

Your Career)

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Master of Business Administration +

with an Elective in Business
Intelligence and Analytics
(Accredited by IoA, UK)

 2 YEARS | UGC Entitled Online Degree Program



Live Sessions

Self Learning Material

Discussion Forums

Online Exams

About the Elective

This elective accredited by the Institute of Analytics (IoA), UK in Business Intelligence and Analytics will prepare the students to thrive in a data-oriented business world.

The program meets the highest academic and quality standards and will provide exemption from membership requirements and have access to the IoA resources and information services, professional development activities as well as careers advice and progression opportunities. The careers portal of IoA provides a wealth of free advice. The program is designed to meet a growing need for graduates with a sound education in business and the specialist skills to help organizations understand their customers, forecast future demand and use big data to make effective decisions. You will learn to use industry-standard analytics software and develop the mathematical skills required to gain insights from a range of data sources, including the internet and social media data. Input from the industry ensures the course content meets today's business needs.

The elective will help the students jumpstart their career in a wide array of roles and responsibilities such as Business Intelligence Manager, Business Intelligence Developer, Business Intelligence Analyst, Data Scientist, Data Analyst, etc.

Elective Highlights

- ❖ This elective enables students to develop advanced technical and analytical skills to leverage Business Intelligence and Machine learning in business
- ❖ The students will be exposed to different strategic implications of applying Business Intelligence and Analytical techniques to support the decision-making process in an organization
- ❖ Students will learn and practically implement programming languages and technology applications to develop analysis and solutions to address the needs of an organization and its stakeholders
- ❖ The curriculum is developed meticulously and trains the students exhaustively in the study of BI and Analytics domains such as Database Systems, Machine Learning, Python, R, Web Data Extraction and Analytics, Business Intelligence Reporting and Dashboarding, etc.
- ❖ Industry aligned curriculum that delivers technical excellence and supplements professional skills
- ❖ Analyze problems and propose actions in real-world situations as part of the master thesis

Eligibility

Pass in an Undergraduate (Bachelor) Program of a minimum duration of Three (3) years in any stream from a UGC recognized University, with a minimum aggregate of 50% or an equivalent letter/numerical grade. A relaxation of 5% shall be given to SC/ST candidates.

Candidates who are in the final semester of the Bachelor Program are also eligible to apply.

Duration

2 Years (4 Semesters)

Fee Structure

One Time University Registration Fee	Tuition Fee	Annual Examination Fee
₹ 2,500	₹ 65,000 - Per Semester	₹ 3,000

Admission Process

- ◆ Enquire Now
- ◆ Talk to Our Counsellors for more details
- ◆ Apply for the Right Program
- ◆ Provisional Confirmation of Admission
- ◆ Document Verification
- ◆ Pay Tuition/Program fee
- ◆ Confirmation of Admission
- ◆ LMS Activation & Issue of Digital Identity Card
- ◆ Start your Pre-Semester Program
- ◆ Commencement of Live Online Sessions

Program Structure*

Semester 1	Semester 2	Semester 3	Semester 4
Principles of Economics & Markets	Entrepreneurship	Business Environment & Strategy	Analytics in Management *
Managerial Effectiveness & Ethics	Marketing Management & Research	Operations Management	Web Data Extraction and Analytics *
Accounting & Finance	Analytics Language for Managers *	Introduction to Business Intelligence *	Anomaly Detection Techniques *
Organizational Behaviour and Human Resources Management	DBMS for Managers *	Data Warehousing *	BI Reporting for Managers *
Quantitative Techniques & Analytics	Mathematical Foundation for Machine Learning	Data Mining for Intelligence *	Cross-functional Elective Course
		Open Elective Course	Master Thesis / Project **

* Courses which include Practicals (Lab Programs and Exercise)

** Master Thesis / Project will be carried out between Sem 3 and Sem 4, but evaluation will reflect in Sem 4

#ItAllAddsUp to a successful career



UGC Entitled Online Degree Programs



Collaborations with Global Professional Bodies



A Wide Range of Cross-functional
and Open Elective Courses



Learning Hours and Credits at par
with On-Campus Programs



Global Faculties



Learn Anytime, Anywhere and on Any device



Diversity - Learners from 43 + Countries



Innovative Learning Methodology



Access to 20,000 + LinkedIn Learning Courses



Additional Live Sessions Imparting
25 Key Skills for Success



Personalized Support Through Dedicated
Program Managers



High Quality Global Standard Education
with Flexible Fee Payments



Career Advancement Services



2000+ Global Hiring Corporates

Contact us : 9964499466