

Shape Smarter Decisions

with **Data Skills**

Master of Science in Business Analytics
(Online MSc in BA)



Table Of Contents

- 01. Introduction to the Online MSc-BA Program
- 02. Program Delivery
- 03. About MAHE
- 04. Program Structure
- 05. Program Specialisations/Electives
- 06. Application Process
- 07. Degree
- 08. The Manipal Network
- 09. Recruiters



Eligibility

- ◆ Candidates must have completed graduation in any discipline with Statistics as one of the subjects from recognized universities/institutions or an equivalent qualification as recognized by the Association of Indian Universities (AIU).
- ◆ Candidates must have a minimum of 50% marks in aggregate or equivalent grade in graduation.
- ◆ Work experience is desirable.

Fee Structure

- ◆ INR 2,80,000 (all inclusive)
- ◆ INR 70,000 per semester
- ◆ INR 1,500 (non-refundable application fee)

Duration

Minimum 2 years (divided into four semesters)

Career Prospects

- | | | |
|---------------------------------|---------------------------|---------------------------|
| ◆ Business Analyst | ◆ Financial Analyst | ◆ Human Resources Analyst |
| ◆ Data Analyst | ◆ Operations Analyst | ◆ Healthcare Data Analyst |
| ◆ Business Intelligence Analyst | ◆ Market Research Analyst | ◆ Supply Chain Analyst |

Master of Science in Business Analytics

Online MSc-BA

This inter-disciplinary program combines business domain and analytics knowledge at a post-graduate level, thus enabling learners to excel in Business Analyst roles across sectors.



Program Delivery

Quality education, delivered seamlessly through state-of-the-art technology, so learning never slows down.

- ◆ 1000+ hours of learning
- ◆ 1:1 guidance from expert mentors
- ◆ Exclusive access to 10K+ Coursera courses
- ◆ Collaborative learning with a diverse peer group
- ◆ Industry expert sessions, case studies & projects
- ◆ 2 on-campus immersions
- ◆ Live & recorded online classes for flexible learning
- ◆ 24x7 student support center



“

Studying online MSc in Business Analytics is aiding my career transition from aeronautical engineering to full time business analytics. I've had a great experience with Online Manipal. The modern curriculum, live classes, faculty and mentorship are helping me in enhancing my knowledge.

”

- **Thakur Simran Sunil**

About MAHE

Started in 1953 with Kasturba Medical College, Manipal Academy of Higher Education (MAHE) is one of India's leading academic and research institutions.

MAHE, a NAAC A++ accredited institution, now offers UGC-entitled online degree programs that are equivalent to its on-campus offerings.

Institution Of Eminence

Granted by the Ministry of Education, Government of India

Globally Engaged Institution

Active partnerships with more than 250 leading universities around the world

Widely Recognized

By government agencies, corporate organizations, and educational institutions.



Give an individual a professional education
and you have given him a lifestyle. ”

Padma Shri Dr. T.M.A. Pai

1898 - 1979

Founder - Manipal Group



Dr. H.S. Ballal
Pro-Chancellor



Lt. Gen. (Dr.) M.D. Venkatesh
Vice-Chancellor














Dr. P. Giridhar Kini
Registrar



Dr. Manojkumar Nagasampige
Director
Directorate of Online Education (DOE)

Manipal Academy Of Higher Education (MAHE) Accolades

 <p>INSTITUTION OF EMINENCE by Government of India</p> <p>Among India's Few Universities Granted IOE Status</p>	 <p>Achieved Highest Accreditation Grade by NAAC</p>	<div>RANK 4</div>  <p>Amongst India's Top 5 Universities in 2024</p>	 <p>Degrees Evaluated by World Education Services</p>	<div>RANK 35</div>  <p>Amongst South Asia's Top 35 Universities (2025)</p>	<div>RANK 175</div>  <p>Amongst Top Universities Under Young University Rankings (2024)</p>
<div>RANK 52</div>  <p>Amongst World's Top Universities for Quality Education (2024)</p>	<div>RANK 201-250</div>  <p>#201-250 in Asia University Rankings (2024)</p>	<div>RANK 1</div>  <p>Amongst India's Emerging Multidisciplinary Universities (2024)</p>	<div>RANK 1</div>  <p>India's Top Deemed Universities by ICARE (2024)</p>	<div>RANK 2</div>  <p>India's Top Private Universities in 2024</p>	<p>These rankings validate our academic model, pedagogy, and educational quality while establishing academic credibility and certifying a graduate's credentials to employers.</p>

Education That Delivers For Outcomes

World Class Education

Access UGC-entitled online postgraduate degrees from a NAAC A++ accredited university with 70+ years of educational excellence. Learn from expert faculty who share real-world experiences.

Industry-Aligned Curriculum

Expand your domain knowledge through our modern curriculum that is aligned with industry trends. Attend live classes and access recorded lectures anytime, anywhere.

Global Networking Opportunities

Expand your professional networking and gain industry insights by interacting with a diverse peer group, faculty, and other industry experts.

Prestigious Manipal Alumni Status

Benefit from 70+ years of Manipal legacy and become a member of the reputed alumni network.

Placement Assistance

Become a job-ready professional through placement assistance which includes resume building, mock interviews, skill assessments, and more.

Exhaustive Content & Resources

Access an exhaustive e-library with e-books, e-databases, journals, and more. Get free access to paid content on Coursera.

Attractive Scholarships

Gain access to exclusive scholarships designed for defense personnel, government employees, differently abled people & meritorious students.



“

The coursework, graded quizzes, and assignments in the program provide hands-on experience, which can be applied to real-world business problems. I'm confident that this online MSc in business analytics program will equip me with the skills & knowledge required to make informed business decisions. I'm able to connect with students from diverse backgrounds.

”

-Karthika Nair

Online MSc-BA | Program Structure

First Semester

- ◆ Financial Reporting and Statement Analysis
- ◆ Business Statistics
- ◆ Managerial Economics
- ◆ Programming with R and Python
- ◆ Database Management

Second Semester

- ◆ Business Econometrics
- ◆ Financial Management
- ◆ Applied Multivariate Data Analysis
- ◆ Data Visualisation
- ◆ Design and Analysis of Experiments
- ◆ Mini Project

Third Semester

- ◆ Time Series Analysis
- ◆ Machine Learning Methods
- ◆ Deep Learning Principles and Applications
- ◆ Project Management
- ◆ Research Methodology

Fourth Semester

- ◆ Big Data Analytics
- ◆ Choose any one elective group:
 - ◆ Elective Group 1 (Marketing)
 - ◆ Marketing Analytics
 - ◆ Digital and Web Analytics
 - ◆ Elective Group 2 (Finance)
 - ◆ Financial Asset Valuation
 - ◆ Financial Analytics
- ◆ Capstone Project

NOTES : ◆ Data Visualization and Design & Analysis of Experiments during second semester carry 3 credits each
◆ Mini Project during the second semester carries 2 credits ◆ Capstone Project during final semester carries 8 credits
◆ All other courses carry 4 credits each

Enrol Now

Program Registration

Fill in your basic, education & work experience-related details and pay the application fee to register.

Fee Payment

Pay the admission fee for the first semester/year or full program.

Document Upload

Upload supporting documents & submit your application.

University Approval

The university will evaluate your documents to confirm your admission.

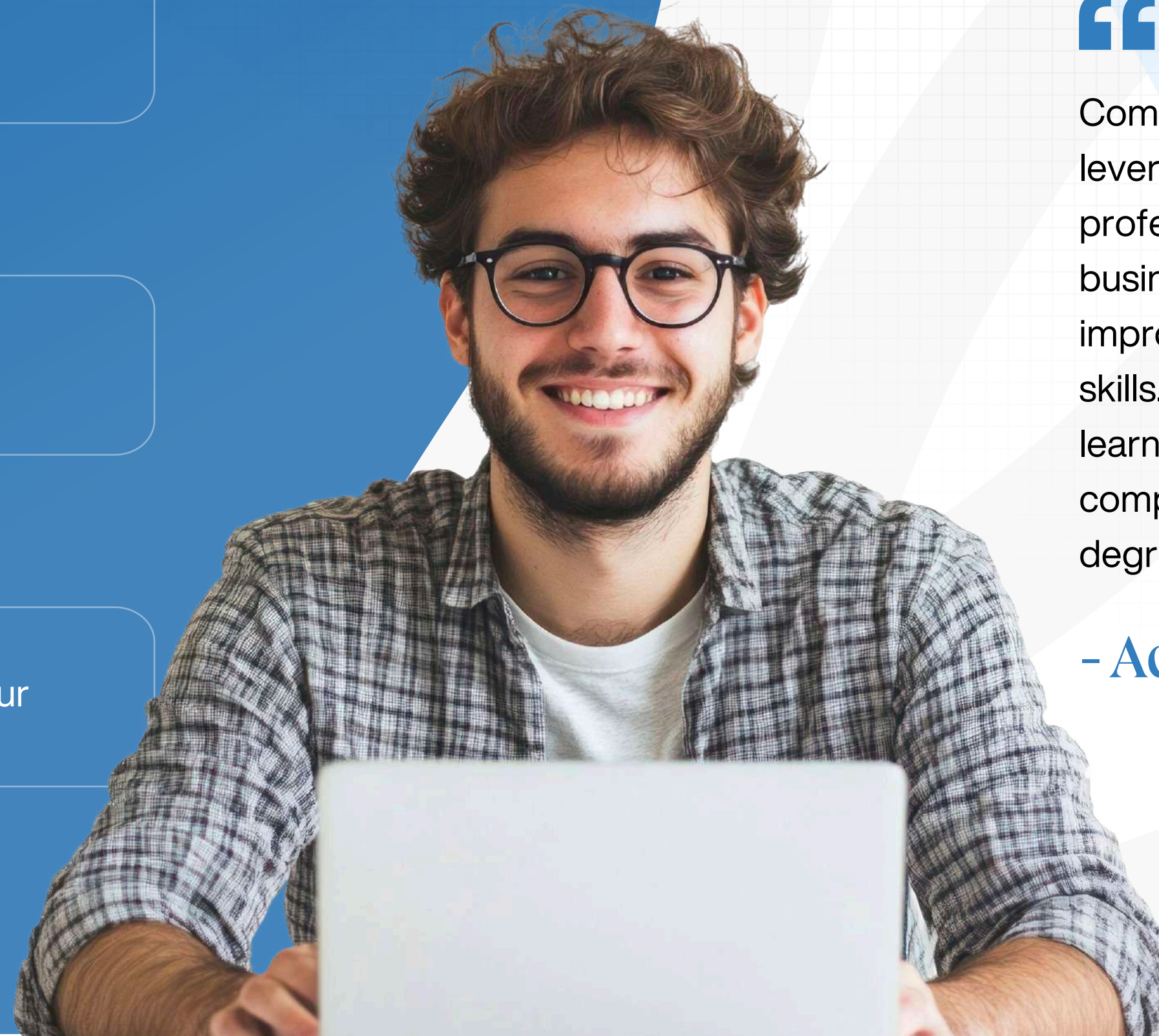
Prospectus 2025-26 • Program-MSc-BA



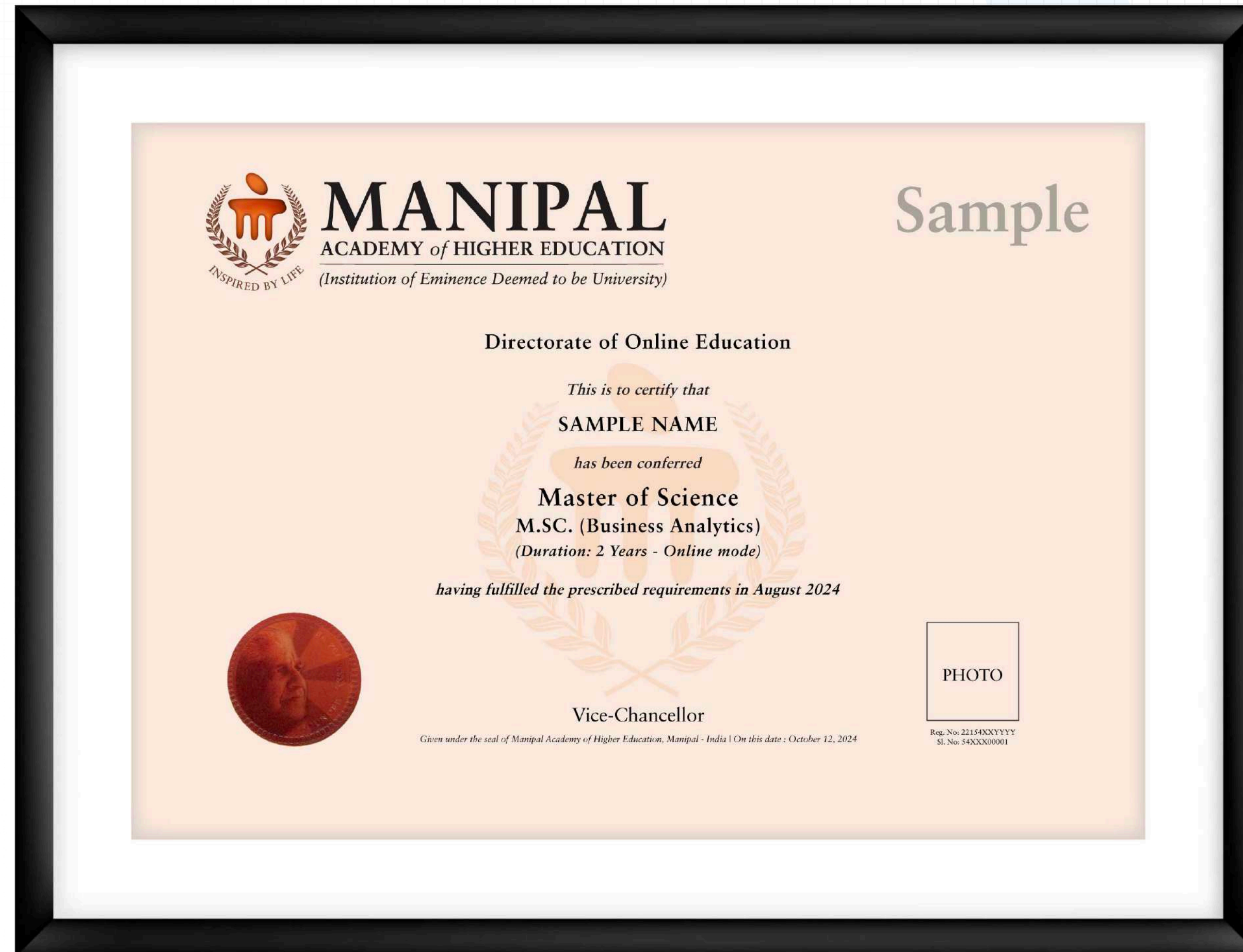
Coming from an accounting background, I wanted to leverage my knowledge of business analytics in my profession. Today, even the field of commerce uses business analytics tools like Power BI. I wanted to improve my skills in this domain so I can enhance my skills. I chose MAHE's online program due to flexible learning opportunities. Since I had more time to complete my program compared to an on-campus degree, I can progress at my own pace.



- Advik Athreya



Your Degree



Be One Amongst Them!



Satya Nadella

Chairman & CEO
Microsoft Corporation



Banmali Agrawala

President
Infrastructure, Defence
and Aerospace, Tata Sons



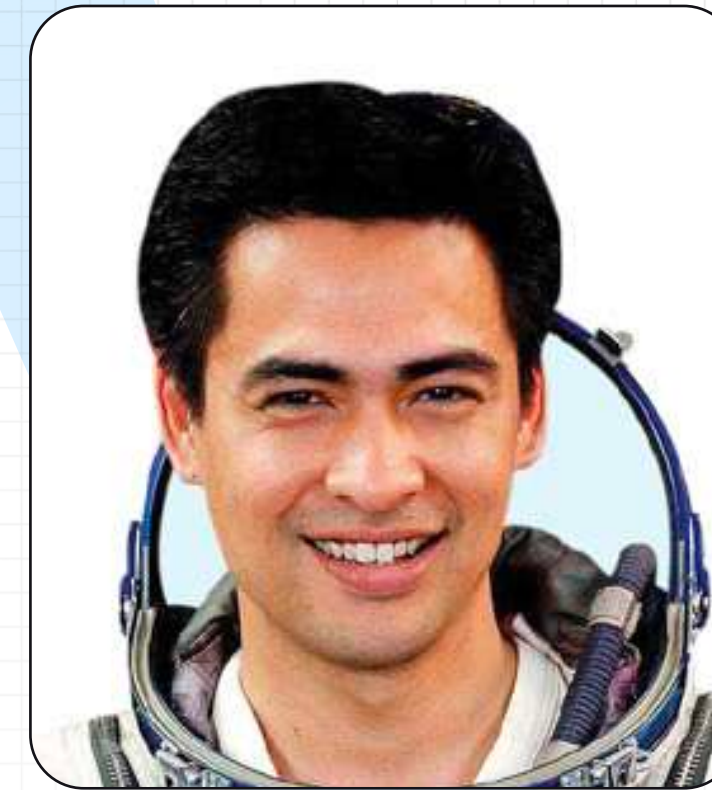
Rajeev Suri

CEO
Inmarsat



Vikas Khanna

Michelin
Star Chef



Dato Dr. Sheikh

Muszaphar

Malaysia's First
Astronaut



Nithya Menen

Indian Actress & Singer

Join the Manipal network of 1,50,000 alumni

Our Recruiters





Online MANIPAL

Manipal Academy of Higher Education

Directorate of Online Education (DOE) Advanced Research Centre, Madhav Nagar, Manipal-576104, Karnataka, India

info@mahe.onlinemanipal.com | +91 733-0300600



OnlineManipal.com

Prospectus 2025-26 • Program-MSc-BA