The Business Analytics track will prepare you in the mathematical disciplines of data analysis and optimization to think critically about data and use data in meaningful ways. The program is designed to build your capabilities in technical, analytical, and operational areas that can be used to advance a firm's position in the global market.

The track is conducted over a technology aided learning platform designed to sharpen core data analysis and management skills as you hone your expertise in data structures, data analysis, and data interpretation. Moreover, the track will prepare you to become Microsoft Office Specialist in MS Excel and SAP Certified Associate.

Professional Major Courses

BAN1101 – Business Calculus

BAN1102 – Descriptive Analytics with R

BAN1103 – Predictive Analytics

ENM1104 – Enterprise Resource Planning

BAN1104 – Business Process in Organization

BAN1105 – Prescriptive Analytics

BAN1106 – Data Mining and Warehousing

BAN1107 – Special Topics in Business Analytics

Elective Courses

BAN1201 – Accounting Analytics

BAN1202 – Big Data Techniques and Technologies

BAN1203 – Human Resource Analytics for Business Decisions

BAN1204 – Information Systems Analysis and Design

BAN1205 – Management of Information System

BAN1206 – Marketing Analytics

BAN1207 – Mining Web Data for Business Insights

BAN1208 – Operations Analytics

BAN1209 – Search Engine Optimization and Analytics

BAN1210 – Seminars in Business Analytics

BAN1211 – Social Media Network Analysis

BAN1212 – The Economics of Information: Strategy, Structure and Pricing