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Feasibility Analysis on Offering Bachelor of Science in Business Administration in Business Analytics in A State University in Bicol, Philippines

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ABSTRACT This study evaluates the feasibility of offering a Bachelor of Science in Business Administration major in Business Analytics at a state university in the Bicol Region using a descriptive-evaluative design. It examines labour market demand, regulatory alignment, and institutional readiness. Findings indicate a significant skills gap and increasing demand for analytics professionals through 2030. The institution demonstrates strong readiness in faculty qualifications and basic infrastructure, although additional laboratory facilities are needed. Stakeholder analysis reveals positive perceptions among prospective students, particularly regarding program relevance and willingness to enroll. The study concludes that the proposed program is highly viable and aligned with Industry 4.0 competencies. Its implementation is expected to address workforce demands and enhance regional competitiveness. It is recommended that the university proceed with the program, focusing on strengthening industry linkages, formalising practicum structures, and enhancing faculty capabilities to ensure long-term sustainability and graduate employability.