MBA (EXECUTIVE)
with Specialisation in

Business Analytics

Get to the bottom of it.

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A+
By NAAC

AWARDED
AUTONOMY
CATEGORY 1
By UGC

Contents

About the Program

Analytics is rapidly changing business models of the modern economy by providing data-verified actionable insights. Advances in the field have led to a competency-gap in today's professionals. The 'Master of Business Administration (Executive) with specialisation in Business Analytics', crafted by NMIMS Global Access and powered by upGrad, addresses this gap while also bringing the rigour of a campus MBA to the online space. With real-life industry case-studies, the program covers the latest analytics tools and techniques along with their business applications, thus enabling learners to succeed in business roles using analytics.

NMIMS has consistently ranked among the top ten B-Schools in India and has over 15000 students on-campus, 45000 in continuing education and 750 full-time faculty members.The MBA (Executive) Program by NMIMS Global Access is AICTE Approved. The university has NAAC A+ Grade Accreditation and Category 1 Autonomy granted by UGC.We are confident that with NMIMS's superior academic curriculum and upGrad's advanced ed-tech platform, industry tie-ups and career services put together will create a pool of top-notch professionals ready to take up the industry's challenges head-on.
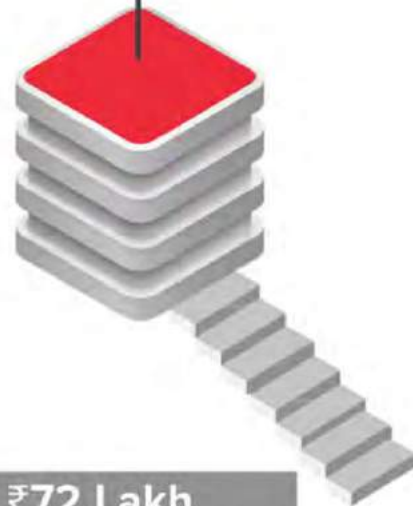
Mr. Rajiv Shah
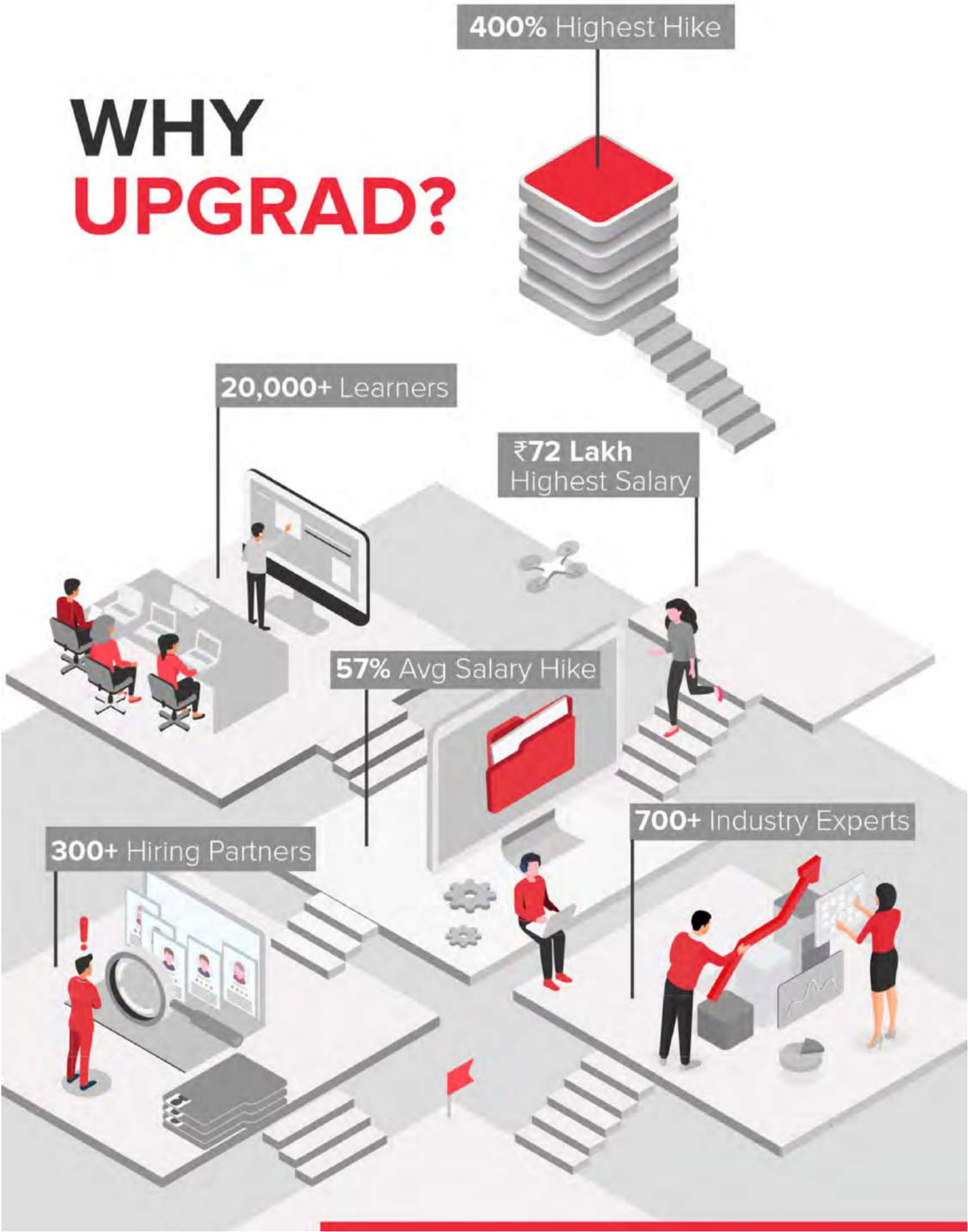Director and CEO
NMIMS Global Access

WHY
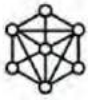# UPGRAD?

400% Highest Hike

20,000+ Learners

₹72 Lakh Highest Salary

57% Avg Salary Hike

300+ Hiring Partners

700+ Industry Experts

WHY THE MBA (EXECUTIVE) WITH
SPECIALISATION IN BUSINESS ANALYTICS?

As more organisations turn toward data-driven decision making, they need skilled professionals to help them not only gather data, but also to formulate strategies for acting upon that information. As a result, business analysis professionals are in high demand by organisations seeking to gather insights and formulate strategies in order to achieve their organisational goals.

Quality professional MBA education has a critical supply-demand imbalance, especially when we talk about specialisations in emerging technologies such as Business Analytics. This is a unique management program that helps you integrate concepts across functional domains with analytics

FINANCE

Financial analytics helps in shaping up tomorrow's business goals. It can also improve the decision making strategies of your business. It gives a deeper insight about the financial status of your business and improve profitability, cash flow and value of your business.

MARKETING

Studying buying patterns of consumer behaviour, analysing trends, help in identifying the target audience, employing advertising techniques that can appeal to the consumers, forecast supply requirements, etc.

HR PROFESSIONALS

HR professionals can make use of data to find information about educational background of high performing candidates, employee attrition rate, number of years of service of employees, age, gender, etc. This information can play a pivotal role in the selection procedure of a candidate.

MANUFACTURING

Business Analytics can help you in supply chain management, inventory management, measure performance of targets, risk mitigation plans, improve efficiency in the basis of product data, etc.

CREDIT CARD COMPANIES

Credit card transactions of a customer can determine many factors: financial health, life style, preferences of purchases, behavioral trends, etc.

PROGRAM
HIGHLIGHTS

MBA (Executive) from NMIMS Global Access

AICTE Approved, NAAC A+ Grade and Category 1 autonomy by UGC

New-age MBA

A unique management program that helps you integrate concepts across functional domains with analytics

Dedicated Career Assistance

Receive 360 degree career support from mock interviews with hiring managers, resume building, career fairs, industry mentors and much more.

Best-in-class curriculum

Reverse engineered curriculum based on the needs of the industry. You learn core management skills, analytics tools and techniques and application of analytics Also includes Harvard simulations and capstone project to provide practical learning

Personalised Mentorship

Get unparalleled personalised mentorship and doubt resolution from the faculty of NMIMS Global Access and our panel of industry experts.

Blended Learning

Learn with the ease and flexibility of recorded sessions as well as live sessions, designed to ensure a wholesome learning experience.

High profile Peer Group

Grow your network and learn with industry veterans with average work experience of 10 years.

LEARN FROM
TOP ACADEMICIANS & EXPERTS

RESEARCH AND ANALYTICS

PROF. RANJAN KUMAR

FPM (IIM Lucknow),
MBA (IIM Lucknow)

MANAGERIAL ECONOMICS

DR. DIMPLE PANDEY

MBA, (ICFAI, Hyderabad)

BUSINESS COMMUNICATION

PROF. HARNEET JAYAKAR

PGDM (IMT-Ghaziabad)
B.E. (Mumbai University)

DATA VISUALISATION

S. ANAND

CEO, Gramener

Gramener

LEARNING PATH

1 — **INTRODUCTION TO CORE MANAGEMENT**
Finance, Marketing and Sales, Human Resources, Operations and Supply Chain

3 — **APPLICATION OF ANALYTICS**
- Marketing, Web and Social Media Analytics
- Fraud and Risk Analytics
- Supply Chain And Logistics Analytics
- HR Analytics

2 — **ANALYTICS TOOLS AND TECHNIQUES**
- Exploratory Data Analytics
- Model Selection and Machine Learning
- Excel, Tableau and Python

4 — **3-MONTH CAPSTONE PROJECT**
Apply the learnings of the program to an industry project. Get feedback and guidance from seasoned industry expert

PROJECT/ SIMULATION NAME	DESCRIPTION
Global Supply Chain Management Simulation	Set up a global supply chain to deliver 2 models of mobile phones. The simulation takes place over 4 years with you choosing new mobile phone features and forecasting demand across the timeline.
Data Analytics Simulation: Strategic Decision Making	Act as the brand manager for a laundry detergent, tasked with turning around the brand's performance by using sophisticated analytic techniques to understand current issues and determine the best strategy for improving performance.
Curious case of the aggregration service provider	Step into the shoes of a consultant and address the problems ailing your client- who is an aggregation service provider. Utilise the different business problem solving frameworks in order to develop hypotheses around the problem and then testing those hypotheses using descriptive analytics through Tableau
YouTube channel analysis	Step into the shoes of an analyst working at a recently launched e-commerce subsidiary company. Gain insights from YouTube's video statistics in order to target videos through which your company can advertise its launch. Understand, explain and write the Python code to explore and gain meaningful insights from the obtained data.
Capstone Project	Serve as the CXOs of a company and work with your fellow CXOs on improving across all areas- Marketing, R&D, Operations, Human Resources and Finance- while responding to the strategies adopted by other competitors in your industry. This simulation will tie together each and every thing that you learn in the program and ensure that you understand the applicability and interdependency among all the verticals of an organisation.

CAREER
SUPPORT

Personalised Mentorship

Get mentored by experienced industry expert and receive personalized feedback.

Resume Review

Obtain specific, personalised inputs on your resume structure and content.

upGrad Career Fairs

Regular hiring drives in major cities across India, giving you the opportunity to interview with upGrad's 300+ hiring partners, ensuring you get every opportunity you deserve.

Company-Specific Preparation

Get company-specific guidance with access to a carefully curated pool of interview resources per company to ensure you are interview-ready for the company of your choice.

Just-In-Time Interviews

Get company and role-specific preparation with mock interviews right before your actual interviews.

Job Opportunities Portal

Gain exclusive access to upGrad's 200 job openings each quarter, giving you the opportunity to be interviewed by upGrad's hiring partners.

Career Mentor

Get a dedicated career mentor to help track your weekly company application targets, coach you on your profile, and support you during your career transition journey.
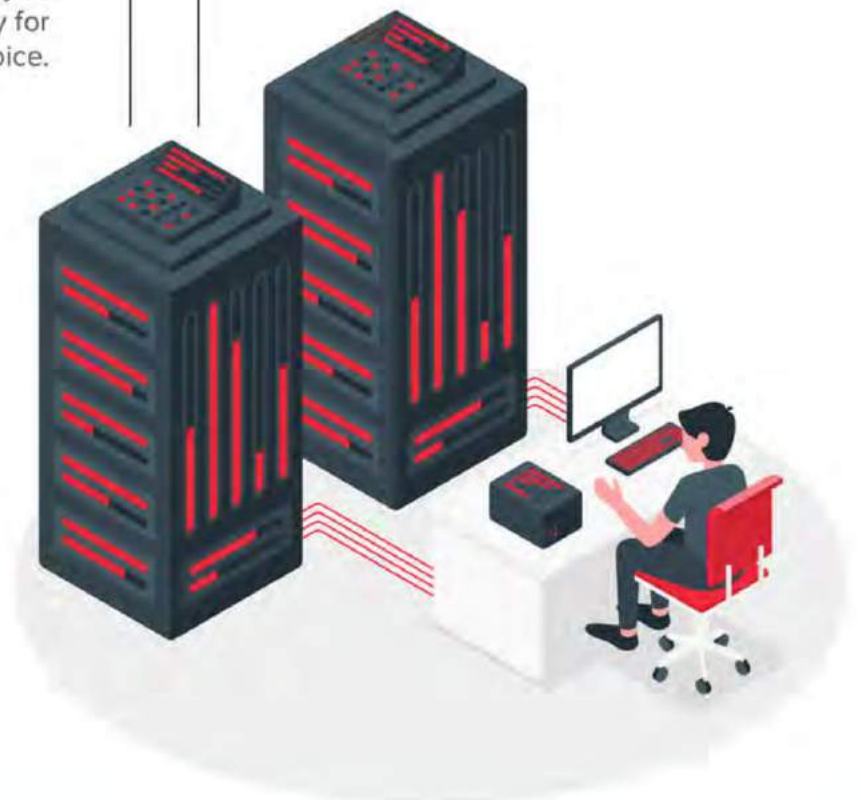
HEAR FROM
OUR LEARNERS

In today's time where everyone is working remotely and when the unemployment rate is high, keeping yourself updated with relevant skills is the need of the hour. upGrad and NMIMS gives you that opportunity to keep you ahead of the curve. The course is very rigorous in terms of time that needs to be invested for studying on your own and the live sessions.

Anirudh Sharma
Analytics Manager, Essence

This is not an ordinary MBA, this is a specialisation, which means it is not going to be easy as an ordinary MBA but the perks wont be normal as well. The team takes care of you like their own so you really don't need to worry about a thing. The subjects are very industry oriented from Stats to Python to ML, even basics of excel are also cleared. The main purpose of the curriculum is to ensure you are industry ready.

Udit Kumar
Software Support Analyst, Accenture

MBA in Business Analytics from NMIMS powered by upGrad is one of the most career changing programs we have in market. This program arms you with the mindset, tools, skills, and knowledge to execute these crucial tasks in the company. It readies you to be the decision-maker in the company who sets and charts the course to future success.

Prabhakar Shyam
Manager, Nokia Pvt. Ltd.

It is a very well designed course that does not disturb our ongoing professional life. The contents are with live examples that helps to understand the concept deeply. We also have live session which helps in clearing all doubts. The internal assessment exam forces us to keep learning each day which helps to ease the study for term end exams.

Mittul Shah
Assistant Engineer, Lodha Developers Ltd.

PROGRAM CURRICULUM

18 months
6 terms of **3** months each
3-month long capstone in **6**th term

1000+ Hours of learning
200+ hours of live faculty Interaction
10+ hands-on projects

TERM 1

BUSINESS COMMUNICATION

- Identify and demonstrate best practices of verbal, non-verbal and written communication in the professional environment
- Formulate, implement and assess a personal brand strategy

MANAGERIAL ECONOMICS

- Understand the key concepts of micro and macro economics
- Analyse the impact of various economic factors on elements of the business strategy
- Understand game theory and identify optimum strategies in various business situations

MARKETING MANAGEMENT

- Develop a marketing strategy for a product/service
- Identify the most appropriate channel mix for a marketing plan
- Evaluate a marketing campaign on summary metrics

INFORMATION SYSTEMS FOR MANAGERS

- Get an overview of the key IT tools (traditional and emerging)
- Get an overview of the key tools in MS Excel
- Perform basic pivoting and formatting to represent data in MS Excel

TERM 2

BUSINESS STATISTICS

- Use basic data visualisation techniques to derive better insights from a dataset
- Use hypothesis testing to add statistical rigor to your business decisions
- Study associations between business variables to determine their relationship

BEHAVIOURAL SCIENCES & HUMAN RESOURCE MANAGEMENT

- Understand individual behaviour in the context of teams, groups and organisations
- Understand key HR strategies for the 3 phases of an employee - recruitment, development and assessment
- Formulate an effective resource management strategy to create a high performance team

PYTHON FOR DECISION MAKING

- Apply basic syntax and operations in Python
- Clean and manipulate the data using Python's powerful data analysis libraries
- NumPy and Pandas
- Create basic visualisations using Python

FINANCIAL ACCOUNTING FOR MANAGERS

- Understand the basics of accounting and financial ratios
- Analyse accounting statements and Financial ratios to identify the key Action areas for a business

TERM 3

BUSINESS PROBLEM SOLVING, TABLEAU AND STORY TELLING

- Create visualisations using Tableau and utilise storytelling principles for presenting insights in impactful ways
- Apply frameworks to understand business problems and formulate hypothesis
- Identify the different steps of a Data Science project utilising the Crisp DM framework

OPERATIONS AND SUPPLY MANAGEMENT

- Understand the key operations and SCM strategies available to a business
- Optimise decisions w.r.t plant planning, layout, production and operations management
- Formulate an optimum operations, procurement, inventory and logistics strategy

EXPLORATORY DATA ANALYSIS, BIG DATA AND SQL

- Acquire data, identify different features, clean it and perform Exploratory Data Analytics on Python/ Excel
- At the end of this course students will be able to apply a set of techniques to display data in such a way that interesting features will become apparent, helping solve business problems
- Perform basic and intermediate operations in SQL to query and manipulate data
- Identify the important components of Big Data ecosystem so that students can understand its capabilities and collaborate with big data engineers
- Identify the strategic advantage of deploying big data systems, identify the roadmap for setting up Big Data Systems for the same

CORPORATE FINANCE

- Understand project financing, project risk and risk management strategies
- Evaluate a project on its financial viability

TERM 4

STRATEGIC BUSINESS MANAGEMENT

- Understand the key frameworks for business, competition and industry analysis
- Apply the strategy models to varying business situations
- Formulate a plan for business growth, expansion (market entry/acquisition)

MACHINE LEARNING I

- Identify the different problems where linear and logistic regression can be applied
- Write Python code for the algorithms to apply these and create models
- Evaluate the model

MODEL SELECTION AND MACHINE LEARNING II

- Apply basic model selection principles - Understand the basics of decision trees
- Identify the different problems where decision trees, other advanced ensembles and supervised learning models can be applied

ADVANCED MACHINE LEARNING

- Identify the different problems where time series forecasting, clustering, PCA, NLP and deep learning can be applied
- Understand the concept of time series
- Create time series models on excel

TERM 5

MARKETING, WEB AND SOCIAL MEDIA ANALYTICS

- Apply analytical techniques to the domain of marketing management
- Predict customer churn using machine learning models
- Increase the effectiveness of your marketing campaigns through data analytics

FRAUD AND RISK ANALYTICS

- Predict and prevent financial fraud using machine learning models
- Apply machine learning principles to credit risk analysis

SUPPLY CHAIN AND LOGISTICS ANALYTICS

- Apply machine learning principles to demand forecasting
- Understand the application of machine learning for inventory planning, procurement & logistics optimization

HR ANALYTICS

- Understand the application of analytics for talent and performance management
- Apply machine learning principles for attrition prediction
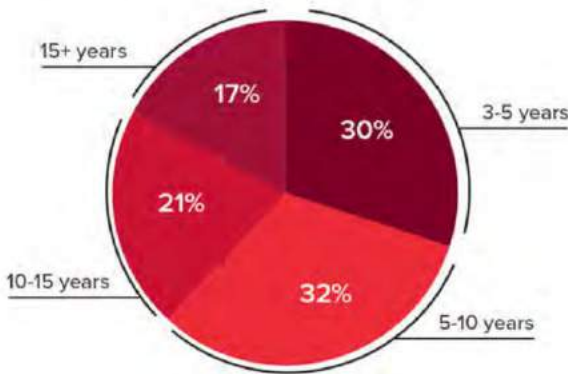
TERM 6

CAPSTONE PROJECT

- Showcase the skills learned in the program through a 3 month long industry project. Get guidance and feedback on your project from a seasoned industry expert.
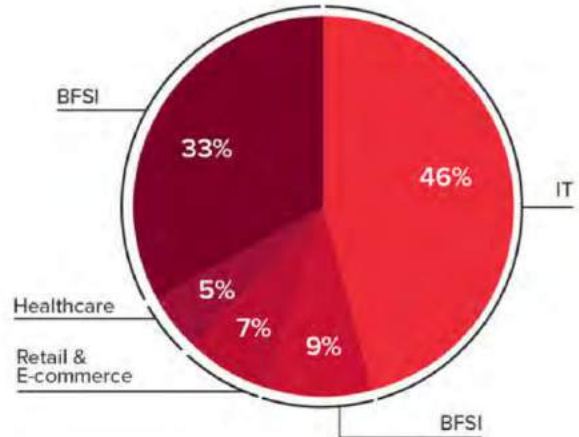
Note: NMIMS University, at its sole discretion, reserves the right to alter information, including but not limited to, modifying program availability, program length, program structure, program curriculum, or to adjust fees, admission requirements, policies or procedures at any time.

MEET THE CLASS

Work experience split

- 15+ years: 17%
- 3-5 years: 30%
- 5-10 years: 32%
- 10-15 years: 21%

Industry split

- BFSI: 33%
- IT: 46%
- BFSI: 9%
- Retail & E-commerce: 7%
- Healthcare: 5%

OUR LEARNERS COME FROM...

Technology
- Accenture
- TCS
- Microsoft
- VMWare
- Cognizant
- IBM
- Adobe

Finance
- Citi Bank
- American Express
- Bank of America
- ICICI Bank
- Axis Bank
- HDFC Bank
- Morgan Stanley
- Fidelity International

Healthcare
- Zydus Cadila
- Dr. Reddy's

Consulting
- EXL
- E&Y
- Deloitte
- McKinsey
- ZS

Aviation
- AirAsia
- Tata Sia Airlines Ltd. (Vistara)
- British Airways

PROGRAM DETAILS

PROGRAM STARTS
Refer Website

DURATION
18 months

PROGRAM FLOW

15 months - Master the leadership, management strategy and business analytics concepts through engaging videos, faculty live session and hands-on projects

3 months - Apply these concepts in a capstone project to showcase what you have learned

WEEKLY COMMITMENT
20-25 hours per week

6-8 hours of Interactive learning time
5-7 hours assignments & projects
4-6 hours of NMIMS faculty and Industry expert live interaction

APPLICATION FEE
₹1500

PROGRAM FEE
₹4,00,000*

Flexible payment options available
*For detailed breakup of the fee please contact us.

ELIGIBILITY

Bachelor's (10+2+3) Degree in any discipline from recognised Universities with minimum 55% and 3+ years of Work Experience. OR, Bachelor's (10+2+3) Degree in any discipline from recognised Universities with minimum 55% and Postgraduation / Professional Degree with minimum 55% and 2+ year of work experience.

SELECTION PROCESS

Selection based on applicant profile and performance in the quantitative aptitude, logical and verbal reasoning test. Admissions commitee may conduct online interviews as part of the selection process.

Authorised Enrolment Partner

For more information
Contact us on:- **9987988489**

For further details, email us at
executive.mba@nmims.edu

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