



# BBA INTEGRATED DATA ANALYTICS & BUSINESS INTELLIGENCE





## Career Opportunity India and Abroad



The **Camford Institute of Management** is a leading private educational institution in Kerala, provides a robust, distinctive educational experience for its students.

Our diverse range of courses caters to all levels of workforce. As an accredited **FIVE STAR RATING NSDC Govt. of India** training centre of the **Ministry of Skill Development and Entrepreneurship, Govt. of India**, approved training organisation of the **Pradhan Mantri Koushal Vikas Yojana - Govt. of India** in 2019, and we conduct a wide range of management courses and skill diploma programs under **JAINx - JAIN Deemed-to-be University, Bangalore**. We are also an **C-DAC Govt. of India** authorised training centre since 2013, conducting advanced IT training programmes.

Our distinguished faculty provide rigorous instruction as well as research, performance, and internship opportunities in leading companies for every students.



# Camford

INSTITUTE OF MANAGEMENT

## WHY CHOOSE CAMFORD INSTITUTE OF MANAGEMENT?

Our programmes and courses are developed and revised in response to ongoing input from the industry.



**Excellence in Education:**  
Helping students achieve new heights and empower their future



**A Modern Training Offer:**  
Provides the best mix of practice and theory to ensure students success



**Leadership Skills:**  
Help students to understand and develop their leadership potential



**Campus to Corporate:**  
Transforming education to unlock lifelong opportunity

### Approval - Affiliation - Accreditation - Partnership

NSDC 5 STAR RATING PMKVY TRAINING CENTRE IN 2019



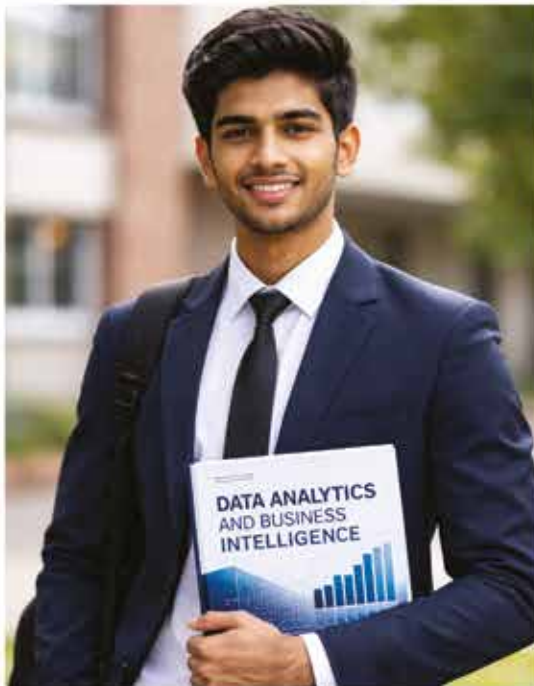


## DATA ANALYTICS & BUSINESS INTELLIGENCE

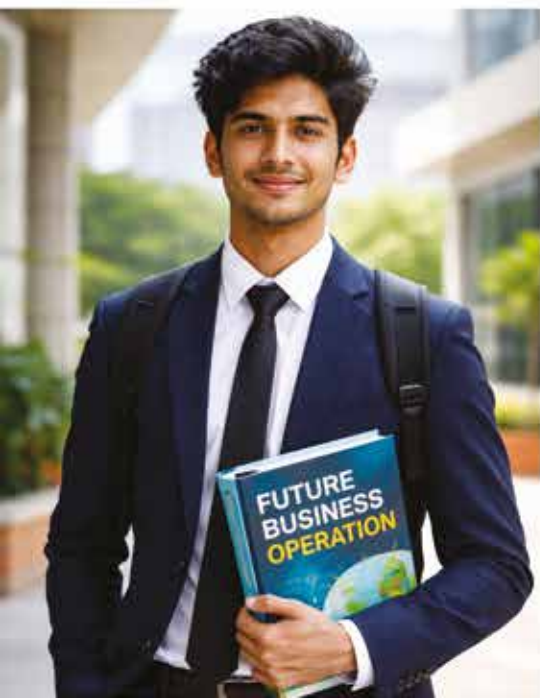
Data Analytics and Business Intelligence (BI) are the engines driving the modern corporate world. Much like the broader digital shift, these fields are experiencing an unprecedented surge in demand, transforming how global organizations operate and compete.

As long as businesses generate data, the need for analysts to interpret it will only increase, ensuring a consistent volume of job openings and competitive salaries.

- ❖ Senior Data Analyst
- ❖ Business Intelligence Analyst
- ❖ Analytics Engineer
- ❖ Decision Scientist
- ❖ Marketing Analytics Manager
- ❖ Financial Data Analyst
- ❖ Supply Chain Analyst
- ❖ Operations Analyst
- ❖ BI Developer
- ❖ Data Visualization Engineer
- ❖ Data Warehouse Engineer
- ❖ AI Analytics Specialist
- ❖ Data Governance & Quality Lead



The fastest growing sector in India and worldwide, because of which there is a high demand of marketing skills in this sector.



There is no limit to where your dreams and ambitions can take you in the exciting and fascinating world of digital marketing and e-commerce management





# BBA INTEGRATED DATA ANALYTICS & BUSINESS INTELLIGENCE

UNIVERSITY: PONDICHERRY UNIVERSITY, DDE  
ELIGIBILITY: A Recognised +2 / HSS or Equivalent

BBA Integrated Data Analytics & Business Intelligence offers strong scope as organizations increasingly rely on data-driven decisions. Students gain skills in analytics tools, visualization, data management, and business strategy, preparing them to solve real-world problems across industries.

Graduates can explore roles such as data analyst, business intelligence executive, operations analyst, and market researcher. Opportunities exist in IT, finance, healthcare, retail, and consulting, both in India and abroad, with excellent career growth and competitive salaries.



Fundamentals of Data Analytics & Business Intelligence



Statistical Analysis and Quantitative Techniques



Data Visualization and Dashboard Development



Database Management Systems & SQL



Business Analytics Tools (Excel, Power BI, Python)



Predictive Analytics and Machine Learning Basics

BBA Integrated Course Fee: ₹ 2,45,000/-

1st Year - Semester I

Fee: ₹ 45,000/-

2nd Year - Semester III

Fee: ₹ 40,000/-

3rd Year - Semester V

Fee: ₹ 40,000/-

1st Year - Semester II

Fee: ₹ 40,000/-

2nd Year - Semester IV

Fee: ₹ 40,000/-

3rd Year - Semester VI

Fee: ₹ 40,000/-

# BBA INTEGRATED

WE OFFER 3 PROFESSIONAL  
SKILL DIPLOMA CERTIFICATIONS WITH BBA



## DIPLOMA IN DATA ANALYTICS & BUSINESS INTELLIGENCE



## DIPLOMA IN OFFICE AUTOMATION



KCE AUSTRALIA

## DIPLOMA IN ENGLISH FOR BUSINESS



International Standards of  
Excellence, Ensuring Quality  
Education & Professional Growth



Globally Recognised  
Professional Qualifications  
and Certifications



Industry Experienced  
and Highly Qualified  
Multi-disciplinary Faculty



Course Modules Include  
Workshops, GDs, Case Studies  
and Student Led Presentations



Course Curriculum  
Updated by Industry  
Experts Regularly



Excellent Placement  
Support Nationally and  
Internationally



# JOB PLACEMENT

## READY, SET... HIRED!

**A PROMISING CAREER IN A HIGH-DEMAND INDUSTRY**  
Placement Support Upon Successful Course Completion

### How do we place our students?

- ❖ We have JOB Alerts system where we send out all the information about vacancies
- ❖ Every student is a part of JOB Alerts distribution list
- ❖ We get referral job information from the industry
- ❖ We have tie ups with leading consultancies and companies who recruit fresher and laterals
- ❖ We have placed our students in UAE, Qatar, Oman, Delhi, Mumbai, Bangalore, Chennai etc.



**Get a Job,  
Keep a Job**



### PLACEMENT PROCESS





At CIM, we pride ourselves as being at the forefront of educational innovation and we have implemented a range of initiatives to prepare our students for the future.



59/3402, III Floor, Parco Complex, Kandamkulam Cross Road  
Near MCC Bank Bus Stop, Calicut - 2, Kerala - India. Phone: +91 8138 88 8090

**DISCLAIMER**

The institute reserves the right to alter information including requirements and fees and to cancel at any time a program, course, or program major or option; to change the location and/or term in which a program or course is offered; to change the program curriculum as necessary to meet current competencies in the job market or for budgetary reasons; or to withdraw an offer of admission both prior to and after its acceptance by an applicant or student because of insufficient applications or registrations, over-acceptance of offers of admission, budgetary constraints, or for other such reasons. In the event the institute exercises such a right, the institute's sole liability will be the return of monies paid by the applicant or student to the institute. Also, we do not claim or guarantee our students that by joining our training programmes you will find a job, position or new industry.