

# B.COM. BUSINESS ANALYTICS



LOYOLA  
ACADEMY



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

The current trends make this course a viable one to the students to function effectively in their business analytics career. It helps them to acquire analytical skills to analyse key solutions, spot trends and patterns in a phased manner. It serves twin purposes:

- It aids a student to get placement easily as he/she can get a role as a Business Analyst with various MNCs.
- It helps students to pursue further studies by choosing a specialization in areas like Finance, Marketing or HR.

B. Com (Business Analytics) is a Commerce embedded course with the latest computer technologies using python programmes and other business related tools to enable data-driven decision-making in businesses and organizations. The Degree emphasizes on the conceptual knowledge in the multiple disciplines of analytics.

- Programming in Python & R
- Statistical Analysis
- Digital Marketing
- Data Analytics /Web Design Analytics
- Data Analytics Modelling
- Business Intelligence
- Search Engine Optimization
- Data Visualization
- Forecasting and Predictive Analytics
- Technologies of Business Applications



### ADMISSION GUIDELINES :

MEC/CEC/MPC at the Intermediate level with an aggregate of above 60% or more. A basic knowledge in computer skills will be an added advantage.