BUSINESS ANALYTICS

Admission to Program

Admission to the program is explained in the HCT Admission Policy described in the Academic Policies section of this Catalog.

Program Mission

The Bachelor of Business Analytics program strives to produce graduates knowledgeable and skilled in using business analytics methods in a variety of work contexts. Graduates will be able to analyze, report and data-engineer business-related datasets to support organizational decision-making, while demonstrating the ability to work independently, or in teams, to solve complex business problems, using contemporary business analytic tools.

Program Description

The Bachelor of Business Analytics program provides students with the knowledge and skills needed to work as data engineers, business intelligence professionals and business analysts. Successful completion of the program will enable graduates to work in a variety of public and private sector organizations. The program teaches formal methods for structured analytics work, whilst providing exposure to state-of-the-art business analytics tools.

In addition to the core business analytics qualification, the program offers a concentration in Information Management. For the **Information Management concentration**, students take – BNA 4023, BNA 4033, BNA 4113, BNA 4123 and BNA 4133 elective courses.

Upon the successful completion of 117 credits, students may commence their Research Project (BNA 4203).

Students will have the option to graduate with a Higher Diploma in Business Analytics upon the successful completion of 102 credits inclusive of the two internship courses.

Program Goals

To develop graduates who possess the

- Current knowledge and understanding of key areas of the Business Analytics field, their interrelationship and application.
- Ability to use the Business Analytics tools, think critically, and conduct applied research.
- Necessary key success skills in business.
- In depth knowledge of the Business Analytics field and its interrelationship and application across business environments.

Program Learning Outcomes

Degree Level

Students will be able to…

1. Demonstrate knowledge of functional business areas.
2. Utilize tools to solve problems in business analytics.
3. Conduct research and evaluate arguments, concepts and data in Business Analytics.
4. Demonstrate self-development and the ability to work independently and in teams.
5. Apply ethical principles to decisions made in global and local contexts, including issues related to sustainability and societal responsibility.
6. Utilize effective oral and written Arabic and English communication in business.
7. Apply business principles utilizing technology to various real-world situations.

Higher Diploma Exit

Students will be able to…

1. Demonstrate knowledge of Business Analytics by mastering the fundamental principles, concepts and tools.
2. Use appropriate IT, mathematical tools to solve problems in Business Analytics contexts.
3. Conduct research and examine arguments, concepts and data in Business Analytics.
4. Demonstrate self-development and the ability to work independently and in teams.
5. Apply ethical decision in global and local Business analytics contexts, including issues related to sustainability and societal responsibility.
6. Effectively communicate in Arabic and English in both oral and written forms in business contexts.

Requirements

Completion Requirements

Bachelor of Business Analytics

Students must successfully complete a minimum of 132 credits, including:

Code	Title	Credit Hours
Business Core Courses		54
Business Analytics Core Courses		30
Business Analytics Elective Courses		15
General Studies		33
Total Credit Hours		**132**

Higher Diploma in Business Analytics Exit Option

Students must successfully complete a minimum of 102 credits, including:

Code	Title	Credit Hours
Business Core Courses		54
Business Analytics Courses		18
General Studies		30
Total Credit Hours		**102**

Code	Title	Credit Hours
Business Core Courses		
Required Credits: 54		
ACC 1003	Fundamentals of Financial Accounting	3
ACC 1103	Managerial Accounting	3
BIS 3003	Business Information Systems	3
ECO 1003	Microeconomics	3

ECO 1103	Macroeconomics	3
FIN 2003	Financial Management	3
INT 2156	Business Internship I	6
INT 3156	Business Internship II	6
LAW 3103	Business and Commercial Law	3
MGT 1003	Principles of Management	3
MGT 2103	Organizational Behaviour	3
MGT 3003	Business Ethics and Corporate Governance	3
MGT 3103	Business Simulation and Project Management	3
MRK 1103	Principles of Marketing	3
OPM 2103	Operations Management	3
STS 2003	Business Statistics	3
Business Analytics Core Courses		
Required Credits: 30		
BNA 2103	Business System Analysis	3
BNA 3003	Systems Design	3
BNA 3103	Business Intelligence and Knowledge Management	3
BNA 3133	Database Design and Implementation	3
BNA 4103	Advanced Business Analytics	3
BNA 4203	Business Analytics Research Project	3
CIS 2103	Principles of Information Assurance, Security and Privacy	3
MGT 4043	Management Science	3
QMT 3013	Business Process Management	3
STS 3113	Advanced Statistical Models	3
Business Analytics Elective Courses		
(For Students not pursuing a Concentration)		
Required Credits: 15		
BNA 4023	Big-Data and Advanced Data Mining	3
BNA 4033	Data Visualisation Techniques and Tools	3
BNA 4113	Applied Marketing Analytics and Reporting	3
BNA 4123	Ethics and Security in Analytics	3
BNA 4133	ERP Systems	3
General Studies		
Required Credits: 33		
English, Arabic or other Languages		
Required Credits: 12		
Humanities or Arts		
Required Credits: 3		
Information Technology or Mathematics		
Required Credits: 6		
The Natural Sciences		
Required Credits: 3		
The Social or Behavioural Sciences		
Required Credits: 9		

Concentration

Information Management Concentration

Concentration Name: Information Management Concentration
Total Credit Hours: 15
Concentration Curriculum:

Code	Title	Credit Hours
BNA 4023	Big-Data and Advanced Data Mining	3
BNA 4033	Data Visualisation Techniques and Tools	3
BNA 4113	Applied Marketing Analytics and Reporting	3
BNA 4123	Ethics and Security in Analytics	3
BNA 4133	ERP Systems	3
Concentration Code: IMC		

Concentration Electives:

Description	Data
Total Required Credits	132
Maximum Duration of Study	6 years
Minimum Duration of Study	4 years
Cost Recovery Program	No
Program Code	BUBNA
Major Code	BNA

Ideal Study Plan
Recommended Sequence of Study

Year 1		
Semester 1		**Credit Hours**
ACC 1003	Fundamentals of Financial Accounting	3
ECO 1003	Microeconomics	3
LSM 1003	Applied Mathematics	3
LSS 1003	Life and Future Skills	3
MGT 1003	Principles of Management	3
	Credit Hours	15
Semester 2		
ACC 1103	Managerial Accounting	3
ECO 1103	Macroeconomics	3
LSC 1103	Professional Communication and Reporting	3
LSS 1123	Basic Research Methods	3
MRK 1103	Principles of Marketing	3
	Credit Hours	15
Year 2		
Semester 3		
BUS 2403	Innovation and Entrepreneurship	3
CIS 2103	Principles of Information Assurance, Security and Privacy	3
FIN 2003	Financial Management	3
ICT 2013	Computational Thinking and Coding	3
STS 2003	Business Statistics	3
	Credit Hours	15
Semester 4		
AES 1003	Emirati Studies	3
BNA 2103	Business System Analysis	3
LSN 1113	Introduction to Sustainability	3
MGT 2103	Organizational Behaviour	3
OPM 2103	Operations Management	3
	Credit Hours	15
Summer		
INT 2156	Business Internship I	6
	Credit Hours	6
Year 3		
Semester 5		
BIS 3003	Business Information Systems	3

BNA 3003	Systems Design	3
LSC 2223	Future Skills Capstone	3
MGT 3003	Business Ethics and Corporate Governance	3
QMT 3013	Business Process Management	3
	Credit Hours	15
Semester 6		
AES 1013	Arabic Communications I	3
BNA 3103	Business Intelligence and Knowledge Management	3
BNA 3133	Database Design and Implementation	3
LAW 3103	Business and Commercial Law	3
MGT 3103	Business Simulation and Project Management	3
	Credit Hours	15
Summer		
INT 3156	Business Internship II	6
Higher Diploma in Business Analytics Exit		
	Credit Hours	6
Year 4		
Semester 7		
AES 1033	Islamic Culture	3
BNA 4103	Advanced Business Analytics	3
MGT 4043	Management Science	3
STS 3113	Advanced Statistical Models	3
1 Elective Course		3
	Credit Hours	15
Semester 8		
BNA 4203	Business Analytics Research Project	3
4 Elective Courses		12
	Credit Hours	15
	Total Credit Hours	132

Faculty and Academic Staff

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