SMUBIA 2023
PARTNERSHIP PROSPECTUS

PREPARED BY:

SMUBIA

SMU BUSINESS INTELLIGENCE & ANALYTICS CLUB
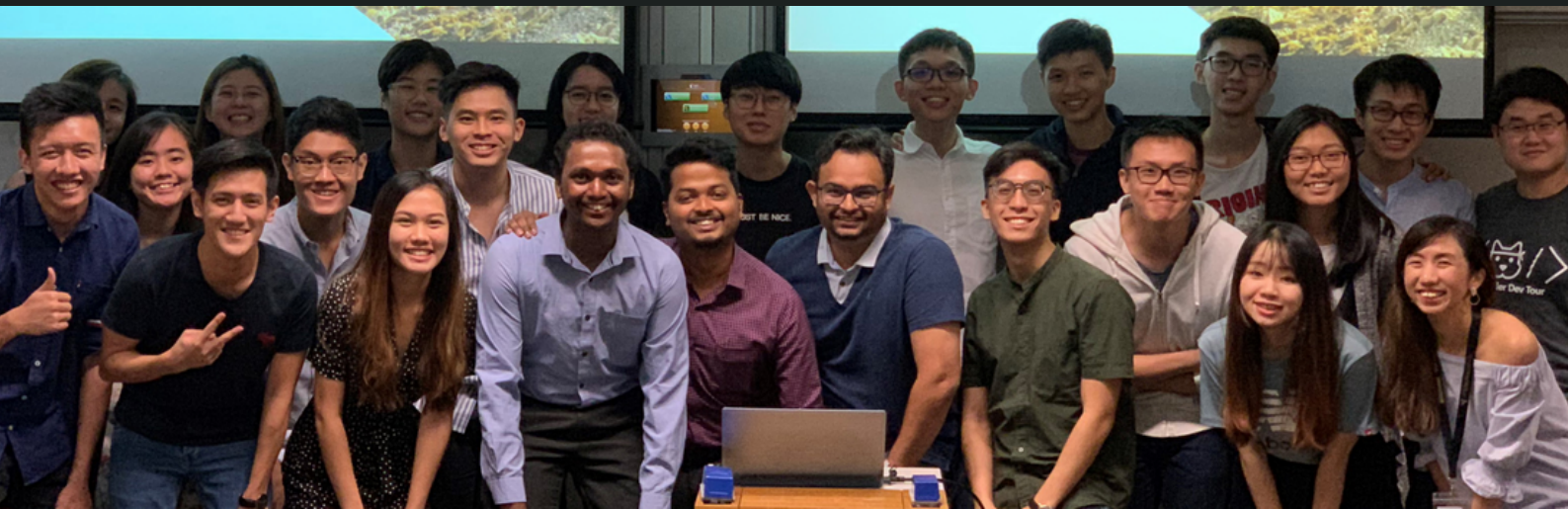
PROSPECTUS OUTLINE

About Us

OUR CORPORATION

Founded in 2017, SMUBIA is our school's Business Intelligence and Analytics Club that provides a space for connecting students, alumni and institutions who are passionate about data science & data analytics.

Demographics:
- >1,300 members
- Years 1-4
- SMU School of Computing & Information Systems, Economics, Social Science, Business, Law, Accountancy

WHY PARTNER WITH US?

CONNECT WITH OUR STUDENTS

With **> 1300 members**, our brand offers your organization a unique opportunity to tap into our community of data enthusiast students.

Instagram outreach: **770** follower count
Telegram channel: **1340 members**
LinkedIn**: 590** follower count

BUILD LONG-LASTING RELATIONSHIPS

Develop brand loyalty by deepening the relationship with your target audience via our continous stream of events.

BRAND BUILDING

As a distinguished technology community within SMU, your esteemed brand stands poised to amplify its brand recognition through our effective communication channels across diverse social platforms.

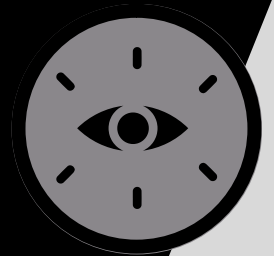@smu.bia

SMU Business Intelligence and Analytics

SMUBIA

SMU BUSINESS INTELLIGENCE & ANALYTICS CLUB

GOALS & OBJECTIVE

Vision

To build a sustainable ecosystem for analytics in SMU.

Mission

Bridge the gap between technology and business functions, where students develop a career mindset that embraces the convergence of digital competence with business leadership.

UPCOMING EVENTS AUG-DEC 2023

FIRESIDE CHAT (AUG/SEP 2023)

This event serves as a professional platform for accomplished industry experts to engage in networking, share their valuable expertise, and provide insightful experiences to our motivated students. The event has the potential to inspire and encourage students to pursue rewarding careers in similar fields.

TECH SERIES- RESUME BUILDING (DEC 2023)

This engaging event provides a unique opportunity for companies to make a meaningful impact on students' professional development. By sharing insights and best practices for resume creation, companies can empower students to effectively showcase their skills and experiences.

ANNUAL BIA NETWORKING NIGHT (DEC 2023)

The biggest BIA event of the year which aims to give students the opportunity to explore and learn more about the data analytics / science roles available in the industry, while also giving companies opportunities to reach out to students for internship opportunities or full-time graduation roles. At the same time, SMUBIA hopes that the networking night will strengthen the presence of participating companies within the SMU student population as well.

OUR TEAM

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in SMU Business Intelligence and Analytics

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