INFORMATION TECHNOLOGY WITH SPECIALIZATION IN BUSINESS ANALYTICS PROGRAM

This specialization track covers a balance of functional areas, which increases competencies in understanding data structures, data analysis, and data interpretation. The knowledge can be applied to any industry where data can be used for operational optimization and competitive advantage, which can cater to both local and international industries that demand analytics skills.

PROGRAM EDUCATIONAL OBJECTIVES (PEO)

Three to five years after completing the Bachelor of Science in Information Technology (BSIT) major in Business Analytics, the graduates will:

1. Excel in their profession/career utilizing the knowledge acquired in the Business Analytics program;

2. Become effective collaborators and innovators in analytics, applying professional/technical skills and competencies to make a positive impact on society; and

3. Be engaged in life-long learning and professional development through self-study, continuing education, or graduate and professional studies.

STUDENT OUTCOMES (SO)

After the completion of the program, the graduates of the BSIT major in Business Analytics program shall be able to:

a. understand data management concepts and criticality of data availability in order to make reliable business decisions;

b. demonstrate an understanding of business intelligence, including the importance of data gathering, data storing, data analyzing, and accessing data;

c. describe where to look for data in an organization and create required reports;

d. apply different analytics modeling concepts on enterprise data;

e. understand the functions and data access constraints of various departments within an organization and provide compliance reports;

f. work on various analytic tools available in the market for various business functions;

g. participate actively in business discussions with various departments and create common reports or specific/unique reports with regard to predictive and prescriptive analytics;

h. understand the business processes as they relate to data analysis and optimization;

i. convey results of analysis to organizational stakeholders at various levels;

j. perform high-quality tasks required by the organization in particular and the industry in general.