

Affiliated to VTU, Belagavi, Approved by AICTE, New Delhi and Recognized by Government of Karnataka,
Programs accredited by NBA, New Delhi – **UG:** CV, ECE, EEE and ME (Validity up to June 2025), **UG:** CSE (Validity up to June 2026)

Department of Master of Business Administration (MBA)

A Report on “Orientation Session on Business Analytics”

Overview: The Orientation Session aimed to provide students with clear insights into the Business Analytics electives offered in the 3rd semester of the MBA program. It helped students make informed choices by explaining the scope, relevance, and practical applications of each subject. The session also highlighted the rising importance of data-driven decision-making and how Business Analytics serves as a strategic tool across industries.

I. Event Details

- * **Orientation Session Title:** Business Analytics Overview
- * **Resource Person:** Dr. Shilpa B L – Associate Professor, Department of Computer Science, ATMECE
- * **Date:** July 31, 2025
- * **Time:** 12:15 PM - 01:30 PM (Duration: 1 hour)
- * **Venue:** -Department of MBA- Seminar Hall
- * **Target Audience:** First Year, Second Semester MBA Students
- * **Introduction of Guest** – Dr. Oscar Abhishek
- * **Organizers:** Department of MCA & Department of MBA



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II. Objectives of the Orientation Session

- To familiarize students with Business Analytics as a fast-growing specialization that bridges management decision-making with data-driven insights.
- To provide clarity on the courses covered in the Business Analytics specialization and the technical skills required to pursue them with confidence.
- To showcase career opportunities and industry applications of Business Analytics
- To help students make an informed decision while choosing the right specialization.

III. Session Highlights / Key Takeaways

Dr. Shilpa B. L. delivered an insightful and engaging session, shedding light on several crucial aspects of Business Analytics, including its practical applications and growing relevance in today's data-driven business environment.



In the orientation session, the resource person provided an overview of the subjects included in the Business Analytics specialization and their relevance for MBA students. The session began with an introduction to *Python*, where students were made aware of how basic programming can be used to analyze data and automate business tasks. This was followed by a discussion on *Data and Control Systems*, highlighting the importance of managing and controlling data flow for efficient operations. The speaker also emphasized the role of *Data Visualization* in simplifying complex information by converting it into charts and dashboards for easier interpretation. Moving forward, topics such as *Business Analytics and Intelligence* and *Big Data Analytics* were covered, showcasing how tools and techniques can transform data into strategic insights and how large datasets can support high-level business decisions.

The resource person further stressed the *importance of data visualization for MBA students*, as it enhances their ability to interpret and communicate business insights effectively. At the same time, the challenges faced by students from non-technical or commerce backgrounds were acknowledged, especially the initial difficulty in understanding coding and technical tools, for which consistent practice and guidance were recommended. Furthermore, the session highlighted various career opportunities for students opting for Business Analytics as their specialization. These include roles such as Business Analysts, Data Analysts, Marketing Analysts, Financial Analysts, and Strategy Consultants across diverse industries. In addition, students can explore emerging positions like Data-Driven Product Managers, Business Intelligence Managers, and Analytics Consultants, which are in high demand across sectors such as IT, finance, retail, healthcare, and consulting. Concluding the session, the resource person assured students that careers in business analytics provide long-term *sustainability and growth*, as industries increasingly demand professionals with analytical and data-driven competencies.

IV. Outcome and Impact

- Students were able to understand the importance of aligning their interests and career goals with the right specialization, enabling them to make more informed choices for their MBA journey.

V. Conclusion:

The session provided students with valuable insights into the Business Analytics specialization, its subjects, challenges, and career opportunities. It helped them recognize the importance of making an informed choice while selecting their specialization and highlighted how Business Analytics equips them with future-ready skills for a data-driven business world.