ARKA JAIN University in association with Miles Education offers BBA | B.Com (H) with Wiley Certified Business Analyst (WCBA) Certification

- **Preparing future-ready business professionals**
- **Developing the Analytics Mindset**
- **Data Analytics and Visualization using Excel, Power BI, R**

WILEY

Miles Education

WCBA – 5 exams [Upto 4 exemptions if integrated]

BA1 Fundamentals of Business Analytics

Course Objective: Students will be aware of the concept of business analytics. They will also learn the basics of analytics with Excel, one of the most popular data analysis tools, to help visualize and gain insights from data.

BA2 Essential Statistics for Business Analytics

Course Objective: Students learn to use the powerful tools built into Excel, and explore the core principles of statistics and basic probability - from both the conceptual and applied perspectives.

BA3 Application of Business Analytics

Course Objective: Students will develop their skills with Excel, one of the common tools that business analysts depend on to gather, transform, analyze, and visualize data. Students will then be introduced to the R statistical programming language, the lingua franca of data analytics.

BA4 Business Intelligence and Data Visualization

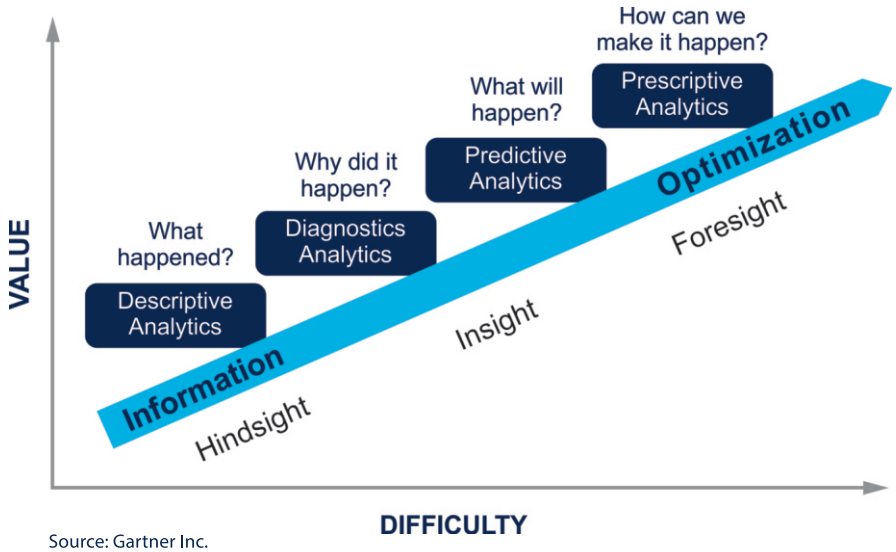
Course Objective: Students will learn Power BI, a powerful business intelligence tool that helps visualize and share insights from data. Students will also learn the art and science of data storytelling and achieve greater analytics impact.

BA5 WCBA Final Exam

Preparing future-ready business professionals

Wiley Certified Business Analyst offers a rare level of insight into the 4 Levels of Gartner Ascendency Model (what happened, why did it happen, what will happen, how can we make it happen)

Gartner Analytic Ascendancy Model



Source: Gartner Inc.

The Wiley Learning Ecosystem

for Hands-On Learning, Training and Certification

Real-World, Scenario-Based Training

Learning	Learn	Practice	Implement	Engage	Transform and Level Up	Jobs
	• Curriculum • Case Studies • Online & Blended Learning	• Labs • Industry data sets • Lab Environment	• Industry Related Business Cases	• Connect with Industry Leaders • Workshops • Masterclasses • Webinars	• Wiley's Skill Framework to move up the Skill Chain	

Miles Corporate Tie-ups with Big 4 & MNC's

Deloitte. EY KPMG pwc accenture High performance. Delivered. GENPACT
synchrony FINANCIAL Capgemini CONSULTING.TECHNOLOGY.OUTSOURCING WORLD BANK GROUP AON AXA WNS vmware
PHILIPS JPMorganChase FLEXTRONICS
MetLife FIS EA Invesco Infoblox Qualcomm
CATERPILLAR MAERSK redhat TATA POWER AIG ALEXION

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