

Shape Smarter Decisions

# with **Data Skills**

Master of Science in Business Analytics  
(Online MSc in BA)



# Table Of Contents

01. Introduction to the Online MSc-BA Program
02. Program Delivery
03. About MAHE
04. Program Structure
05. Program Specialisations/Electives
06. Application Process
07. Degree
08. The Manipal Network
09. Recruiters



### Eligibility

- ◆ Candidates must have completed graduation in any discipline with Statistics as one of the subjects from recognized universities/institutions or an equivalent qualification as recognized by the Association of Indian Universities (AIU).
- ◆ Candidates must have a minimum of 50% marks in aggregate or equivalent grade in graduation.
- ◆ Work experience is desirable.

### Fee Structure

- ◆ INR 2,80,000 (all inclusive)
- ◆ INR 70,000 per semester
- ◆ INR 1,500 (non-refundable application fee)

### Duration

Minimum 2 years (divided into four semesters)

### Career Prospects

- |                                 |                           |                           |
|---------------------------------|---------------------------|---------------------------|
| ◆ Business Analyst              | ◆ Financial Analyst       | ◆ Human Resources Analyst |
| ◆ Data Analyst                  | ◆ Operations Analyst      | ◆ Healthcare Data Analyst |
| ◆ Business Intelligence Analyst | ◆ Market Research Analyst | ◆ Supply Chain Analyst    |

## Master of Science in Business Analytics

## Online MSc-BA

This inter-disciplinary program combines business domain and analytics knowledge at a post-graduate level, thus enabling learners to excel in Business Analyst roles across sectors.



# Program Delivery

Quality education, delivered seamlessly through state-of-the-art technology, so learning never slows down.

- ◆ 1000+ hours of learning
- ◆ 1:1 guidance from expert mentors
- ◆ Exclusive access to 10K+ Coursera courses
- ◆ Collaborative learning with a diverse peer group
- ◆ Industry expert sessions, case studies & projects
- ◆ 2 on-campus immersions
- ◆ Live & recorded online classes for flexible learning
- ◆ 24x7 student support center



“

Studying online MSc in Business Analytics is aiding my career transition from aeronautical engineering to full time business analytics. I've had a great experience with Online Manipal. The modern curriculum, live classes, faculty and mentorship are helping me in enhancing my knowledge.

”

- **Thakur Simran Sunil**

# About MAHE

Started in 1953 with Kasturba Medical College, Manipal Academy of Higher Education (MAHE) is one of India's leading academic and research institutions.

MAHE, a NAAC A++ accredited institution, now offers UGC-entitled online degree programs that are equivalent to its on-campus offerings.

## Institution Of Eminence

Granted by the Ministry of Education, Government of India

## Globally Engaged Institution

Active partnerships with more than 250 leading universities around the world

## Widely Recognized

By government agencies, corporate organizations, and educational institutions.



Give an individual a professional education  
and you have given him a lifestyle. ”

## Padma Shri Dr. T.M.A. Pai

1898 - 1979

Founder - Manipal Group



Dr. H.S. Ballal  
Pro-Chancellor



Lt. Gen. (Dr.) M.D. Venkatesh  
Vice-Chancellor














Dr. P. Giridhar Kini  
Registrar



Dr. Manojkumar Nagasampige  
Director  
Directorate of Online Education (DOE)

# Manipal Academy Of Higher Education (MAHE) Accolades

 <p><b>INSTITUTION OF EMINENCE</b> by Government of India</p> <p>Among India's Few Universities Granted IOE Status</p>	 <p>Achieved Highest Accreditation Grade by NAAC</p>	<div>RANK 4</div>  <p>Amongst India's Top 5 Universities in 2024</p>	 <p>Degrees Evaluated by World Education Services</p>	<div>RANK 35</div>  <p>Amongst South Asia's Top 35 Universities (2025)</p>	<div>RANK 175</div>  <p>Amongst Top Universities Under Young University Rankings (2024)</p>
<div>RANK 52</div>  <p>Amongst World's Top Universities for Quality Education (2024)</p>	<div>RANK 201-250</div>  <p>#201-250 in Asia University Rankings (2024)</p>	<div>RANK 1</div>  <p>Amongst India's Emerging Multidisciplinary Universities (2024)</p>	<div>RANK 1</div>  <p>India's Top Deemed Universities by ICARE (2024)</p>	<div>RANK 2</div>  <p>India's Top Private Universities in 2024</p>	<p>These rankings validate our academic model, pedagogy, and educational quality while establishing academic credibility and certifying a graduate's credentials to employers.</p>

# Education That Delivers For Outcomes

## World Class Education

Access UGC-entitled online postgraduate degrees from a NAAC A++ accredited university with 70+ years of educational excellence. Learn from expert faculty who share real-world experiences.

## Industry-Aligned Curriculum

Expand your domain knowledge through our modern curriculum that is aligned with industry trends. Attend live classes and access recorded lectures anytime, anywhere.

## Global Networking Opportunities

Expand your professional networking and gain industry insights by interacting with a diverse peer group, faculty, and other industry experts.

## Prestigious Manipal Alumni Status

Benefit from 70+ years of Manipal legacy and become a member of the reputed alumni network.

## Placement Assistance

Become a job-ready professional through placement assistance which includes resume building, mock interviews, skill assessments, and more.

## Exhaustive Content & Resources

Access an exhaustive e-library with e-books, e-databases, journals, and more. Get free access to paid content on Coursera.

## Attractive Scholarships

Gain access to exclusive scholarships designed for defense personnel, government employees, differently abled people & meritorious students.



“

The coursework, graded quizzes, and assignments in the program provide hands-on experience, which can be applied to real-world business problems. I'm confident that this online MSc in business analytics program will equip me with the skills & knowledge required to make informed business decisions. I'm able to connect with students from diverse backgrounds.

”

-Karthika Nair

# Online MSc-BA | Program Structure

## First Semester

- ◆ Financial Reporting and Statement Analysis
- ◆ Business Statistics
- ◆ Managerial Economics
- ◆ Programming with R and Python
- ◆ Database Management

## Second Semester

- ◆ Business Econometrics
- ◆ Financial Management
- ◆ Applied Multivariate Data Analysis
- ◆ Data Visualisation
- ◆ Design and Analysis of Experiments
- ◆ Mini Project

## Third Semester

- ◆ Time Series Analysis
- ◆ Machine Learning Methods
- ◆ Deep Learning Principles and Applications
- ◆ Project Management
- ◆ Research Methodology

## Fourth Semester

- ◆ Big Data Analytics
- ◆ Choose any one elective group:
  - ◆ Elective Group 1 (Marketing)
    - ◆ Marketing Analytics
    - ◆ Digital and Web Analytics
  - ◆ Elective Group 2 (Finance)
    - ◆ Financial Asset Valuation
    - ◆ Financial Analytics
- ◆ Capstone Project

**NOTES :** ◆ Data Visualization and Design & Analysis of Experiments during second semester carry 3 credits each  
◆ Mini Project during the second semester carries 2 credits ◆ Capstone Project during final semester carries 8 credits  
◆ All other courses carry 4 credits each

# Enrol Now

## Program Registration

Fill in your basic, education & work experience-related details and pay the application fee to register.

## Fee Payment

Pay the admission fee for the first semester/year or full program.

## Document Upload

Upload supporting documents & submit your application.

## University Approval

The university will evaluate your documents to confirm your admission.

Prospectus 2025-26 • Program-MSc-BA



Coming from an accounting background, I wanted to leverage my knowledge of business analytics in my profession. Today, even the field of commerce uses business analytics tools like Power BI. I wanted to improve my skills in this domain so I can enhance my skills. I chose MAHE's online program due to flexible learning opportunities. Since I had more time to complete my program compared to an on-campus degree, I can progress at my own pace.



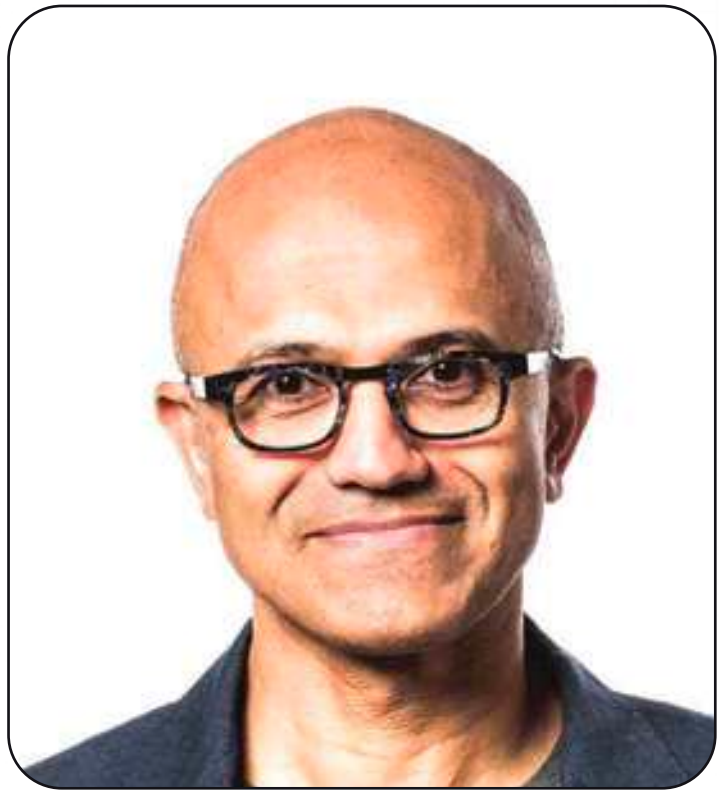
- Advik Athreya



# Your Degree



# Be One Amongst Them!



**Satya Nadella**

Chairman & CEO  
Microsoft Corporation



**Banmali Agrawala**

President  
Infrastructure, Defence  
and Aerospace, Tata Sons



**Rajeev Suri**

CEO  
Inmarsat



**Vikas Khanna**

Michelin  
Star Chef



**Dato Dr. Sheikh**

**Muszaphar**

Malaysia's First  
Astronaut



**Nithya Menen**

Indian Actress & Singer

## Join the Manipal network of 1,50,000 alumni

# Our Recruiters





# Online MANIPAL

**Manipal Academy of Higher Education**

Directorate of Online Education (DOE) Advanced Research Centre, Madhav Nagar, Manipal-576104, Karnataka, India

info@mahe.onlinemanipal.com | +91 733-0300600



**OnlineManipal.com**

**Prospectus 2025-26 • Program-MSc-BA**