



تخصص جديد

بكالوريوس إدارة الأعمال

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## Al Ain University Introduces Business Analytics as a New Major in the Bachelor of Business Administration Program

Al Ain University has introduced "Business Analytics" as a new addition to the Bachelor of Business Administration program to meet the evolving demands of the job market. This launch coincides with the opening of admissions for the Spring 2024-2025 semester. The program aims to equip students with the analytical and technical skills to interpret data and make strategic decisions that enhance organizational performance.

The introduction of the Business Analytics major comes in response to the growing demand for data analytics professionals in both global and local job markets. Business analytics skills have become key to improving organizational performance and boosting competitiveness. The program offers students a blend of theoretical knowledge and practical experience in data analysis, project management, strategic decision-making, and the development of analytical models.

The major allows students to study specialized courses such as statistical analysis, data science, programming for business, and market analysis. Additionally, the program emphasizes

critical thinking and problem-solving skills, enhancing technical capabilities through hands-on training and using the latest data analytics software.

Business Analytics opens doors to career opportunities, preparing graduates for roles such as data analysts, project managers, management consultants, or specialists in business strategy development across sectors like finance, healthcare, technology, and government.

This major supports the global shift towards digital transformation by focusing on preparing students to tackle future organizational challenges in a rapidly advancing digital environment. Through this program, students will utilize analytical and technological tools to deliver innovative solutions.

Beyond the academic curriculum, the program includes unique training workshops, interactive seminars with industry experts, and internship opportunities at leading organizations. These activities aim to enhance students' practical skills and enable them to effectively apply their knowledge, positioning them as future leaders in business analytics.

Prof. Ghaleb El Refae, President of the University, stated: *"Business analytics is a pivotal field that keeps pace with developments in the global job market. At Al Ain University, we strive to offer innovative educational programs that align with market needs and fulfill students' aspirations. The Bachelor of Business Administration in Business Analytics represents a new step in our journey to enhance academic excellence and prepare a workforce capable of driving digital and administrative transformation in organizations."*

Dr. Zafar Hussain, Dean of the College of Business, added: *"Adding this major to the Bachelor of Business Administration program reflects the university's commitment to providing students with the knowledge and skills necessary for success in their professional lives. Through this program, we aim to prepare a generation capable of effectively handling data and contributing to innovative solutions for the challenges organizations face amidst digital transformation and a rapidly competitive environment."*

[Press Release Link](#)