Riphah International University
Faculty of Management Sciences
Riphah School of Leadership

BS BUSINESS ANALYTICS

The BS Business Analytics program will aim to develop problem solving skills among the students through an in-depth understanding of business analytics. This program will develop unique skills in the students to analyze, synthesize and visually present data related to numerous fields of management sciences i.e., marketing, human resource management, and finance. The graduates of the BSBA program will be equipped with in-demand skills and knowledge required for success in their professional careers.

Program Objectives:

The key objectives of the proposed BS-BA program are:

a) To provide the students a well-structured academic program that can fulfill their industry needs.

b) To provide the students a conducive environment where they can learn the state-of-the-art technologies to become valuable analytics professionals.

c) To enable the students to understand the ethical values while dealing with the private and sensitive data sets.

d) To enable the students to understand the current issues and challenges in analytics and to identify new areas and solutions to enhance the business productivity of the industry.

Program Learning Outcomes:

After completing the major in business analytics, students should be able to:

- Know these core areas of business: management, accounting, marketing, and strategy.

- Evaluate and apply fundamental principles of data analytic systems and technologies

- Analyze ethical issues that impact business decisions from economic, political, legal, and social perspectives

- Use data analytics technologies to solve realistic problems

- Employ effective research, statistical, and project techniques for communicating knowledge gleaned from data analysis

- Develop a strategic business plan that integrates and applies business analytic-related knowledge and methods

Program Scope:

The Bachelor of Science in Business Analytics (BSBA) at the Riphah International University will provide students with the required skills to succeed in data-rich business environments. The program will offer rigorous, hands-on training that will prepare students to use data and analytics to identify business opportunities, generate insights and create value for both customers and companies. BS Business Analytics will enable RIU to main its competitive position among the top-of-the-line business schools in the northern region.

Upon the completion of BS in Business Analytics program, there are many professional paths to explore. The skills students will develop will not only fill their resume to make them more marketable, but also greatly improve the impact they are able to make on the job and in their company. A BSBA program can significantly expand the graduates' career opportunities and increase their salary-earning potential. The graduates of BSBA will find a number of pathways to choose from, such as business analytics consultants, operations analysts, people analysts, financial analysts, and market or consumer analysts.

Eligibility Criteria:

Eligibility Criteria: Intermediate or equivalent education from a recognized institution with minimum 45% marks.
Duration: 04 Years
Selection Criteria:
- Academic Qualification: 30%
- Test/ Interview: 70%

Total Credit Hours: 132
Class Timings: Morning
Scholarships: Need & merit-based scholarships

Program Structure:

No.	Category/ Area	No. of Courses	No. of Credit Hours
A.	General Education Courses	12	30
B.	Interdisciplinary/ Allied Courses	05	12
C.	Major Courses	28	84
D.	Experiential Learning	-	3
E.	Capstone Project	-	3
Total			132

General Education Courses:
1. Human Psychology and Philosophy*
2. Everyday Science
3. Sociology in Islam*
4. Functional English
5. Expository Writing
6. Business Math & Statistics
7. Logic and Critical Thinking
8. Islamic Studies*
9. Ideology and Constitution of Pakistan*
10. Applications of Information and Communication Technologies (ICT)
11. Entrepreneurship*
12. Professional Ethics and Community Engagement*

Distribution/Allied Courses:
1. Principles of Microeconomics
2. Principles of Macro Economics
3. Introduction to Hadith & Sirah*
4. Introduction to Basic Teaching of Quran*
5. Foreign Language*

Disciplinary Courses:
- **Major (Core Courses):**
1. Principle of Marketing
2. Financial Accounting & Reporting-I
3. Financial Accounting & Reporting-II
4. Cost Accounting
5. Business Finance
6. Financial Management
7. Principles of Management
8. HRM
9. Research Methods
10. Organizational Behavior
11. Business Communication
12. Information System and Business Analytics
13. Personal and Professional Development
14. Corporate Social Responsibility and Environmental Management
15. Business and Corporate Law
16. Fundamentals of Business Analytics
17. Enterprise Resource Planning
18. Introduction To Machine Learning
19. Business Data Mining

20. Artificial Intelligence for Business
21. Linear Algebra and Calculus
22. Fundamentals of Programming
23. Introduction to Database Management System
24. Tools and Techniques in Data Analysis
25. Predictive Modeling and Analysis
26. Cyber Laws and Ethics
27. Business Policy and Strategy
28. Information Security and Audit