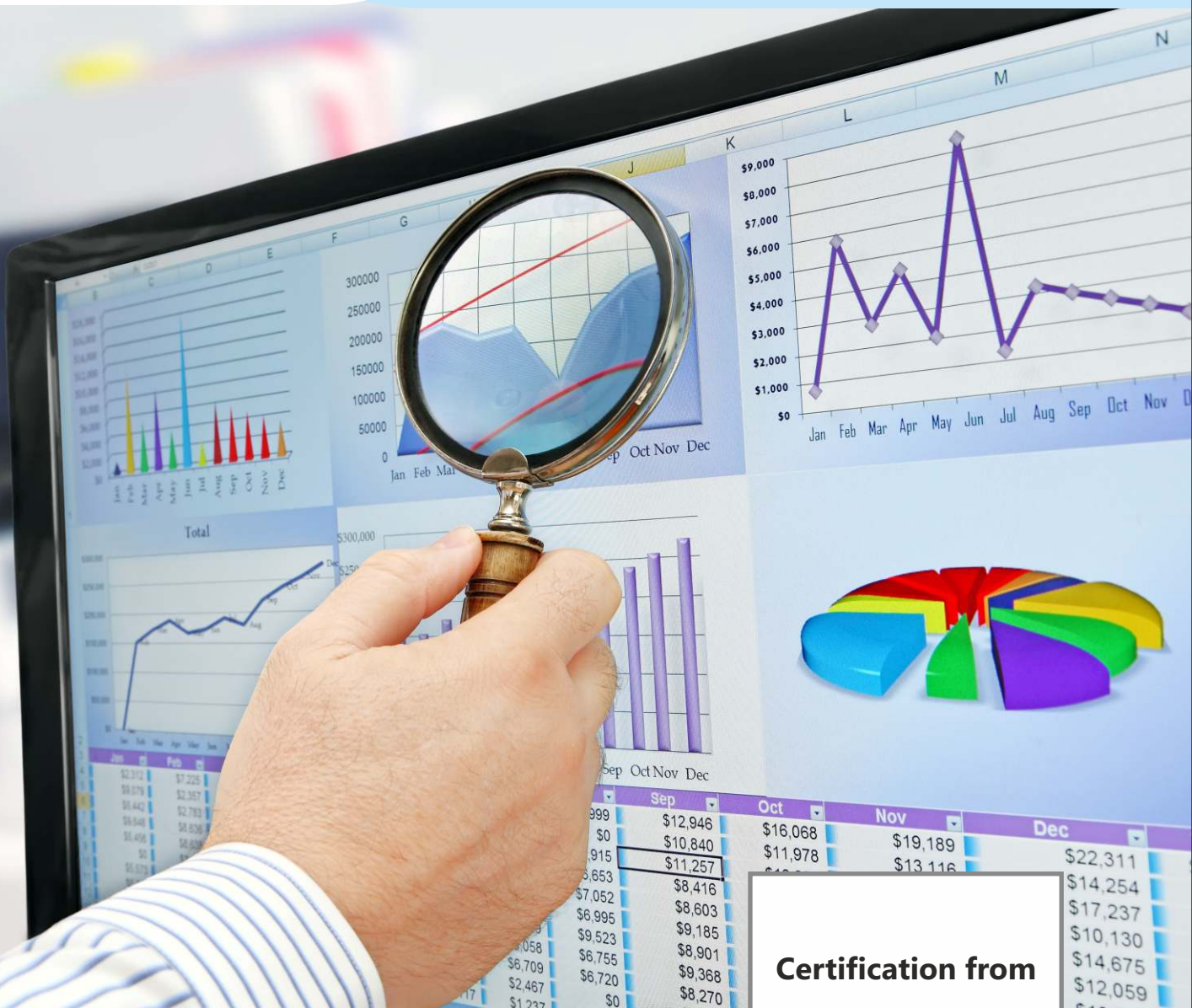


MBA WITH SPECIALISATION IN BUSINESS ANALYTICS

A cutting-edge Analytics program taught by the most influential industry leaders and world-class faculty.



24 months

Global
Accreditation

Global Faculty

Certification from



Harvard Business
School Online

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ABOUT AMITY UNIVERSITY ONLINE

Amity University Online is a value-based institution with an innovative bent towards education that impacts lives across boundaries. Through immersive technology, ground-breaking methodology and a worldwide community, we constantly endeavour to expand the horizons of minds in a virtual space around the globe. We are also home to a range of University Grants Commission (UGC) recognized programmes at Masters, Bachelors, Post Graduate Diploma level for nurturing young professionals. With 225000 students spread across countries with diverse backgrounds and a strong force of highly accomplished faculty, we create an ecosystem buzzing with new ideas and innovations.

With our eyes on the future, we keep on pushing the limits, breaking barriers, overcoming obstacles, and forging new connections. Our vision fuels our success and our consistent progress in global rankings assures us that more is yet to come.

PRESTIGIOUS RANKING AND ACCREDITATIONS



PROGRAM OVERVIEW

Learn and master the skills in business analytics and intelligence. This program is a blend of modern tools with highly optimised algorithms that meet the current industry demands. Get an edge over the current competitive environment with an MBA program in Business Analytics and Intelligence.

Build highly reliable and secure BI solutions for the most complex problems with an accuracy of about 97 per cent. Be confident with the career outlook as this is not just an academic-based program but a much-required exercise to instil analytical thinking.

The most demanded professionals in Industry with an average salary of more than 10 lakhs per Annum. MBA professionals with Business Analytics stand highest chance to get highly paid opportunities than people with regular MBA's. This is a highly optimised program with an improvised and updated structure for people who want to push themselves to greater heights in their careers using simple and most reliable tools. The current industry demands a lot from professionals, and we can see that the level of competition is rising day by day. Business analytics makes use of skill sets that helps individuals not to identify and understand the problems of any organisation.

The program gives you the flexibility to utilise your personal space and keep learning at your own pace and time. This helps learners to make use of the course curriculum on their demand. Reinforced with help sessions, it gives a solid foundation to all the queries with the help of expert faculty regularly. The objective of this course is to make students familiar with Business analytics, data modelling, data interpretation, Business Intelligence, Advanced algorithm and their implementation with easily operable tools.



INDUSTRY INSIGHTS

THE DEMAND FOR DATA ANALYTICS PROFESSIONALS HAS DOUBLED IN THE LAST YEAR.

The demand for Business Analytics professionals has doubled in the last year. This demand will grow exponentially as more than 90% of companies surveyed said they plan to start hiring Data Professionals in the next three years.

Business analytics and Business Intelligence are popular skills, along with skills such as Data Science, Machine Learning and Data Engineering, Big Data Architect.

WHY PURSUE AN MBA IN BUSINESS ANALYTICS FROM **AMITY UNIVERSITY ONLINE**?

Amity University Online India's leading professional learning and higher education platform. When you choose this program, you also get access to our extensive pool of industry experts and dedicated career assistance.

- Become a globe-trotting professional in a Business Analytics
- Gain the recognition of an MBA in Business Analytics from a reputed institute
- Daily live classes by global faculty
- Gain practical skills through case study-based learning
- Become industry-ready with mentorship from experts
- Get dedicated career support from mentors
- Build your skills with a curriculum designed by leading academicians & industry experts
- Learn alongside a diverse batch of peers from 80+ countries

PROGRAM HIGHLIGHTS

Pedagogy for Course Delivery

The class will be taught using recorded video lectures, live online sessions and case-based methods. In addition to assigning the case studies, the course instructor will spend considerable time Understanding the concept of innovation through the student's eyes. The instructor will cover the ways to think innovatively liberally using thinking techniques.





- One-on-One Mentoring
- Industry-driven comprehensive curriculum
- 24/7 access to study material & video lectures
- Live interactions with Data Personnel and Corporate leaders
- Real-world Projects & Case Studies
- Face-to-face meetup's with top experts & your peers
- Career Guidance and support
- Get Alumni Status from Amity Future Academy



“ Innovative platform and access to abundance of material. Best part of studying with Amity was the ready response from faculty and support team. I had a great learning experience with Amity.

-Ishvinder Singh
BA June 2018 Batch

MBA in Business Analytics will help you to

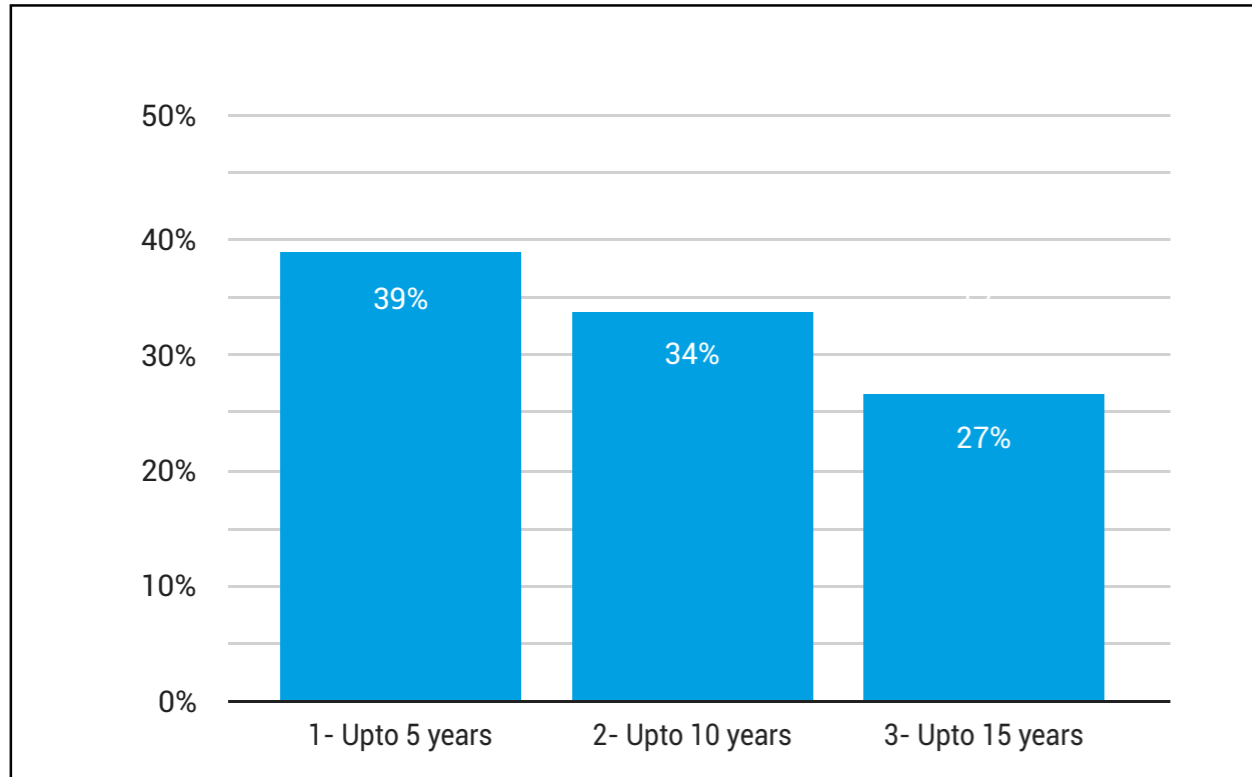
-  On the go learnings and 24/7 access to study material & video lectures
-  Deep dive into concepts, tools and requirements for Business Analysis and Business Intelligence trending in the industry
-  Stay on track and get the most out of the program through dedicated student mentors
-  100% Career assistance

Unique Program Features

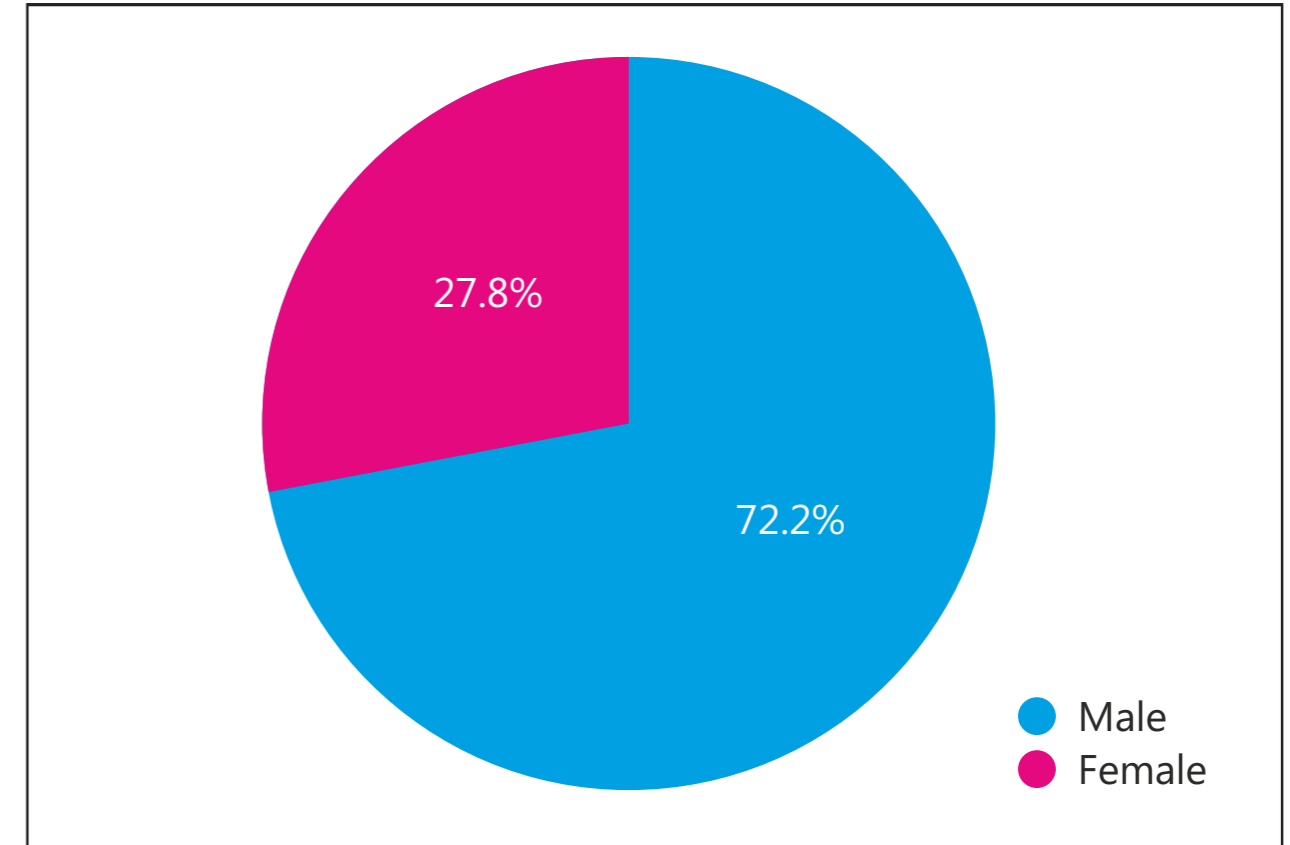
-  Focus on strategy & tools
-  Gain in-depth subject knowledge and expert insights from an industry-driven comprehensive curriculum.
-  Live interaction with Business Analysis experts and Corporate leaders
-  Hands-on experience to solve corporate level Business Analysis and Business Intelligence issues

BATCH PROFILE

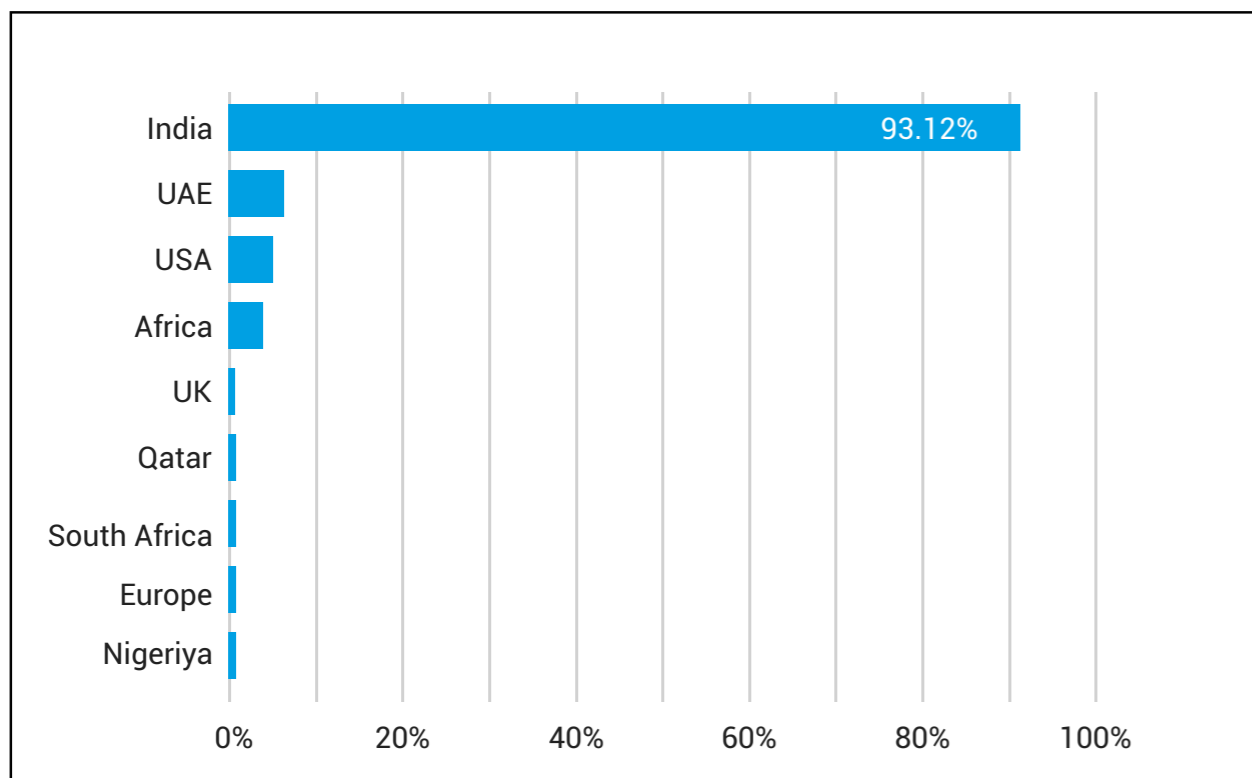
Experience wise batch profile



Gender wise profile



Country wise profile



Industrial Wise Data

Sector	%
Information Technology	19%
Banking/Finance	15%
Healthcare	6%
Service Industry	6%
Retail	6%
Fresher	5%
Automobile	5%
Data Analyst	5%
Education	4%
KPO/BPO	4%

COURSE CURRICULUM

	Subject	Credits
Semester 1		
Course I	Accounting for Managers	5
Course II	Marketing Management	4
Course III	Managerial Economics	4
Course IV	Statistics for Management	5
Course V	Professional Communication	4
Semester 2		
Course I	Financial Management	5
Course II	Human Resource Management	5
Course III	Legal Aspects of Business	5
Course IV	Business Research Methods	4
Course V	Conflict Resolution Management	4
Semester 3		
Course I	Strategic Management	4
Course II	Minor Project	3
Course III	Professional Ethics	2
Semester 4		
Course I	Management in Action - Social Economic and Ethical Issues	4
Course II	Digital Marketing	3
Course III	Major Project	6
Duration: 2 Years • Semesters: 4 • Credits: 99		

CORE SPECIALIZATIONS



Specialization I

Introduction to Business Analytics
Credits: 5



Specialization II

Inferential Statistics
Credits: 5



Specialization III

Supervised Learning Techniques
Credits: 5



Specialization IV

Forecasting Techniques
Credits: 5



Specialization V

Optimization & Dimension
Reduction Techniques
Credits: 6



Specialization VI

Big Data Analytics
Credits: 6



FACULTY



Mr. VIVEK CHARDE

He has 11+ years of experience in Marketing, Communications and Digital Marketing.



Mrs. SUMEDHA CHATTERJEE

She has 10+ Years of experience in handling marketing portfolio for a diverse set of online products.



Mr. DIPTARUP CHAKRABORTI

He has 18+ years of experience in the technology industry with IT majors like IBM, Gartner, Capgemini & Mastek.



Dr. ANJU GULLA

She has 7+ Years of experience in teaching, training and industry experience in Marketing & Digital Marketing.



Mr. KARAN BHATIA

He has 13+ years of hands-on experience in Multi-channel ROI driven digital campaigns, and specializes in Content and SEO strategy and product road-map and conversion optimization.



Mr. ANKIT GARG

He has expertise in scaling content driven consumer web products for India and Global audiences and has hands-on experience of managing web-product lifecycle.



Mr. SIDDHARTH SAXENA

He has 9+ years of experience in product development & technical management of web teams.



Mr. SACHIN JAIN

He has 11 years of online marketing and advertising, ecommerce, social media marketing, client servicing, and account management experience of working with Google.

FACULTY FROM HBS ONLINE



TUSHAR KAKAIYA

Developing BI Analytics Applications / Products. Worked in MIS Projects also give solutions to the Telecom Organizations.



DR. SURESH VARADARAJAN

He is the Program Co-Director. He holds PhD from Marquette University and has 26+ years of experience in various reputed institution.



DR. KARTHIC NARAYANAN

He holds PhD from Nanyang Technical University (NTU) and has 26+ Years of experience in Modeling using University Stats, Algo Modeling.



MR. DIPAYAN SARKAR

He has an overall experience of 17+ years in the field of analytics and founder of the company called "Algorithmo" and co-author of the book "Ensemble Machine Learning Cookbook"

CAREER PATHWAYS



- Enhance your career aspirations with assistance from our Virtual Job Fair, existing Corporate and Alumni network
- Get connected with our Career Counsellor towards the end of the program to be interview-ready as per the current industry requirements.

BUSINESS ANALYTICS ROLES

Entry Level

- Business Analyst
- Data Analyst
- Business Analyst Executive
- Data modeller
- Statistical Modeller
- Data Interpreter
- Big Data Analyst

Mid Level

- Senior Analyst
- Senior Data Analyst
- Senior Business Analyst
- Big Data Engineer
- Machine learning Engineer

Senior Level

- Senior Manager
- Lead Data Analyst
- AVP Data Analyst
- Data Advisor
- Big Data Architect

APPLICATION PROCESS AND ELIGIBILITY

READY TO ADVANCE YOUR CAREER?

APPLICATION PROCESS: Apply Now

Call: 18001023434

to book free counselling session.

Eligibility

- Candidates must have completed Graduation Degree
- Applicant must possess sufficient knowledge and understanding of English Language.

