

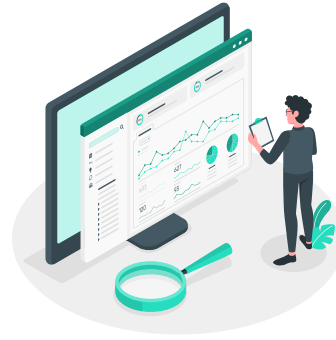


Shri Vishwakarma Skill University

(1st Government Skill University of India, set up by Government of Haryana)

Information Brochure for Session 2021-22

Master of Business Administration (Business Analytics)



In-Campus Programme



Shri Vishwakarma Skill University - Dudhola-Palwal, Haryana
Transit office: Plot 147, Sector 44, Gurugram -122003, Haryana

Website: www.svsu.ac.in

Contact No: +91-124-2746800, 18001800147

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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)

Semester 1	Semester 2	Semester 3	Semester 4
Sep 2021- Dec 2021	Jan 2022 - May 2022	Aug 2022 - Dec 2022	Jan 2023 - Jun 2023
Theory	Theory + Industry Project	Theory	
Induction 10 Days	After 2nd Semester 2 Month Internship		6 Months Internship



Program Format: MBA (Business Analytics)

Semester 1	Semester 2	Semester 3	Semester 4
<ul style="list-style-type: none"> - Data Modelling - Statistical Analysis - Accounting and Financial Management - Managerial Economics - Viva-Voce - FOM & OB - Professional Communication - Marketing Management 	<ul style="list-style-type: none"> - Introduction to Data Science - Business Analytics - Econometrics - Industry Project - Entrepreneurship - Optimization Analytics - Research Methodology - Human Resource Management 	<ul style="list-style-type: none"> - Business Data Mining - Simulation Modeling - Advanced Statistical Methods - Industry Project-Summer Internship - Elective 1 - Elective 2 - Project Management 	<ul style="list-style-type: none"> - Industry Project - Elective 3 - Elective 4 - Seminar Research - Human Values & Professional Ethics

SELECTION/ ADMISSION CRITERION FOR MBA(BA)

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

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

*Dates are tentative and may change

MBA (Business Analytics)

Academic Partner



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.

IIMBx, the digital learning initiative of IIMB, is founded on the philosophy that everyone – regardless of their financial, academic, or social backgrounds – should have access to high quality education. Led by IIMB's world class faculty, IIMBx started offering Massive Open Online Courses (MOOCs) in 2014 in partnership with edX – a not for profit online initiative of Harvard and MIT. Today IIMBx courses are available on multiple platforms including SWAYAM, the national learning portal of India, edX and IIMBx(openedX).

Industry Partners

Grant Thornton



GT is one of the largest fully integrated assurance, tax and advisory firms in India. GT go beyond every day to deliver excellence.

Grant Thornton's audit professionals possess deep knowledge from long experience in serving myriad industries, delivering audits of a wide range of complexity. In addition to providing audits with quality, accuracy and value, GT continually inform their clients about accounting, financial and regulatory developments that may affect their business.

Mazars LLP



Mazars is an international audit, tax and advisory firm committed to helping our clients confidently build and grow their businesses.

We have come a long way since Robert Mazars set up his accountancy firm in Rouen, France in 1945. From these modest beginnings, Mazars has grown into an international group comprising over 42,000 professionals across more than 90 countries and territories, including 16,000 professionals through the Mazars North America Alliance.

Sarabhai AI



Sarabhai Information Technology is a Digital Technology Solutions & Consultancy Company with expertise in providing Smart Industry Solutions focused on Internet of Things (IoT), Data Engineering &

Analytics, Artificial Intelligence and Cyber Security to address global market place.

Indo Autotech Limited



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 People Oriented Group, serving the Society 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.

Psychotropic India Ltd.



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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For more details, visit us at : www.svsu.ac.in