue?

Sophia Girls College, Ajmer is committed to giving students a competitive edge in the job market. Here are some of the job options:

- Data Science
- Information Technology and Computing
- Business Intelligence and Analytics Consultant
- Statisticians
- Risk Analyst
- Content Analyst
- Data Scientist
- Business Analyst
- Metrics and Analytics Specialist

PLACEMENTS:

