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Undergraduate Program

BS Business Analytics

[Faculty of Management Science](#)

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Introduction

Welcome to the Bachelor of Science in Business Analytics program. This innovative four-year degree is designed to equip students with the skills and knowledge needed to succeed in today's data-driven business world – and beyond.

Business analytics is the process of using data and analytical techniques to drive business decision-making. It involves using tools and methods from statistics, computer science, and business to analyze complex data sets and gain insights that can inform business strategy.

Our BS Business Analytics program provides students the opportunity for hands-on learning experiences while emphasizing the need for good communication and negotiation skills in a commercial context, as well as the ethical and social aspects associated with data analysis and decision-making.

Through a combination of coursework, case studies, hands-on projects, and freelance training, students will gain the skills and knowledge needed to succeed in a variety of roles – from business analyst to data scientist to freelance consultant. Our expert faculty will guide students through a curriculum that is both rigorous and relevant, ensuring that graduates are prepared to make an impact in the business world and beyond.

Join us in the BS Business Analytics program and discover the power of data-driven decision-making.

SHU Provide Career Ready Skills

Business Analyst:

They use data analysis to assist organizations with working on their business activities, decrease expenses, and increment profits. They might work in different enterprises, including retail, manufacturing, and innovation & technology.



Data Analyst:

They are expert in gathering, analysing and breaking down enormous datasets to distinguish patterns and examples and go with information-driven decisions. They frequently work in healthcare, marketing, or finance.



Marketing Analyst:

Their job revolves around the use of data to analyse the preferences of customers and their behaviour, to set targeted marketing strategies. They are mostly found in advertising agencies, market research firms, or within companies' marketing departments.



Financial Analyst:

They use financial analysis to assist businesses in making investment decisions, managing risk, and evaluating financial performance. They might work in a wide range of industries such as insurance, asset management, and banking.



Management Consultant:

Their work involves analysing data to provide support in improving businesses operations, cut costs, and increase profits. They are found working for consulting firms, or as independent contractors.



Innovation Consultant:

They create new room by creating new procedures and encouraging people to listen to and accept new ideas.



Asset Investment Analyst:

Their work allows them to use information related to finances so that they can provide guidance to stockbrokers and fund stock market traders and managers.

About Program

► Details

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Internship and Career Prospects

► Details

Scheme of Study (Semester Wise)

- Duration:4 Years
- Semesters:8
- Credit Hours:136

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