



MASTER OF SCIENCE

(MSc) IN BUSINESS ANALYTICS

DURATION: 2 Years

This programme is accredited by the HEC.

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COURSE HIGHLIGHTS

- Careers in Data Science is in a trending phase now due to enormity of data generation from web and mobile devices
- This programme is designed for students who wish to specialise in Business Analytics and tools
- This programme gives training to the students to handle business data, assimilate new information out of it and solve real world problems by using Data Analytics tools and software's
- This Master programme trains students to convert structured or unstructured data into useful insights that help in operational and strategic decision-making processes

MODULES

- Python Programming (S1)
- Statistical Business Analytics (S1)
- Business Intelligence (S1)
- R Studio for Data Sciences (S2)
- Computer Vision and Image Analysis (S2)
- Business Analytics Tools and Techniques (S2)
- Data Mining and Analytics (S3)
- Governance Risks & Compliance (S3)
- Predictive and Prescriptive Data Analytics (S4)
- Introduction to Blockchain Technology (Elective)
- Robotics & Process Automation (Elective)
- Introduction to Digital Marketing (Elective)
- Introduction to Search Engine Optimization (Elective)

CAREER OPPORTUNITIES

DATA SPECIALIST

**DATA MANAGERS/
TEAM LEADERS**

**MANAGERS BUSINESS
INTELLIGENCE**



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