



**SOPHIA GIRLS COLLEGE, AJMER  
(AUTONOMOUS)**

**BUSINESS ANALYTICS**

**(For students with B.Com. & B.B.A.)**

**FREQUENTLY ASKED QUESTIONS (FAQs)**



### **1. What Is IOA?**

**Institute of Analytics (IoA)** is the Professional Global Body for Analytics and Data Science professionals in UK and International.

For more details: <https://www.ioaglobal.org/>

### **2. When can I begin the Business Analytics certificate program?**

A student can opt for the Business Analytics Certification post their plus two.

### **3. What is the benefit I get if I by doing Business Analytics (IoA) along with my college studies?**

In house training

- Saves time
- Saves money
- Dual qualification (Degree + Professional Qualification)

### **4. How long does it take to complete the Business Analytics certificate?**

It takes a minimum of 2 to 3 years to complete the course along with your regular studies.

### **7. What are the Modules covered in the Business Analytics course?**

The course is updated. We have incorporated what the Corporates look for in the 8 Modules.

Module 1 - Statistics with R

Module 2 - Python Programming

Module 3 - SQL

Module 4 - SAS and Tableau

Module 5 - Machine Learning & AI

Module 6 - Social Media Analytics

Module 7 - Natural Language Processing

Module 8 - Big Data Analytics

### **8. How many papers does a student have to clear for the certification?**

The students have to appear for 1 exam apart from their University exams.



**9. Where will the training, delivery mode for Business Analytics takes place?**

The programme will be delivered by qualified and competent faculty and Industry professionals for 30 hours per paper in the campus of the College/University with the use of desktop or laptops.

**10. How many credits is the Business Analytics certificate program?**

All the rights are with the University and their prescribed norms.

**11. What analytical software tools or languages are used in the Course?**

Some of languages/tools that will be taught are:

- R Studio - R Programming
- Anaconda/Jupyter - Python Programming
- SQL
- No SQL
- SaS
- Hortonworks/Cloudera
- Tableau.

**12. What is the career scope of a BBA/ B. Com in Business Analytics?**

BBA/MBA students with Business analytics certification are eligible for roles such as business analyst, risk analyst, data scientist in companies like HSBC, UBER, Accenture, IBM, Infosys, Intel, Tohamatsu Limited, TCS etc.

**Career Profiles/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
- Data Engineer
- Chief Engineer
- Data Mining Analyst
- System Analyst



**13. What is the average salary someone holding an BBA/MBA in Business Analytics earns?**

The average package for a graduate starts at INR 4-5 lakhs p.a and depends on the industry.

**14. Do Students have to be a science, math, or economics major to be successful in business analytics?**

There is no such criteria for Business Analytics. Students from Science, Computer or Technical background will find it easier to understand the technology or language used in the course.

However, any student who has completed the training successfully has potential to excel in the field.

**15. What are the career opportunities for an Analytics Professional?**

Learn how to help organizations make sense of data – a skill that is in growing demand across a wide range of sectors. This business analytics qualification is one of the few of its kind, offering an additional career advantage.

There is currently a shortage of graduates with sound business analytics skills, putting students in a good position to find a job once they graduate.

Skills will be valuable within any organization that collects and uses large amounts of data, in roles such as risk analyst, data analyst and data scientist.

Students could choose to become a business analyst within a consultancy firm or government agency, or work in fields such as manufacturing, healthcare or defense.

**16. Which are the potential companies hiring Business Analytics Professionals?**

**Global Companies**

Intel (US), IBM (US), Microsoft (US), Lenovo (china), Cisco (US), Facebook (US), Accenture (U.K.), Bitfury (US), R3 (US), Linux (US).

The leading players also include - Deloitte, Touche, Tohmatsu limited, IBM Corporation, Chain INC, Consensus Systems (Consensus), Ripple, Digital Asset Holdings, Credits.

Intel, Iris AI, Microsoft, NextIT, Nvidia, OpenAI, Salesforce, Soundhound, Twilio, Visenze, X.ai, and Zebra Medical Vision

**Indian Companies**

Flipkart, Myntra and Amazon are using AI. Also several startups have come up



in the field of AI such as: Maraxai, Artivatic Data Labs, Mad Street Dan, Staqu, Vserv, Fractal, Crayon etc.

### **17. What are the membership benefits of IOA?**

Membership of the Institute confers professional recognition of your standing in the industry, allowing the use of the designatory letters. Benefits of membership include:

- Use of the official designation of the Institute
- Invitations to the entire Institute's networking events
- Access to our Continuous Professional Development programmes and Online Portal
- Invitations to our regular Institute Breakfast Briefings where industry experts share their insights, knowledge and experience
- Access to our job opportunities page, exclusive to members
- Invitations to our Annual Conferences and Regional Conferences.

### **18. Is there any hidden pricing other than mentioned in the students hand out?**

No extra charges.

There might be slight changes in IOA fee component/ exchange rate variation etc. IOA fee is as per the discretion of IOA and is subject to change.

*For fee refer to the attached document*

### **19. What are the Learning Outcomes for the subjects?**

#### **Statistics with R**

The objective of this module is to make students exercise the fundamentals of statistical analysis in R environment. They would be able to analyze data for the purpose of exploration using Descriptive and Inferential Statistics. Students will understand Probability and Sampling Distributions and learn the creative application of Linear Regression in multivariate context for predictive purpose.

#### **Python Programming**

Python Programming module is intended for students who wish to learn the Python programming language. This module is highly important so as to proceed with this programme. The module comprises of Programming basics with regards to Python Language such as Data Types, Operators, Functions, Classes and Exception Handling.

#### **Structured Query Language**

In this course, the students will learn the basics of the SQL/No SQL and the Relational Databases. They will learn about the Relational Model and Relational Model concepts and constraints. The students will get exposure to key concepts with regards to SQL Language and DBMS such as Normalization, Transaction Processing along-side an exposure to No SQL programming.



### **SaS and Tableau**

This module forms an introduction as well an in-depth study in the discipline of SaS programming with regards to Statistical Analysis along with Data Visualization through Tableau. The module comprises of basic introduction and programming in SaS, using Procedures within SaS and Data Visualization using Tableau application.

### **Big Data Analytics**

This module forms an introduction as well an in-depth study in the field of Big Data and Hadoop. It comprises of the fundamentals as well as advanced topics needed to progress in this technology. The students will learn about the applications, usage and several use case scenarios pertaining to Big Data- Hadoop where they can use the knowledge and progress ahead.

### **Social Media Analytics**

This module comprises of advanced disciplines and units pertaining to Analytics, Data Acquisition via web, Understanding and analyzing Unstructured Data along with the future implementations and growth in the discipline of Analytics.

### **Natural Language Processing**

This module aims to provide an exposure to students based on Natural Language Processing Techniques, Algorithms and Analytics based on Textual Data. The module comprises of NLP basics, Feature Extraction, Relationship Extraction, Text Categorization, Clustering and Topic Modelling Algorithms and Practices.

### **Machine learning and Artificial Intelligence**

This module comprises of conceptual, statistical and Machine Learning algorithms. It covers all the necessary models pertaining to Machine Learning such as Regression, Decision Trees, Support Vectors, Clustering, Association Analysis and Dimensionality Reduction.

## **20. If I have any queries regarding the course whom should I connect?**

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