

## **Business Analytics at Tunis Business School**

Business analytics (BA) refers to the methods, techniques, skills, technologies, practices, and solutions to build models. The methods rely basically on statistics and optimization. Further, BA strongly employs data science, artificial intelligence, decision sciences, and information technology tools. The main outcome is to support data-driven decision-making.

Tunis business school provides an academic program in economics and business analytics. A variety of courses related to mathematics, probability and statistics, data analysis, artificial intelligence, operations research, decision theory, game theory, production and operations management, computer programming, and basics of economics equip students with the necessary tools and knowledge to build the career of a business analyst. TBS offers a bachelor's degree with a major or a minor in BA, a Master, and a PhD program in BA.

### **Learning outcomes of the BA undergraduate program at TBS**

On successful completion of TBS Business Analytics program, students will be able to:

- Identify and describe complex business problems in terms of analytical models.
- Apply appropriate analytical methods to find solutions to business problems that achieve stated objectives.
- Translate results of business analytic projects into effective courses of action.
- Demonstrate ability to interpret results and conduct appropriate analysis of complex business problems.
- Communicate technical information to both technical and non-technical audiences in speech, in writing, and graphically.
- Demonstrate competence for managerial decision-making
- Exhibit effective collaboration and leadership skills.

For the Master and PhD programs, the learning outcomes also include an in-depth understanding of advanced tools of BA methods and an ability to conduct research in BA.