ALL ABOUT
MBA-BUSINESS ANALYTICS

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What is Business / Data Analytics

Descriptive analytics summarizes data to explain what has happened or is happening. Statistical techniques such as data aggregation (collecting and filtering data) and data mining.

Diagnostic analytics looks at what has happened to try to determine the root cause of those events using mathematical functions such as probabilities, likelihoods, and the distribution of outcome
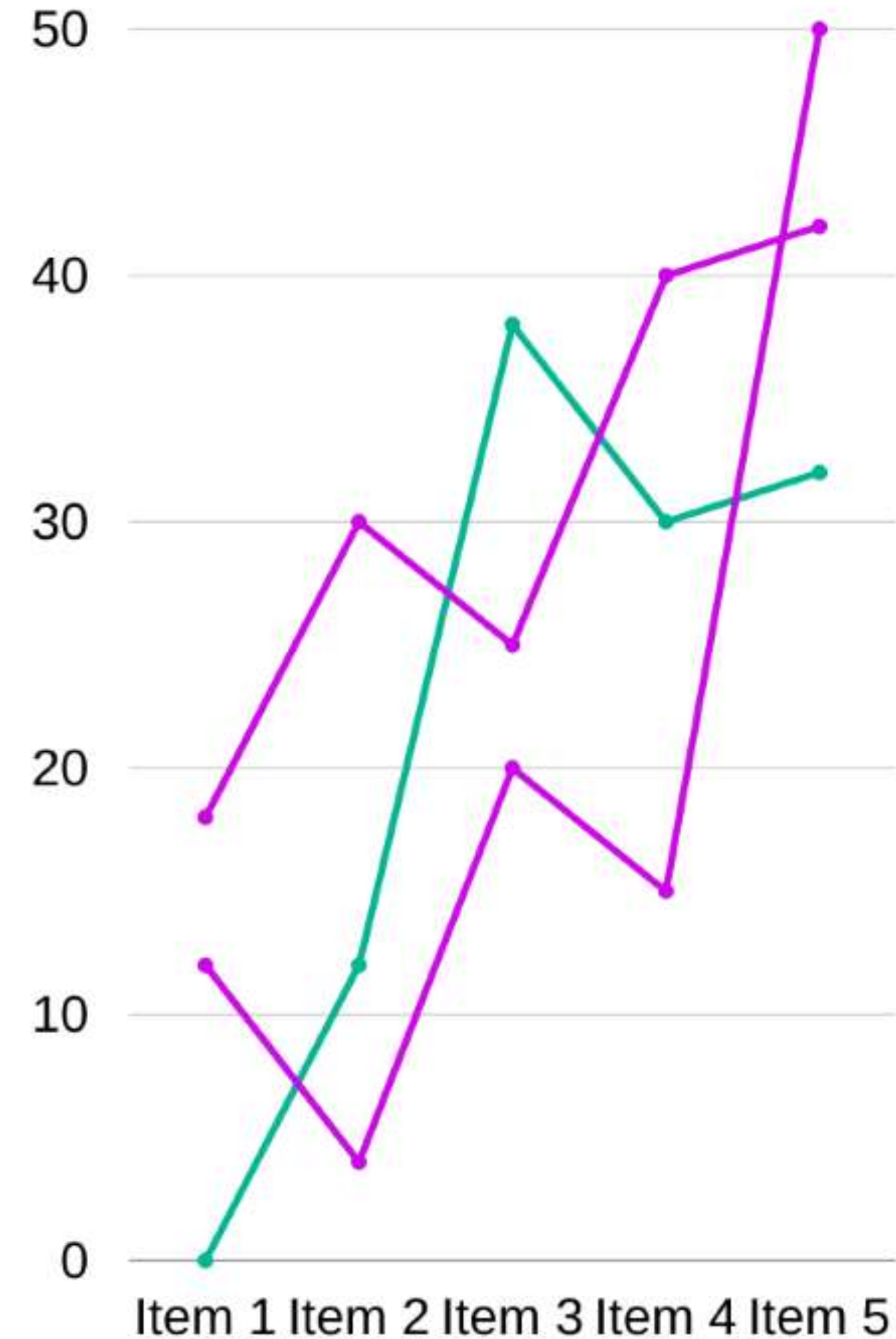
Predictive analytics typically combines statistical models and machine learning algorithms to predict the likelihood of various outcomes, such as whether consumers will like a new flavor of sports drink or how much healthcare costs will increase.

Prescriptive analytics provides recommendations for the actions that will provide the best results. Accomplishing this requires iterative analysis, ongoing testing, and deep learning. (The software company MathWorks describes deep learning as a subset of machine learning that enables computer models to analyze data and perform complex tasks.)

Data Analytics vs Business Analytics

Key Differences

The discipline of business analytics is closely related to that of data analytics, but there are some notable differences. The data analyst is typically responsible for maintaining the database and cleaning up the data so that it can be utilized in reports, while the business analyst uses the data for strategic decision-making. The business analyst role also involves evaluating existing business processes to find ways to improve efficiency or cut costs—something that is not the responsibility of a data analyst.

What do you study in MBA - Business Analytics

1st Year

Term I	Credits	Term II	Credits	Term III	Credits
Financial Accounting	3	Corporate Finance	3	Business, Government and Society	3
Managerial Communication-I	1.5	Managerial Communication-II	1.5	Introduction to Computing	1.5
Marketing Management	3	Applied Probability and Statistical Models	3	Time Series and Forecasting Techniques	3
Managerial Economics	3	Operations Management	3	Machine Learning and Applications	3
Organization Design	3	Decision Sciences-II	3	Big Data Analytics	3
Decision Sciences-I	3	Competition & Strategy	3	Entrepreneurial Learning	3

What do you study in MBA - Business Analytics

2nd Year

Term I	Credits	Term II	Credits	Term III	Credits
Natural Language Processing	3	Analytics Elective 2	3	General Elective 5	3
Artificial Intelligence and Deep Learning	3	Analytics Elective 3	3	General Elective 6	3
Multivariate Data Analysis	3	Analytics Elective 4	3	General Elective 7	3
Optimization	3	General Elective 2	3		
Analytics Elective 1	3	General Elective 3	3		
General Elective 1	3	General Elective 4	3		

JOB ROLES

1. Data Analyst
2. Data Scientist
3. Data Engineer
4. Data Architect
5. Database Administrator
6. Analytics Manager

Top Colleges

IIM Bangalore	**IIM Calcutta**
ISB Hyderabad	**SCHMRD**
Great Lakes	**NMIMS**
IIM Amritsar	**IIM Kashipur**
IIM Ranchi	**IIT Kanpur**

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