SVKM'S NMIMS® Deemed to be UNIVERSITY

SCHOOL OF BUSINESS MANAGEMENT

AACSB ACCREDITED

EQUIS ACCREDITED

www.nmims.edu

MBA Business Analytics

About NMIMS School of Business Management

School of Business Management's (SBM) goal is to provide a life changing experience to all those who join its programs. This is sought to be done through a relevant management curriculum and development of skill sets required by an individual to serve the industry and society as managers, business leaders or as entrepreneurs. It believes in developing leadership and decision-making capabilities of its graduates and hence the emphasis is on simulating the real life situations that participants are expected to face once they graduate from the business school. Today SBM is one of the top 10 AACSB accredited business schools in India. NMIMS School of Business management has been ranked amongst Top-100 Global B-School by FT MIM 2022.

Vision

To be a management school of academic and research excellence that develops transformational leaders for an inclusive and sustainable world.

Mission

The NMIMS School of Business Management nurtures transformational leaders who can responsibly create Stakeholder value with integrity by navigating the ever-changing world of business using critical thinking skills, analytical skills, entrepreneurial mindset, people proficiency and, technology orientation. The school enables a research environment to develop tools and concepts for the advancement of management theory and practice.

Goals

- To develop an understanding of dynamics shaping global business
- To develop critical thinking skills
- An integrative approach to decision making and problem solving
- To develop technological orientation and digital fluency
- Effective communication skills
- To sharpen leadership & interpersonal skills
- An understanding of ESG challenges impacting business

Institutional Values

- Excellence
- Innovation
- Academic Integrity
- Collegiality
- Autonomy
- Discipline and Commitment
- Inclusivity

Global Linkages

The Vision of the University is to be a globally admired University by 2030. To achieve this and to provide maximum exposure to our students and faculty we have collaborated with Universities across the globe. Currently, we have links with more than 50 highly respected institutions in Australia, the US, Europe, and Asia. To name a few – Virginia Tech, USA, University at Albany, State University of New York, USA, University of Bristol, UK, King's College London, UK, University of California Riverside, USA, University of South Australia, Australia etc. These collaborations are for Twinning programs, Dual Degree programs, Student and Faculty exchange, Joint supervision of Doctoral studies, Joint academic activities-lectures, seminars, conferences, and exchange of academic material and information.

Honour – School of Business Management

NMIMS has successfully carved a niche for itself among the country's premier educational institutions, a fact borne out by the many prestigious awards and honours to its credit.

MUMBAI CAMPUS

FT MASTERS IN MANAGEMENT 2024 RANKING

SBM Ranked amongst Top 100 Business Schools globally in the Financial Times Master in Management Ranking 2024

GRADE A++

NMIMS Deemed-to-be University Accredited by NAAC with 3.67 CGPA in 2024

EQUIS ACCREDITED

NMIMS Deemed-to-be University Accredited by EQUIS with (Mumbai Campus)

nirf

School of Business Management Ranked 21st by National Institutional Ranking Framework by Ministry of Education, Govt. of India

AACSB Accredited

Top 100 Global B-School
Financial Times MiM Ranking 2023

EFMD Global Member

21st B-School NIRF Ranking
2023

Highest ratings from CRISIL & ICRA

3rd Best Private B-School
India Today, MDRA Survey 2023

3rd Best Private B-School
Business Today 2023

3rd Top Private B-School
BW Business World Ranking 2023

4th Best Private B-School
FORBES Magazine 2023

5th Best Private B-School
The Week Hansa Research 2023

Association to Advance Collegiate Schools of Business (AACSB) International the world's largest business education alliance, has bestowed recognition upon for our innovative We Care: Civic Engagement Internship Program

AACSB's 2023 State of Accreditation Report: NMIMS' Jasani Center for Social Entrepreneurship and Sustainability Management received appreciation for its social impact initiatives

4th Top Rank PG Data Science Programs (full-time on campus) in India MBA Business Analytics by Analytics India Magazine (AIM) 2023

Program Overview

The MBA in Business Analytics program offers a distinctive combination of Analytics/Data Science and Business Management, thoughtfully crafted by leading academics and industry experts. This program provides you with the critical skills to succeed in the data-driven business landscape of the future.

Why This Program

- **Globally Benchmarked Curriculum:** Features Harvard Business Review cases for a world-class learning experience.
- **Balanced Program Structure:** Provides a well-balanced mix of analytics and management courses for comprehensive learning.
- **Industry-Relevant Electives:** Offers diverse electives across various domains to meet industry demands.
- **Hands-On Training:** Includes practical training with the latest tools and techniques used in global industries.
- **Real-World Projects and Internships:** Real-world analytics projects and internships are included as part of the curriculum to apply your knowledge in practical settings.

Key Benefits

- **Master Business Analytics:** Learn the art and science of business analytics.
- **Develop Managerial Skills:** Enhance your managerial skills with an analytical mindset.
- **Gain Practical Experience:** Work with cutting-edge analytical tools and technologies.
- **Learn Analytical Methodologies:** Understand essential analytical methodologies.
- **Data-Driven Decision Making:** Implement data-driven decision-making strategies.
- **Solve Real-World Challenges:** Develop problem-solving skills for real-world business challenges.
- **Advanced Tools and Technologies:** Utilize advanced analytical tools and technologies.

Chairperson's Message

As the program chairperson, I am pleased to share that our MBA in Business Analytics is designed for students who aspire to become leaders in today's data-driven business world. This program uniquely blends business management principles with advanced analytics techniques, equipping you with the ability to interpret complex data, identify business trends, and make impactful, data-backed decisions.

You will gain hands-on experience with industry-standard tools, and engage with case studies, internships, and real-world analytics projects that mirror the challenges faced by leading organizations.

To ensure that our curriculum remains aligned with current industry standards and emerging trends, we regularly solicit and incorporate feedback from both academic experts and industry professionals. Our curriculum covers a broad spectrum—from predictive analytics and machine learning to business intelligence and strategy—ensuring you are well-prepared for diverse roles across industries like finance, marketing, operations, and supply chain management.

With the growing demand for skilled analytics professionals, this MBA will empower you to thrive in a rapidly evolving market and drive innovation throughout your corporate career.

Prof (Dr.) Ashu Sharma
Programme Chairperson of MBA- Business Analytics

Program Structure

The two-year MBA in Business Analytics program is designed to offer a comprehensive education that progresses from foundational knowledge to advanced professional skills over six trimesters. The curriculum integrates essential business management disciplines with advanced analytics training.

Year 1

- **Foundation Building:** Focuses on core business disciplines such as marketing, finance, human resources, organizational behavior, operations, managerial communication, and economics. Concurrently, it establishes strong analytical foundations with courses in data management, statistical analysis, and programming for analytics.
- **Skill Enhancement:** Progressively introduces advanced analytical techniques and business strategies, ensuring practical application of skills in time series analysis, machine learning, and decision-making frameworks.

Year 2

- **Advanced Analytics and Strategy:** Covers specialized analytics topics like deep learning, natural language processing, and AI applications in business. It also enhances strategic and managerial skills through courses in data governance, sustainability, and project management.
- **Electives and Specializations:** Offers a range of electives tailored to industry needs, including analytics electives in functional domains such as marketing, finance, and supply chain, as well as new age courses like generative AI and fintech.
- **Practical Experience:** Emphasizes real-world application through projects, internships, and capstone simulations, ensuring students are job-ready.

Workshops and Industry Engagement

Includes non-credit workshops on the latest tools and technologies, such as model deployment and AutoML, ensuring continuous learning and industry relevance.

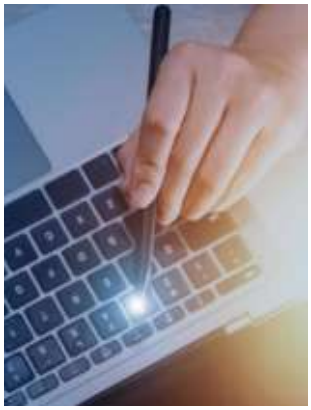
This structured approach, spread over six trimesters in two years, ensures that graduates are well-rounded professionals with holistic business understanding, domain expertise, and proficiency in analytics. They are equipped with strategic acumen and leadership skills, making them industry-ready for the data-driven business landscape.

Pedagogy

Our program employs a dynamic blend of interactive lectures, hands-on workshops, and practical projects. Every subject utilizes the case method of teaching, while all analytics courses are delivered through a hands-on approach using real-world data sets. This ensures students gain practical experience, deepen their understanding of theoretical concepts, and develop essential critical thinking and problem-solving skills needed to thrive in a data-driven business environment.

Eligibility Criteria

Bachelor's Degree (10+2+3/4) in B.E, B.Tech, B.Sc. Maths, B.Sc. Statistics, B.Sc. Computer Science, B.Sc. Information Technology, B.Sc. Data Science / Analytics, B.Sc. Economics, B.Sc. Finance with a minimum of 50% marks in Aggregate.



Selection Process

Stage 1 : NMAT by GMAC™ test is a mandatory test for applying to the program

For more information about the test, please visit www.nmat.org. The score of the NMAT by GMAC™ Test for all the NMIMS applicants will be submitted by GMAC electronically to NMIMS (Deemed to-be- University).

Stage 2 : Shortlisting based on NMAT sectional and total score will be done only for those candidates who have applied to the program.

There could be a psychometric test, Written Analytic test, and Personal Interview. The details will be informed subsequently. The selection process is done in person. Please carry your NMAT by GMAC scorecard.

Career Prospects

Data Scientist	Business Analyst	Data Analyst	Analytics Manager
Marketing Analyst	Financial Analyst	Operations Manager	Risk Manager
Supply Chain Manager	Data Visualization	Business Intelligence	Product Manager
Management Consultant	Customer Insights	Human Resources	Big Data Consultant

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