

Analytics and Artificial Intelligence are now widely used in all areas of a business. Organizations today operate in a dynamic business environment, which means they must respond to changing client needs. Companies seek to delve into not only current information about their customers, goods, services, and business processes, but also historical data about their prior performances to gain insights and learn about previous trends and patterns. As a result, numerous sectors have adopted business analytics market software and solutions to analyze such trends, uncover new business possibilities, and design plans based on fresh insights. The two-year MBA (Business Analytics) is a degree programme offered by the Institute, admission to which is made on the basis of a competitive examination. Its focus is to familiarize the students with the increasing role of data and the insight it brings to decision-making at different levels of organizations. Delhi

Eligibility

The candidate must hold a Bachelor's degree with minimum 50% marks in aggregate or 5.0 CGPA out of 10. The student should have Mathematics/ Statistics as one of the subjects at Graduation level.

OR

Candidates must hold B. Tech / B.E degree in any discipline from a recognized university/ institute with at least 50% marks in aggregate or 5.0 CGPA out of 10.

OR

The candidate must hold a Bachelor's degree with minimum 50% marks in aggregate or 5.0 CGPA out of 10, with Mathematics as a subject at 10+2 level. Applied Mathematics in 10+2 will not be considered.

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Kakinada Campus

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