Information Brochure for Session 2021-22

Master of Business Administration (Business Analytics)

*In-Campus Programme*

Shri Vishwakarma Skill University - Dudhola-Palwal, Haryana
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Contact No: +91-124-2746800, 18001800147
Email ID: admissions@svsu.ac.in, info@svsu.ac.in
About University

Shri Vishwakarma Skill University (SVSU) enacted as State University by Government of Haryana through an Act No. 25 of 2016 vide THE SHRI VISHWAKARMA SKILL UNIVERSITY ACT, 2016. SVSU has adopted Industry Integrated Dual Education Model for its National Skill Qualification Framework aligned Diploma, UG, PG & Ph.D. programmes in Vocational Studies in the line with German Dual Model vocation education pedagogy.

University Conducts these courses with active participation of industries in various business domains. This education model facilitates “Earn-While-Learn” and provides the students with the opportunity to enhance their qualification with flexibility of entry and exit into a programme. Industry partners, one of valuable stakeholders, are proactively participating from end-to-end in programme conceptualization, curriculum design and development, students’ selection process and On-the-Job Training (OJT) in the industry premise for real time Learning of the students. SVSU pedagogy is hands-on exposure of students to acquire relevant skill sets required by the industry through OJT. Currently SVSU has 40% classroom and 60% OJT for its existing programmes. Industry partner, faculty & students jointly find out solutions/insights in business problems by adopting proactive approach through experiential learning as well as action research methodology.

Programme Overview
MBA - Business Analytics

Skill Faculty of Management Studies & Research Master’s in Business Analytics is ideal for professionals interested in blending creative thinking with communication and data-driven analytics to uncover important insights to help their organizations. Programs typically cater to a wide variety of backgrounds, such as economics, political science, or computer science. Business Analytics is a relatively new and increasingly popular specialization in the field of management. Jobs in this field have seen explosive growth and great long-term potential thanks to the development of new technologies and the internet, which has made tons of usable data available to businesses. Professionals with an MBA in Business Analytics are trained on how to analyze the data and convert it into useful business insights that can, in turn, be converted into profit.

MBA: Business Analytics program is designed to prepare students for careers in the analytical segment of various industries at national and international level. Students pursuing this specialization will focus on organizational behaviour, big data, predictive analytics, research etc. Individuals prefer working with people and developing analytics career and are ready for the world of data decision making and research will find this specialization worthwhile.
**Benefits of Programme**

- Improving the decision making
- Data driven decision making
- Realizing cost Efficiency
- Synchronized with strategy
- Improving Competitiveness
- Integrate business knowledge
- Critical Thinking & Analysis

**Key Features**

- NSQF Aligned
- Application-based Learning
- Earn-while-Learn
- Dual Education Model
- Entrepreneurial Skills
- World-class OJT/Internship Facility
- Placement Support
- Leadership and Supervising
- Theory, Practice & Rigorous Curriculum

**Pedagogy**

- The courses to be taught at University will be taught using innovative teaching pedagogy and shall be taught with the adequate mix of following modes:
  1. MOOCs /Online courses of reputed Institutes
  2. Case Based Learning
  3. Experiential/Live Projects
  4. Global Virtual Teams
  5. Global Classrooms
  6. Second Generation Core Courses
  7. Leadership Building
  8. Emphasis on Indian Business Models

**Eligibility**

- B.Sc./BBA/BA/B.Com./B.Voc./B.Tech. (with statistics or mathematics as a subject) with 60% mark.
- Minimum Age 21 years or more.
- Relaxation for reserved categories: 3 years for BC and 5 years for SC

**Program Structure of MBA (Business Analytics)**

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<tr>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
<th>Semester 4</th>
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</thead>
<tbody>
<tr>
<td>Theory</td>
<td>Theory + Industry Project</td>
<td>Theory</td>
<td></td>
</tr>
<tr>
<td>Induction 10 Days</td>
<td>After 2nd Semester</td>
<td></td>
<td>6 Months Internship</td>
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<tr>
<td></td>
<td>2 Month Internship</td>
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**Duration:** 2 years
The Candidates who are not having CAT/ MAT/ XAT/ GMAT score may also apply but weightage in selection criteria will be given as described below. The Candidates needs to apply against the advertisement and meet minimum requirement as per the guidelines as mentioned on university website www.svsu.ac.in. The procedure for preparing the merit will be on the basis of CAT/ MAT/ XAT/ GMAT entrance exam score, Academic scores in the graduation followed by GD & Personal Interview will be as follows:

Weightage of CAT/MAT/XAT/GMAT entrance exam : 30%
Weightage of Academic Score : 30%
Marks of Group Discussion : 20%
Marks of Personal Interview : 20%

**Admission Details**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Online Filling of application form</td>
<td>25th July, 2021</td>
</tr>
<tr>
<td>2</td>
<td>Last Date for online Submission of application form</td>
<td>23rd Aug, 2021</td>
</tr>
<tr>
<td>3</td>
<td>Displaying of the list of candidates for Personal Interview/ Group Discussion</td>
<td>24th-28th Aug, 2021</td>
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<tr>
<td>4</td>
<td>Personal Interview/ Group Discussion</td>
<td>30th-3rd Sept, 2021</td>
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<td>5</td>
<td>Displaying of the list of candidates short listed for 1st counselling</td>
<td>6th Sept, 2021</td>
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<tr>
<td>6</td>
<td>1st Counselling/ Admission</td>
<td>7th-8th Sept, 2021</td>
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<tr>
<td>7</td>
<td>Announcement of the list of candidates short listed for 2nd Counselling</td>
<td>11th Sept, 2021</td>
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<tr>
<td>8</td>
<td>Display of list for 2nd Counselling/ Admission</td>
<td>13th-14th Sept, 2021</td>
</tr>
<tr>
<td>9</td>
<td>3rd Counselling, if any</td>
<td>17th Sept, 2021</td>
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<tr>
<td>10</td>
<td>Commencement of Programme</td>
<td>20th Sept, 2021</td>
</tr>
<tr>
<td>11</td>
<td>Spot counselling (In case of any vacancy only)</td>
<td>22nd Sept, 2021</td>
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**MBA (Business Analytics)**

**Academic Partner**

**IIMBx**

IIMBx’s vision is to create a positive social impact by leveraging educational technology to create a world-class repository of digital courseware in management for learners across the globe. In the long run, IIMBx aims to be a thought leader and preferred digital hub for management education supporting managers, academics and institutions across Asia and Africa.

**Indo Autotech Limited**

Manufacturers and suppliers of precision sheet metal components, tubular parts and assemblies used in Automobile Industry. Indo Autotech Limited firmly believes in consistency in quality of international standards at the most competitive price. Offers a complete and highly skilled in-house Quality Inspecting team equipped with high end technology to meet the present requirements.

**Super Screws Pvt. Ltd.**

Super Screws Pvt. Ltd. has risen to Five vast fastener-manufacturing units that provide to the fastener requirements of various industries in the most precise manner. With a cumulative experience exceeding 30 years of existence, Super Screw is a name to reckon with in the fastener industry. The company manufactures the widest range of precision cold forged low and high tensile industrial fasteners and components of carbon, alloy and stainless steel, well suited for all applications in every type of industrial applications- like various automobile usages, electronic, engineering and construction industries along with their respective ancillaries.

**C Dass Group of Companies**

Recognised as the most Diversifying and with Quality Products, Winning Customer Satisfaction. Achieving this through the Responsive, Cohesive, Talented and Dedicated team, ensuring the success of our Group Companies by constantly and consistently satisfying our Customers, Shareholders and Employees.

**Pilots**

PIL is emerging as one of the fastest growing pharmaceutical company in India, offering high quality products and services. The company has a CAGR of 25% for the last 5 years. With 800 plus highly motivated and skilled employees and a world class manufacturing infrastructure with four WHO GMP approved plants, the company is poised to establish itself as one of the top Indian pharma company. PIL has been focused in creating a risk-balanced and carefully diversified portfolio of products ranging from chronic disease segments like diabetes, neuropsychiatry, dermatological, pain management, anti infective, nutritional, pet care products, affordable generics and strategic contract manufacturing to an attractive OTC/FMCG product range. This has been a key growth driver and has helped in establishing a good brand equity for PIL.
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Shri Vishwakarma Skill University
(1st Government Skill University of India, set up by Government of Haryana)

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