## **B.COM. BUSINESS ANALYTICS**

# WHAT IS UNIQUE ABOUT LOYOLA'S B.Com. BUSINESS ANALYTICS

Loyola College's B.Com in Business Analytics typically offers a unique blend of business knowledge and analytical skills tailored to meet the demands of the modern business world.

- 1. Integration of Business and Analytics: Loyola's program combines business principles with modern analytics, ensuring students grasp both strategic management and data-driven decision-making.
- Hands-on Experience: Through practical projects and real-world data analysis, students gain proficiency with analytics tools and techniques, preparing them for professional roles.
- 3. Industry Collaborations: Loyola fosters partnerships with businesses, providing students with internships, projects, and guest lectures, bridging the gap between academia and industry.
- 4. Interdisciplinary Curriculum: With courses spanning business, statistics, math, and computer science, students develop a versatile skill set suitable for diverse career paths in data-driven industries.



#### About the Programme

The Department of B. Com Business Analytics was first set up at Loyola Academy in the year 2020 B. Com in Business Analytics is a sixsemester learning program designed for students who wish to make a career in the areas of Digital Business, E-Commerce, and other related areas. Students will gain a good understanding of business practices, processes, design, and strategies relevant for success in digital businesses. The course focuses on preparing future-ready business professionals and aids in developing an Analytics Mindset. The curriculum of this programme was designed to provide a blend of knowledge on both commerce and data analytics visualization. The programme places an emphasis on Data Analytics and Visualization using tools such as Advanced Excel, Power BI & R for statistical computing.

#### Infrastructure Facilities

- Spacious campus
- Excellent laboratories that provide the best practical knowledge to the students
- · Good infrastructure
- · College Hostel
- · Medical facilities
- · Bank
- innovation Centre
- Cafeteria
- Stationery

#### Placements/Higher Education/Soft skills

- CRT training is provided foe students to secure placements in campus interviews.
- · Academic Consultants for Higher Education.
- Soft Skills classes are conducted to improve communication skills.

#### Library and information Center

- Delnet
- Inflibnet
- Online Journals
- Books

#### Activities of the Department

- Industrial visits: Gain practical insights into business practices.
- Guest Lectures: Industry experts enrich learning experiences.
- Workshops: Hands-on sessions foster practical skills.
- ANALYTICA National Event: Showcases analytical prowess nationally.



#### Career Opportunities

After successful completion, students will be placed as

- · Machine learning engineer
- Data architect
- · Business analyst
- Data analyst
- Market research analyst
- Statistian

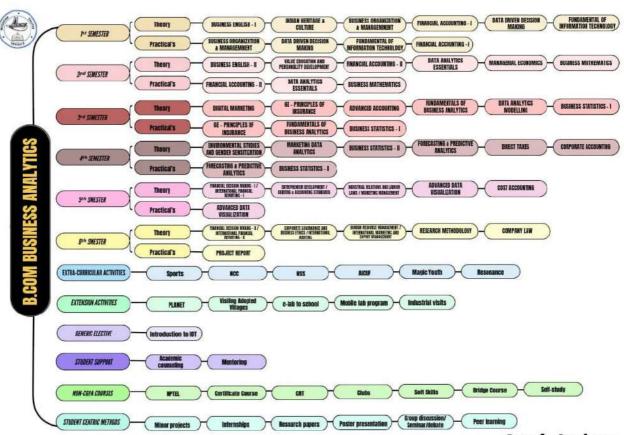
### **Higher Education Opportunities**

Students are also eligible to pursue higher education in :-

MSc (Data Science), MSc. (Statistics), MBA or any other allied program.

#### Eligibility Criteria

MEC/CEC/MPC at the Intermediate level with aggregate of above 70% or more. A basic knowledge in computer skill will be an added advantage



Loyola Academy