Master of Business Administration (Business Analytics)

MBA (Business Analytics) Program Summary

- MBA (Business Analytics) is a multi-disciplinary program intended to equip students with analytical tools and methodologies to solve business and social problems.

- The program will enable the students to define problems, use analytical tools and techniques to identify patterns, gain insights, develop business strategies and make better decisions.

- During the program the students will be given inputs in management disciplines and in-depth understanding of data science.

- Students will acquire analytical mindset and understand methodologies that will facilitate innovative application of analytics across different functional areas of management.

Program Objectives

- Understand various elements of analytics: business context, technology and data science.

- Understand the emergence of analytics as a competitive strategy.

- Learn story telling using data and effective communication using analytics.

- Learn various tools and techniques in analytics with business applications.

- Learn to solve problems from different industries such as aerospace, banking and finance, healthcare, insurance, manufacturing, pharmaceutical, retail, services, software, sports, etc.

Program Highlights

- Integrated view of management and analytics.

- Focus on problem solving and decision making using analytics across various functional areas of management in different domains.

- Acquire analytics mindset to generate innovative solutions.

- Continuous interaction with Industry

MBA (Business Analytics) - Admissions

- Admissions through CAT (for resident Indians)

- GMAT (for overseas candidates)

THANK YOU

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