



**Ahmedabad
University**

One-year DIPLOMA

Business Analytics

Curriculum

- Introduction to Analytics
- Introduction to Business Analytics
- Data Visualization
- Predictive Analytics
- Elective Courses
- Project/ Report / Essay

Analyzing data allows an understanding of both the business and the industry in which it operates, ensuring that a company is able to make choices that help them grow. This programme provides an introduction to Business Analytics for all students, including those with no prior analytics experience. The students will learn how data analysts describe, predict, and inform business decisions in the specific functional area of Marketing, Human Resources, Finance, and Operations. The course shall facilitate in developing basic data literacy and an analytic mindset that will help the students make strategic decisions based on data. In the final project, the students will apply their skills to interpret a real-world data set and provide appropriate business strategy recommendations.



2020-2021
Applications Open

Students who have completed an undergraduate or graduate degree from Ahmedabad University or any other university, subject to certain entry requirements. Apply online.

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