

Business Analytics – Course Outcomes (COs)

After successful completion of this course, students will be able to:

CO1: Understand the concepts, importance, and applications of business analytics in organizational decision-making.

CO2: Apply descriptive, diagnostic, predictive, and prescriptive analytics techniques to solve business problems.

CO3: Analyze business data using statistical methods and spreadsheet tools to identify patterns, trends, and insights.

CO4: Use data visualization techniques and business intelligence tools to present analytical findings effectively.

CO5: Evaluate business scenarios and recommend data-driven strategies to improve organizational performance and decision-making.

Program Outcomes (POs) – Business Analytics

After successful completion of the Business Analytics program, graduates will be able to:

PO1: Business Knowledge

Demonstrate comprehensive knowledge of business management principles, analytical techniques, and data-driven decision-making.

PO2: Analytical and Critical Thinking

Analyze business problems using quantitative and qualitative methods to identify trends, patterns, and practical solutions.

PO3: Data Analysis and Interpretation

Collect, organize, interpret, and evaluate business data using statistical and analytical tools to support organizational decisions.

PO4: Technology and Digital Competence

Utilize business analytics software, spreadsheets, databases, and visualization tools to solve business problems effectively.

PO5: Problem Solving and Decision Making

Develop innovative, evidence-based solutions to complex business challenges using analytical and critical thinking skills.

PO6: Teamwork and Leadership

Collaborate effectively in multidisciplinary teams and demonstrate leadership in planning, executing, and evaluating business analytics projects.

PO7: Research and Innovation

Conduct business research using appropriate analytical methods and foster innovation to improve organizational performance.

PO8: Lifelong Learning

Engage in continuous learning to adapt to emerging technologies, analytical tools, and evolving business environments.
