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**INSTITUTE OF
BUSINESS
MANAGEMENT**

SET YOURSELF UP FOR A GLOBAL SUCCESS



MBA-BUSINESS ANALYTICS

**2-Year Full-Time
Post-Graduate Program in
Business Administration,
Accredited by IoA, UK**

About MBA Business Analytics Program

The Institute of Business Management (IBM) Centre of GLA University offers a 2-year full-time Management Program in Business Analytics (MBA- BA). This program is meticulously crafted to impart a comprehensive education focusing on the practical application of data analytics within the business domain.

The curriculum spans diverse subjects, encompassing the utilization of analytical tools and techniques for modeling business problems, pattern recognition, and strategic development. Employing a pedagogical approach that combines lectures, case studies, and practical exercises, participants gain the expertise to apply their acquired knowledge to real-world scenarios. This facilitates the enhancement of problem-solving acumen and the ability to make well-informed decisions.

IBM has established valuable academic partnerships with the Institute of Analytics (IoA), UK, and the International Skill Development Corporation (ISDC). IoA coursework is seamlessly integrated into the IBM MBA-BA program as an additional value-add or parallel course. The ISDC Diploma in Business Analytics holds the endorsement of IoA. Furthermore, students are provided with the option to pursue an affiliate membership from IoA, UK.

Program Objectives

The program is designed with the objective of equipping students with a robust conceptual framework, equipping them with the necessary skills for careers involving the application and management of contemporary data science methodologies. Its goal is to prepare individuals to adeptly address and resolve pressing business challenges using data-driven approaches. Given the escalating significance of data-driven decision-making within organizations, there is a substantial and rapidly rising demand for professionals specialized in business analytics.

Special Features

At GLA University Mathura, MBA (Business Analytics) students will be able to explore world opportunities as IBM, GLA has significant collaboration/ MOU with the international bodies like Institute of Analytics (IoA), UK and in partnership with International Skill Development Corporation (ISDC). Also, MBA (Business Analytics) students will be able to learn about simulation through the platform CESIM Strategic Management Simulation.

ISDC is a premier global provider of British Education and Skills, guided by the vision of Skills for Tomorrow. With a robust network spanning 60+ International institutions, ISDC creates a landscape with opportunities for internationalisation. ISDC has an active presence in India and works in partnership with 300+ Indian Universities, including Central, State, Deemed-to-be and Private, on a broad range of Undergraduate/Postgraduate Programs. Leveraging a decade of expertise in the UK education sector and strong affiliations with leading global universities and institutions, ISDC made international education accessible to every aspiring learner embarking on their educational journey.



About Institute of Analytics (IoA), UK

The Institute of Analytics (IoA) is the Professional Body for Analytics & Data Science professionals in UK and International with more than 4500 members worldwide. IoA is a not-for-profit organisation that exists to promote greater awareness, understanding and innovation in Analytics & Data Science. IoA is fully supported in its mission by leading organisations in the sector. The Institute of Analytics provides members with the opportunity to network with other professionals in the industry, to learn about career development opportunities, to share knowledge and expertise, to access Continuous Professional Development program and to carry the official designation of membership.



Program Highlights of MBA Business Analytics

- Curriculum with Global Outlook
- Harvard Case-Based Teaching
- SAP university alliance program
- Leveraging Technology
- Teaching Personnel from Industry
- Industrial Visits
- Industry Internships
- Placement Assistance
- Guest Lectures and Workshops
- Research Opportunities
- Special Capacity Building Workshops
- Job Oriented Value-Added Certifications for skill development
- Special training intervention batch for quality placement
- Licensed subscription-based learning with Simulations and Capstone Project.
- New age technology driven business analytics tools are used to train students in sync of the industry requirements by senior industry experts. Some of these courses are:
 - SQL
 - Tableau
 - PowerBI
 - R Programming
 - Python
 - Machine Learning / Deep Learning
 - Advanced Excel

Add On Certifications

ISDC Diploma in Business Analytics endorsed by Institute of Analytics (IoA) UK.



Career Prospects

Specializing in Business Analytics within this degree program catalyzes your professional advancement. The application of Business Analytics has become ubiquitous across diverse industries, serving as a cornerstone for informed decision-making based on data. Moreover, it plays a pivotal role in risk analysis and mitigation strategies. The expertise of Business Analytics professionals is highly sought-after across virtually every industry, ensuring that this degree paves the way for a career that is resilient to future changes in the professional landscape.

MBA in Business Analytics graduates are suited for profiles such:

- Data Analyst
- Data Manager
- Network Analyst
- Chief Data Officer
- Project Manager
- Portfolio Manager
- Business Analytics Manager
- Risk Analyst
- Financial Analyst
- Marketing Analyst
- Business Consultant
- Quantitative Analyst



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and many more...

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CEMENT
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Courses Modules: ISDC MODULE

The following modules in this program are delivered by industry experts.

S. No.	Course Name	Training Hours
1	Fundamental of R Programming	30
2	Python Programming for Analytics	30
3	Structural Query Language	30
4	Machine Learning and Artificial Intelligence	30
5	Deep Learning	30
6	Natural Language Processing	30
7	Computer Vision (Image processing)	30
8	Magic of Visualization through Tableau and Power BI (Business Intelligence)	30
	Total	240

Who Can Apply?

We welcome applications from candidates who have successfully completed their undergraduate degree in any stream from a recognized institution, achieving a minimum aggregate of 60%.

Applicants will undergo evaluation based on their academic credentials and GLA Entrance Test Scores, followed by an interview. Admissions decisions will be made comprehensively, taking into account academic achievements and the potential for contributing to the MBA community.

Prospective students are encouraged to showcase a robust academic background alongside a fervent interest in business and leadership.

Application Process

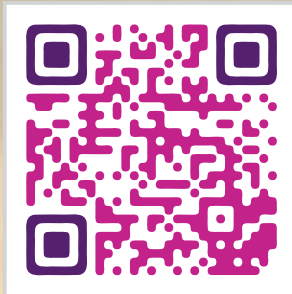
To apply for admission, please follow the steps outlined below:

1. Visit the following link or scan the provided QR code to access the complete admission procedure:

<https://www.gla.ac.in/admissions/procedure>

2. Register for the GLA Entrance Test by making the necessary payment of the test fee. Candidate clearing entrance test will be called for online/ in-person interview.
3. Upon selection, proceed to deposit the admission fee online to confirm your enrolment into the program.
4. Once admission is confirmed, you may proceed with bookings for hostel accommodation, mess facilities, or transport services as needed.

For any further assistance or inquiries regarding the application process, please refer to the provided link or QR code.



About us

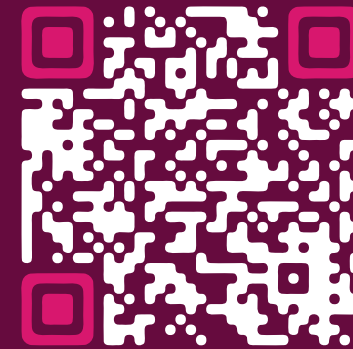
GLA University is situated in the holy city of Mathura and boasts of being the largest private University in the Indian state of Uttar Pradesh. The University has been accredited with NAAC A+ status and declared fit to receive Government of India assistance under Section 128 of UGC Act, 1956. The University is known across the pan North India for offering the best education in the discipline of management, engineering, pharmacy, biotechnology, law and many more. The Institute of Business Management (IBM) is a management school of the University and offers three tiers of programs, namely at undergraduate level, post graduate level and doctorate level. All programs have their own USPs and cater to the range of learning and career aspirations of its students. The curriculums of programs offered at IBM are thoughtfully designed and incorporate provisions of New Education Policy, 2020. IBM has strong industry associations and is known for its quality teaching and learning ecosystem which helps nurturing and producing management graduates who are job ready and sought after by the industry. With over 110 experienced faculty members, quality infrastructure and technology backed innovative teaching tools and techniques, IBM ensures a dynamic and enriching learning experience.

Explore our
virtual tour of IBM:

<https://bit.ly/4cjYHW8>



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