



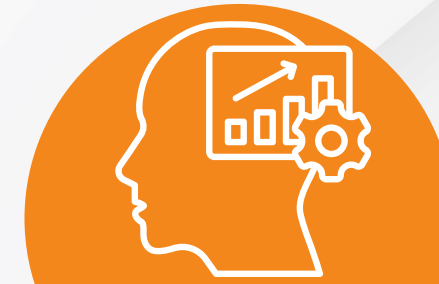
Scientific Foundation

Academic: Strong in maths, statistics, and inference.
Marketing: Understand data types and behavior, not just tools.



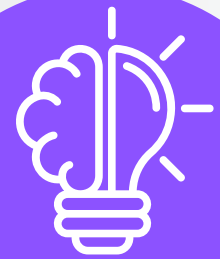
Model Building

Academic: Design and validate predictive models.
Marketing: Learn the story behind the numbers.



Interpretability & Integrity

Academic: Emphasis on clear, transparent data conclusions.
Marketing: Understand and explain results clearly.



Versatility for the Future

Academic: Supports AI, analytics, business, and research careers.
Marketing: One degree, endless career opportunities.

- ✓ We train problem-solvers, not button-clickers.
- ✓ BSM graduates improve AI outputs, not just accept them.
- ✓ BSM builds adaptability as tools change, but reasoning doesn't.
- ✓ Other programs teach tools; BSM teaches how to think and apply.