

BUSINESS ANALYTICS

The first two years of the degree focuses more on developing requisite communication skills, will also be enable the student to gain an overall conceptual grasp of the theoretical academic content. This result in forming a solid base on which to develop an understanding of the advanced modules presented in later years. The Higher Diploma level covers a broader range of theory, equipping the student with the knowledge and skills necessary to work in industry at an executive level.

This is the discipline of applying quantitative analytical models to analyse data, particularly found in large volumes to help make better business decisions. Successful business analytics depend on quality data, skilled analysts who have a thorough understanding of technologies, and the organisation's commitment to data-driven decision making. Career opportunities for business analytics graduates are thriving, as major organisations have adopted data-driven and technology-focused approaches.

CAREER OPPORTUNITIES

- Business Analyst
- Enterprise Content Management Consultants
- BA Strategy Consultants
- Business Intelligence and Performance Management Consultants
- Optimization Consultants
- Enterprise Information & Management Consultants

ENTRY REQUIREMENTS

Passes in three subjects (in any subject stream) at the G.C.E. A/L Examination (Sri Lanka / London) in one and the same sitting and a pass at the aptitude test conducted by SLIIT.

The first three semesters of the programme is common for all the specializations. On completion of the Higher Diploma students may choose this specialization and may proceed with third and the final year.



YEAR ONE

SEMESTER 01

BM1011	Learning and Study Skills	01
BM1012	Principles of Management	03
BM1030	Microeconomics	03
BM1014	Business Mathematics	03
BM1015	Information Technology for Business	03
BM1016	English Language Skills	02

SEMESTER 02

BM1041	Self-Management	01
BM1042	Macroeconomics	03
BM1043	Financial Accounting	03
BM1044	Legal & Political Environment in Business	03
BM1045	Human Resource Management	03
BM1046	Business Communication	02

YEAR TWO

SEMESTER 01

BM2011	Personal Development Planning	01
BM2012	Organizational Behavior	03
BM2013	Business Information Systems	02
BM2014	Principles of Marketing	03
BM2015	Business Statistics	03
BM2016	Operations Management	03

SEMESTER 02

BM2071	Leadership and Teamwork	01
BM2072	Business Negotiation	02
IM2710	Foundations of Business Analytics	03
IM2711	Mastering Data Analysis in Excel	03
IM2675	Database Management Systems	04
IM2713	Digital Strategy and Innovation	02

YEAR THREE

SEMESTER 01

IM3721	Customer Analytics	03
IM3722	Data Science in Real Life	03
IM3723	Data Visualization	03
BM3011	Career Readiness and Business Etiquettes	01
BM3013	Project Management	03
BM3012	Business Ethics and Values	02

SEMESTER 02

IM3641	R and Python Programming	04
IM3741	Operations Analytics	02
BM3061	Business Research Methods	03
BM3031	Business Internship	06

YEAR FOUR

SEMESTER 01

BM4011	Comprehensive Research Project	09
BM4012	Strategic Management	03
IM4710	Business Metrics for Data Driven Companies	03
IM4730	Social Media and Web Analytics	03
1 Elective:		
IM4711	Information Systems Management and Security	03
IM4712	Supply Chain Analytics	03

SEMESTER 02

IM4750	Decision Modeling for Business Analytics	03
IM4751	Data Mining and Predictive analytics	03
1 Elective:		
IM4740	Accounting Analytics	03
IM4720	People Analytics	03