

Parvathaneni Brahmaya
Siddhartha College of Arts and Science, Vijayawada
(Autonomous)

Programme: BBA Honours (Business Analytics)

BBA Honours (Business Analytics) is expanding in breadth and has become an essential component of the business world. It aids in increasing an organization's earnings. It can also be utilised to reduce operational expenses and increase overall efficiency. However, before using this type of technology in a firm, the proper focus, the right people, and a suitable culture must be in place. A degree in this discipline is required for future employment.

The scope of a BBA Honours (Business Analytics) is expanding to include all industries. The availability of big data in all verticals has increased the importance of Business Analytics. Constant pragmatic research and analysis of previous and present business performance is required. A graduate in this sector must have a solid understanding of how businesses operate as well as strong analytical abilities. A Bachelor's degree in Business Analytics provides up numerous job options.

Scope of Higher Education

Finding the correct degree and job alternatives after BBA are critical to starting your professional career on the right foot! The following are the finest courses to take after BBA:

- MBA in Business Analytics
- MS in Business Analytics
- PGDM in Business Analytics
- Master of Management Studies (MMS)
- Entrepreneurship Development Programme

Job Prospects

The world is rapidly changing. The role of a business analyst includes analysing the current corporate scenario, researching difficulties, and

recommending solutions. Strategic Business Analysis is an urgent requirement. A business wishes to establish goals and objectives. Among the business evaluation tactics include improving existing business strategies, identifying modern business needs, evaluating requirements, and developing a plan of action.

Here comes the need for and supply of business analysts. Business Analysts are professionals who work methodically with data to develop procedures and re-engineer enterprise plans to improve the company's return on investment. Business Analysts have been in high demand in India during the previous decade. Business Analytics has become an important aspect of many firms' departments in recent years.

Organizations committed to data-driven decision-making use business analytics. BBA in Business Analytics is a rising discipline that is expected to expand more in the next years. India is currently one of the top ten largest data analytics markets in the world. Enlisted below are some of the top career paths for graduates after BBA Honours (Business Analytics):

- Data Scientist
- Quantitative Analyst/Modeller
- Data Business Analyst
- Business Analyst Manager or Consultant
- Financial/Marketing Analyst
- Project Manager
- Data Mining Manager
- Business Intelligence and Analytics Consultant
- Retail Sales Analyst
- Big Data Analyst
- Machine Learning Engineer
- Business Analyst Specialist, etc

What is BBA Honours (Business Analytics) Salary?

After earning a BBA Honours (Business Analytics), you can expect to make a salary of roughly INR 3-7 lakhs per year in India, and with 5-10 years of experience in this area, you may earn up to INR 12 lakhs per year. As you are aware, having a BBA in Business Analytics degree can provide you with a variety of employment options as well as attractive income packages that will vary depending on your experience, skill set, position, and productivity. The pay for a BBA in Business Analytics in India is higher than that of other disciplines, allowing you to live comfortably.

BBA Honours (Business Analytics) Admission Process

Admissions to BBA Honours (Business Analytics) are done on the basis of merit. The government of Andhra Pradesh notifies the admission process and asks registration for convener quota of 42 seats. The remaining 18 seats will be in management quota. For management quota consult the college office or use chat bot for enquiry.

BBA Honours (Business Analytics) Eligibility

Students who wish to pursue BBA Honours (Business Analytics) courses should fulfil the following eligibility criteria in order to get through colleges offering BBA Honours (Business Analytics) course,

- Students should clear class 12th board exams.
- They should clear their class 12th board exams from a recognized board

Proposed Minor courses

Statistics/Data Science