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NEW AGE MBA in Business Analytics introduced by Sandip University's School of Commerce and Management Science which helps the student to master the business powered by analytics. The School endeavours to prepare leaders of the future with an aim at advancing management knowledge.

The curriculum for this program has been designed in consultation with experts from the industry and includes all three parts of the analytics Viz. Descriptive, Prescriptive and Predictive which have been developed amongst different courses and blended with appropriate tools and data management techniques like optimisation computer simulation decision analysis statistics predictive modelling data mining and visualisation applied probabilistic modelling artificial intelligence and applications in finance marketing supply chain information systems and economics using these tools.

The programme involves innovative learning techniques like case-based learning, experiential learning, supplementary learning, industry learning and mentorship based learning. The programme content is created by industry experts and is delivered by the best of industry practitioners and faculty across the globe with relevant background in the domain.

The internship in the programme will help you gain valuable work experience, explore a career path, give you an edge in the job market, develop a network with professionals in the field, and allow you to test specific techniques learned in the classroom before entering the working world



Intake

60 Seats Only

Pedagogy

Management education is imparted through a thoughtfully balanced mix of teaching pedagogy. Faculty members strive to make the classes interactive so that students can correlate the theories with practical examples for better understanding.

Duration

- P 24 months
- 2200+ hours of learning (65% hands-on practical & projects + 35% theory).

Fees

MBA (Business Analytics)	Particulars	Amount (INR)
MBA	Registration Fee (one time non refundable)	10,000 /-
Tuition Fees	1 st Year	2,25,000 /-
Tuition Fees	2 nd Year	2,25,000 /-
Tot	4,60,000 /-	

Objective

Data extraction: Investigate data to establish new relationships and patterns.

Predictive Analytic and Predictive Modeling: Analyze the correlation between different variables.

Logistic Regression: Analyze the possibility of default and

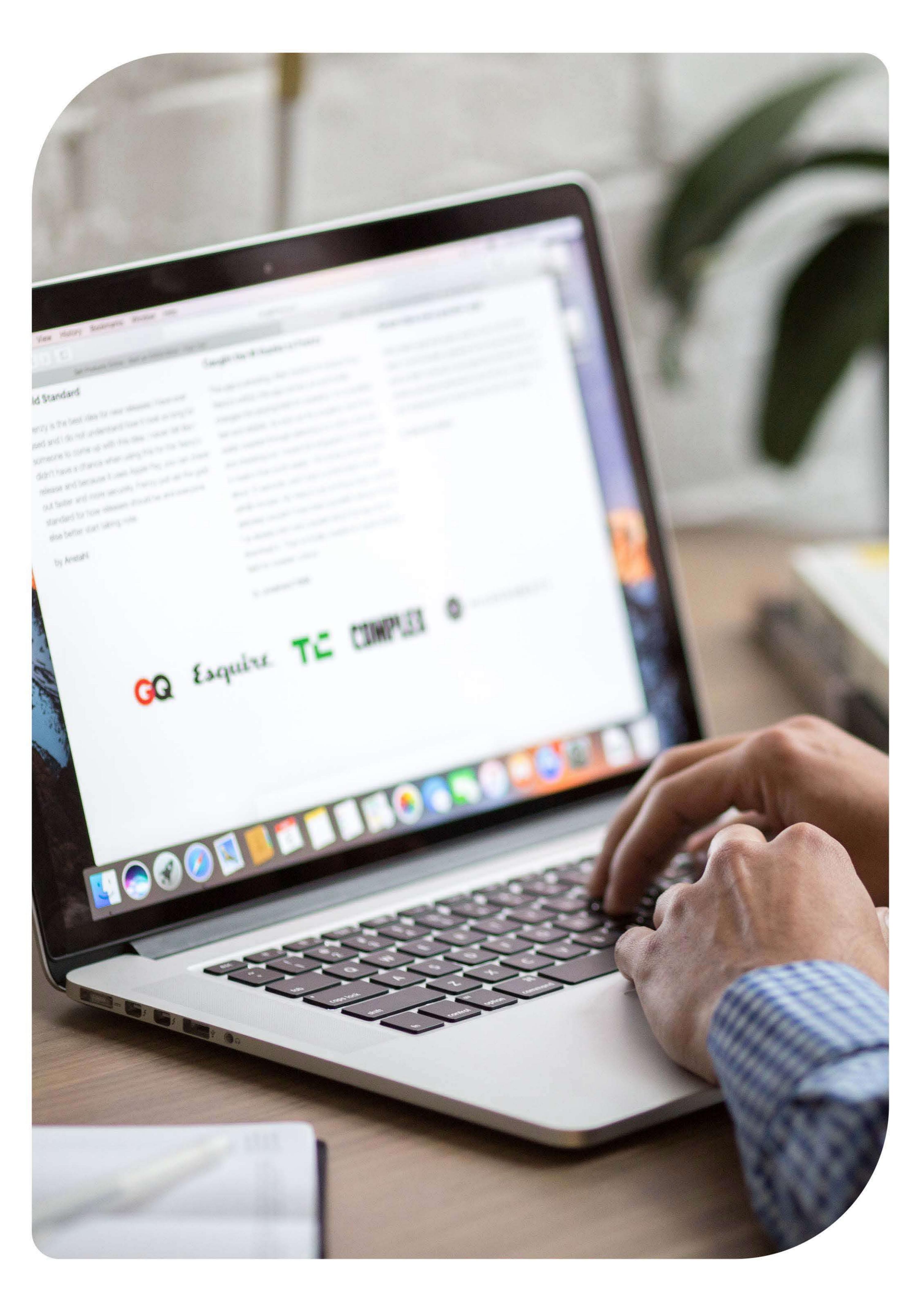
Problem analysis: Understand and explore problems in business.

Data interpretation: Use tools such as Excel and open

Problem-solving: Use analytics to solve business problems.



Program Outcome



- To have a strategic understanding of business analytics and be able to take into account the relationships between this discipline and other areas of businessto make holistic judgments when analyzing business situations.
- Todemonstrate critical thinking skills, making the intellectual connection between quantitative and qualitative tools, theories and context to properlyand effectively solve problems and make decisions, as well as develop new andinnovative business opportunities to strategically navigate the complex demands of thecurrent and dynamic national and international business environments.
- To demonstrate ethical reasoning skills, understand social, civic, and professional responsibilities and aspire to add value to society.

Features of the Program

- **™** The rigorous on-campus training coupled with a paid internship with industry.
- Hands on laboratory sessions and innovative teaching pedagogies to aid classroom teaching / training workshops will be organised for improving necessary skills related to business analytics.
- Management education at Sandip University brings cutting-edge thinking and best learning practices with MBA in Business Analytics.

Why Sandip University MBA – Business Analytics

- UGC approved degree.
- Strong product portfolio.
- Industry partner integration.
- Curriculum, aligned with Certifications.
- Technology specialist with domain understanding.
- Job-focused learning path.
- Recognised industry tools.
- Learning Through Living.
- Consistently Ranked among top MBA Institute in India
- Opportunity to work with startups or to start own venture, in campus)
- Excellent Placement Record.
- Top-notch Inspiring Faculty from Industry and Academia.
- Extensive Alumni Network.
- Supportive Mentors.
- Excellent Industry Collaboration.
- Live and Innovative Project (Under the supervision of Industry experts and academic guide)



Program: MBA (Business Analytics)

Sr. No.	Course Type	Course Name
	PC	Managerial Economics
2	PC	Marketing Management
3	PC	Business Research Methodology
4	PC	Financial Statement Analysis & Reportir
5	PC	Managing People & Organization
6	PC	Statistics & Basic Econometrics
7	SEC	Data Management & Warehousing
8	SEC	Programming for Analytic
	AECC	Spreadsheet Modelling for Beginers

Sr. No.	Course Type	Course Name
	PC	Strategic Management
2	PC	Operations & Supply Chain Managemen
3	PC	Data Visualization, Ethics & Data Privacy
4	PC	Corporate Finance
5	PC	Time Series Analysis & Forecasting
6	PC	Predictive Analytics
7	PC	Entrepreneurial Development
8	AECC	Advanced Spreadsheet & Macro Programming for Business
	AECC	Outbound Experiential Learning Project

Semester – III			
Sr. No.	Course Type	Course Name	
	PC	Deep Learning for Business	
2	PC	Prescriptive Analytics for Mathematical Programming	
3	PC	Business Ethics	
	PC	Internship	
5		Elective 1	
6	PE	Elective 2	
7		Elective 3	

Sr. No.	Course Type	Course Name
	PC	Dissertation
2	PE	Elective 4
3		Elective 5

List of Elective Courses:

Sr.No	Course Type	Course Name	
	ELECTIVE COURSES : SEMESTER III : (ANY THREE)		
	PE	Analytics for Supply Chain	
2	PE	Supply Chain Finance	
3	PE	Discrete Event Simulation	
4	PE	IT Project Management	
5	PE	Marketing Analytics	
6	PE	Digital Analytics	
7	PE	Pricing Analytics	
8	PE	Retail Analytics	
9	PE	Customer Engagement & Analytics	
10	PE	Marketing Research & Metrics	
	PE	Financial Analytics	
12	PE	Financial Derivative & Analysis	

Sr.No	Course Type	Course Name
	LECTIVE COURSES	S: SEMESTER IV (ANY TWO)
13	PE	Financial Modelling& Valuation
14	PE	Financial Technology
15	PE	People Analytics
16	PE	Strategy Analytics
17	PE	Knowledge Management & Digital Strategy



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