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Siddhartha College of Arts and Science, Vijayawada
(Autonomous)

Programme: MBA (Business Analytics)

MBA (Business Analytics) or Master of Business Administration (Business Analytics) is a post-graduate program which can be completed in 2 years. After the completion of this degree, students can apply to positions such as data analyst, project manager, statistician, predictive modeller etc.

After the completion of the course, students can apply for positions such as Data Scientist, Statistician, Predictive Modeller, Quantitative Analyst, etc. The average salary of these professionals ranges from INR 8- 16 LPA. Some of the top companies to work with are HCL, Google, Godrej, Amazon, Motorola, Oberoi, HP, Indusind Bank, etc

MBA Business Analytics: What is it about?

Refer to the following points to know what MBA Business Analytics is about:

- MBA Business Analytics is a methodical exploration of businesses or organizations of the data.
- It uses statistical analysis and helps give insights into their performance and helps companies improve and profit using previous data.
- The course comprises Computer simulation, optimization, statistics, decision analysis, artificial intelligence, and many more.
- The course consists of two fields of practice, one is Business Intelligence and another one is Advanced Analytics .

Business Intelligence practices includes:

1. Querying
2. Reporting
3. Online analytical processing

Advanced Analytics practices includes:

1. Cluster analysis
2. Data mining

3. Simulation Algorithms

- The main component of MBA Business Analytics is the descriptive, predictive and prescriptive analysis that provides real time solutions to company related problems.

Why Study the MBA Business Analytics course?

- MBA Business Analytics offers skills and knowledge regarding analytics, and applied and theoretical statistics are gained for job opportunities.
- Business analytics has relevance in every industry like Marketing, Finance, Consultancy, Intelligence, etc
- It offers a wide range of career options including data analyst, data scientist, technical team leader, data mining expert, and qualitative analyst.
- Top companies such as Microsoft, Infosys, Wipro, Google Tata Group, Facebook, LinkedIn etc. have positions for these students.
- Great salary packages are offered with an average ranging between INR 8- 16 LPA.

MBA Business Analytics is in high demand by various companies for the following reasons:

- The course provides faster answers to business questions.
- MBA Business Analytics comes with a deeper understanding of customer behaviour.
- It provides On-demand business metrics reports to the companies.

MBA Business Analytics Jobs and Career Options

Successful postgraduates can secure jobs as Business Analyst,, Business Analyst Project Manager, Data Analyst, Business Intelligence Expert, and Data Mining Expert, etc.

Industries such as Financial Services, Retail, Manufacturing, Healthcare, Oil and Gas, Social Media, Gaming, will also offer employment to candidates.

Some of the well-known employers are Accenture, HP, IBM, Cognizant, Tata Consultancy Services, American Express, and so on

The following table gives a list of the MBA Business Analytics jobs and their average salary offered in MBA Business Analytics

Job Profile	Job Description	Average Salary in INR
Data Scientist	Utilise the analytical, statistical and data niche to collect, organise and solve complex problems of businesses	15 LPA
Statistician	Use theoretical or applied statistics to collect, organise, summarise data to give useful information	10 LPA
Market Research Analyst	Their aim is to help a company's profits grow by using what data is available.	8 LPA
Quantitative Analyst	Strategize to help maximise the efficiency of trade stocks	9 LPA
Project Manager	They help manage projects and project objectives including budgets, costs, goals etc.	12 LPA
Data Mining Expert	These experts are responsible building, deploying and maintaining data support tools, and database file/table creation	6 LPA
Business Analyst	They examine data and documents to understand consumer needs or to fulfil internal needs of the organisation. They make complex data comprehensible.	11 LPA

MBA Business Analytics Scope

The world of Business Analytics usually revolves around 'Big Data' and pursuing a career in this field can offer you a number of opportunities. It is predicted that by the end of year 2023, 40 Zettabytes of data will be in existence leading to a shot in career opportunities for both Business analysts and Data Scientists. MBA Business Analytics might take your career to:

1. **Descriptive Analysis:** In the descriptive analysis, you would be assigned to get a thorough insight into ways to apply data to understand and find solutions to past and future business situations.

2. **Predictive Analysis:** The predictive analysis involves the analysis of the business performance of your organization in the past.
3. **Prescriptive Analysis:** Here, you explore and sort out optimization procedures to ensure stronger productivity and other factors. This leads to better returns for the company.

After having an MBA Business Analytics degree, a student can go for higher studies as well. They can pursue **Ph.D courses in management** to not only get a better grip over the subject, but also for ample research opportunities.

Admission Process

Admissions to MBA are done on the basis of merit. The government of Andhra Pradesh notifies the admission process and asks registration for convener quota of 42 seats from the students who are qualified in the ICET. The remaining 18 seats will be in management quota. For management quota consult the college office or use chat bot for enquiry.

Eligibility

Students who wish to pursue MBA course should fulfil the following eligibility criteria.

- Any subject in Under graduation.
- They should clear their Under graduation exam from a recognized University.