



MBA (General) Specialisation

Business Analytics

Who Are We?

Conceived in 2003, UPES (University of Petroleum and Energy Studies) is amongst the best-known universities in India and the first in Asia to offer domain-focused programs in International Business, Energy, HSE, Project Management, Logistics, IT, and others. We have undisputed leadership in these domain areas and are a preferred destination for recruiting talent for leading corporates.

UPES CCE (University of Petroleum and Energy Studies Centre for Continuing Education) offers management and engineering programs through distance executive education to working professionals and young graduates. We are proud to be known for our relentless pursuit of academic excellence and have an inspiring global community of world-class academics, influential alumni, and prestigious employers.

Our vision is to develop and represent the growing talent pool of over 12,000 global professionals across industries by helping you rise on the pathway to illustrious success.

Why UPES CCE?



Ranked 39 in Management
Category by NIRF
University Ranking 2022



UGC Entitled
Programs



Awarded QS 5 Stars for
Academic Development



Participate in Global
Discussion Forums and
Benefit From Dedicated
Student Mentorship



Rated 5 Stars for
Employability, Facilities
& Program Strength

12000+

Successful
Career Transitions

About the Program

This program helps you attain the knowledge required to drive key business decisions. You learn to treat data like a product for companies who want to reduce the time required to implement it in new use cases by as much as 90%.

It will also help students develop the necessary skills to carry out analytical procedures and support an organization by figuring out ways to improve and optimize existing business processes with ease.

The Program covers the predictive and statistical tools used in business analytics, contemporary and key concepts, practical insights, and general management skills essential for career opportunities in India and abroad.

Key Highlights of the Program



Interactive Live Sessions: Learn directly from industry experts and global faculty through engaging live sessions.



Dedicated Academic Advisor: Receive personalised guidance and support for your academic and career journey.



Facilitated Group Interactions: Participate in supervised discussion forums to collaborate and interact with peers.



Career Essential Programmes: Avail employability assistance and career-enhancing trainings in partnership with LinkedIn Learning, free of cost.

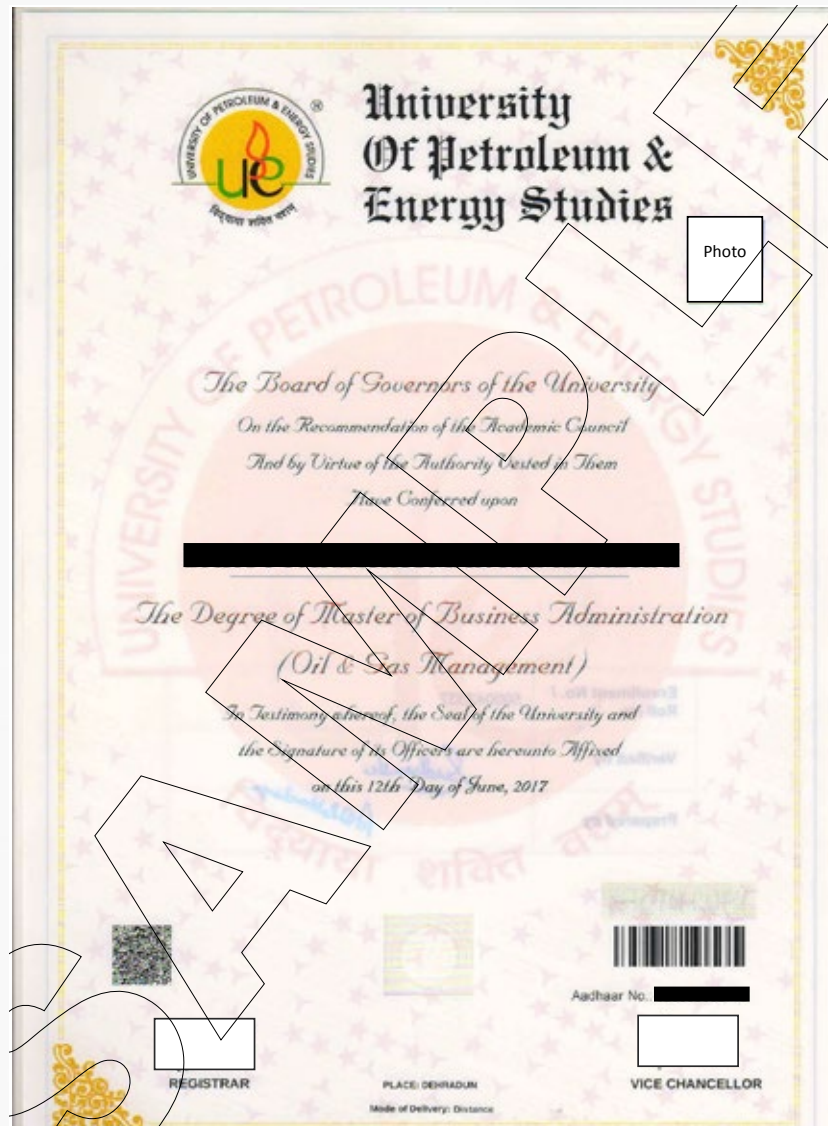


Robust Learning Management System: Learn from updated study materials, online library, and a user-friendly learning platform.



Real-World Application: Acquire practical skills through engaging projects and case studies for real-life impact.

Certification



UPES is entitled by UGC to offer online degrees that are recognized in India as well as abroad.

Who is this Program for?



Aspiring graduates and young professionals who want to improve their analytical skills and capabilities for effective decision-making.



Those with a zeal to learn data analytics and its business applications.



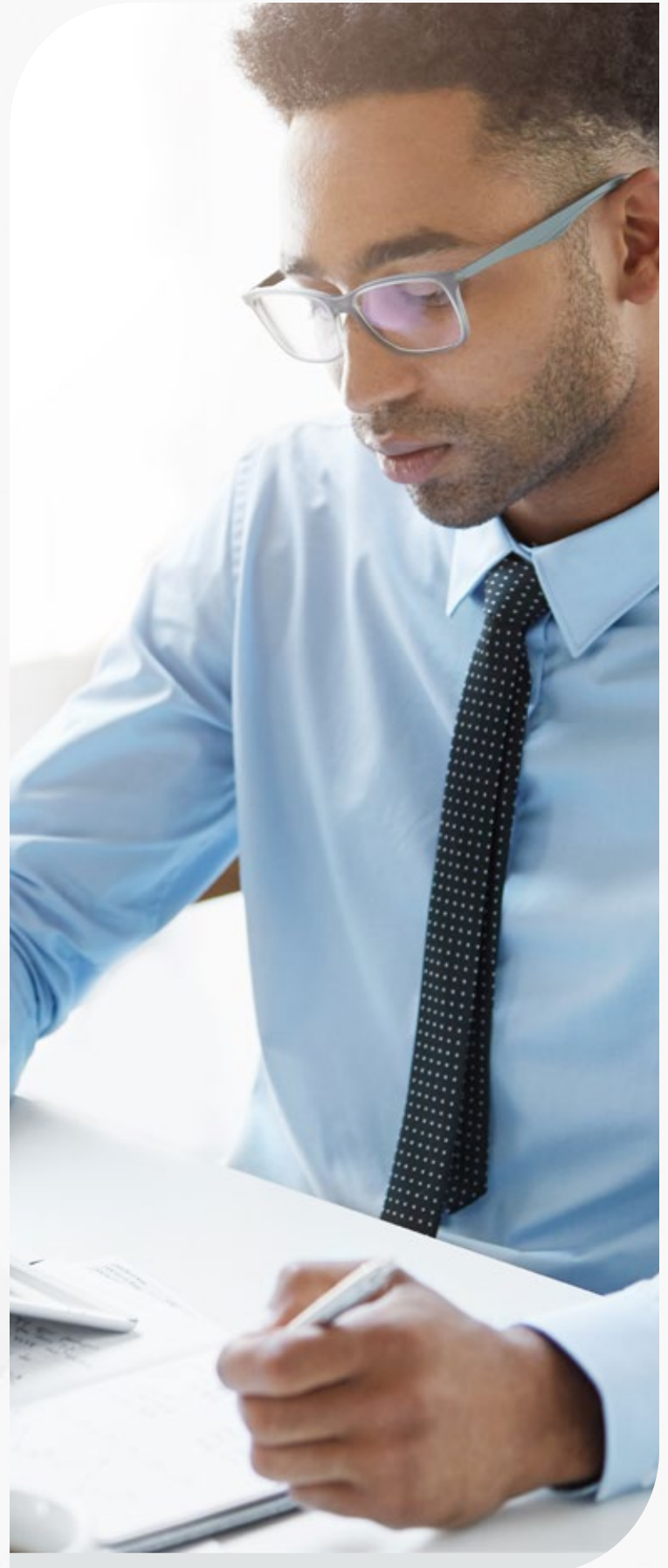
Those who have strong analytical skills and a penchant for data crunching.

Eligibility

Graduation with minimum 50% marks for freshers OR 45% marks for those with 2 years of experience.

OR

Higher National Diploma of 4 years duration or Min Level 5. Freshers must have minimum 50% marks and those with 2+ years of experience must have minimum 45% marks.



Go from Learner to a Futuristic Leader

Weekend Live Sessions

Our faculties deliver first-class teaching that's relevant to your professional goals through live weekend classes and sessions.

Discussion Forums

Tailored to the on-campus experience, we host discussion forums to help our distance students brainstorm new ideas with depth.

Doubt Clearing Sessions

Regular mentoring sessions are held for doubt clearing purposes to bring clarity with respect to industry trends.

Interactive Assignments

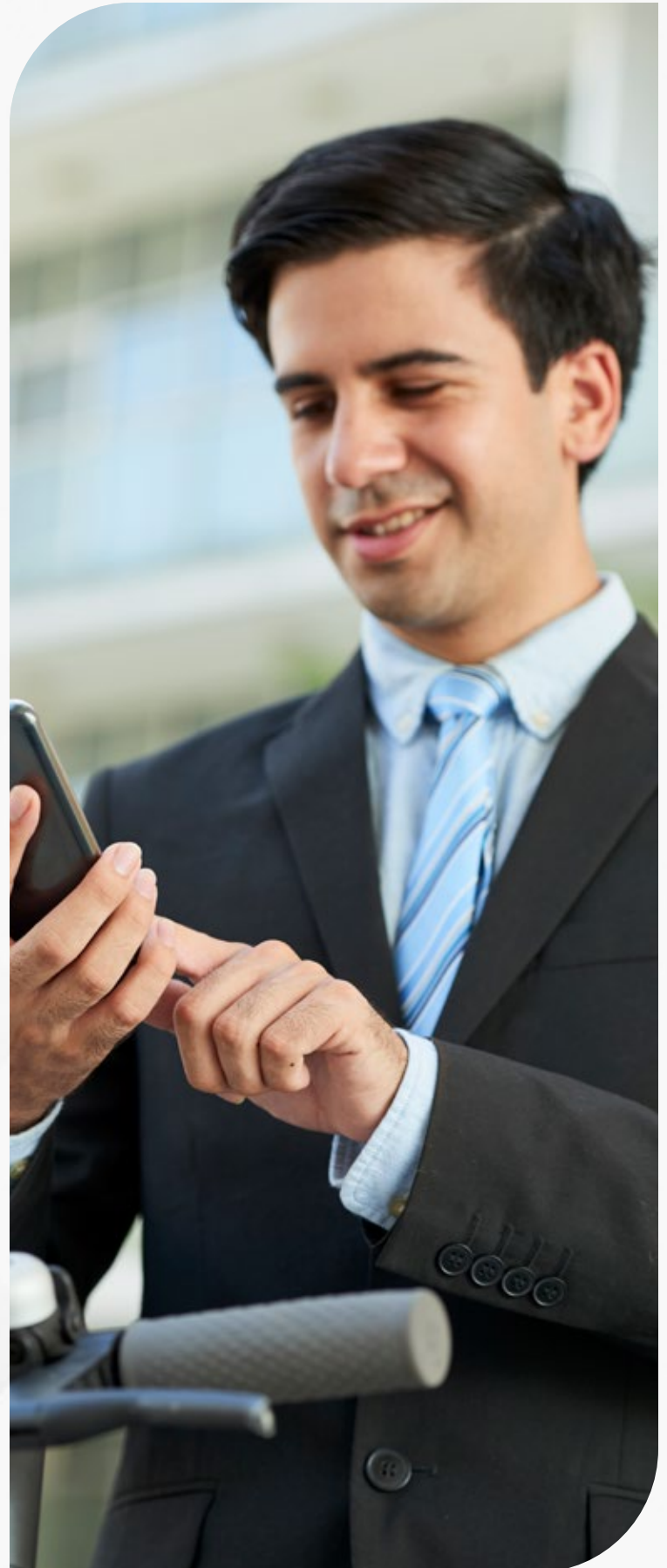
Periodic assignments are shared by the university for all the subjects which are required to be submitted by the students at the end of each semester.

Webinars

To enhance your employability, interactive webinars are conducted where guest experts and in-house academicians cover in-trend industry topics.

Pioneering AI-Enabled Education

Our AI-integrated curriculum sets new standards as the first Institution in India to embed AI into every program module.



Learning Outcomes

- Recognize, understand, and apply the language, theory, and models of the field of business analytics.
- Foster an ability to critically analyze, synthesize and solve complex unstructured business problems.
- Enhance your aptitude for business improvement, innovation, and entrepreneurial action.
- Interpret results/solutions and identify appropriate courses of action for a given managerial situation whether a problem or an opportunity.
- Create viable solutions for complex decision-making problems.technology, and leadership skills



Key Skills You'll Learn

- Critical thinking skills
- Problem-solving skills
- Detail Orientation
- Data Visualization
- Effective Business Communication

Career Prospects

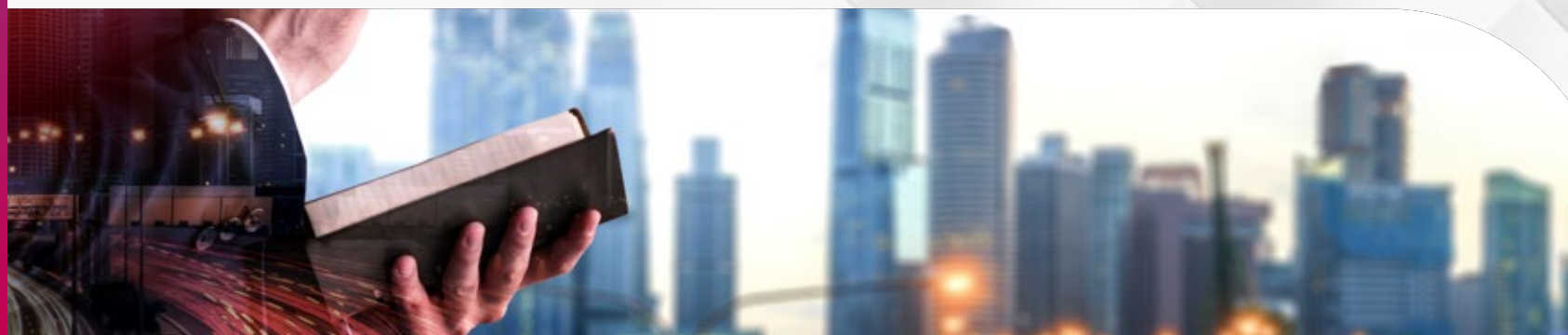
- Data Architect
- Data Analyst
- Market Research Analyst
- Business Analyst
- Project Manager



Hiring Companies

fractal

MANTHAN



Curriculum

Semester 1

**01**

Economics & Management Decisions

**02**

Financial Management

**03**

Marketing Management

**04**

Quantitative Techniques for Management Applications

**05**

Operations & Material Management

Semester 2

**01**

Human Resource Management

**02**

Customer Relationship Management

**03**

Project Management & Contract Administration

**04**

Strategic Management of Technology & Innovation

**05**

Research Methodology

Semester 3

**01**

Data Environment & Management

**02**

Programming for Business Analytics (Python)

**03**

Applications of Business Analytics

**04**

Business Optimization

**05**

Business Analytics for Managers

Semester 4

**01**

NLP

**02**

Data Visualization

**03**

Big Data Analytics

**04**

Business Policy & Strategy

**05**

Dissertation

Program Fees

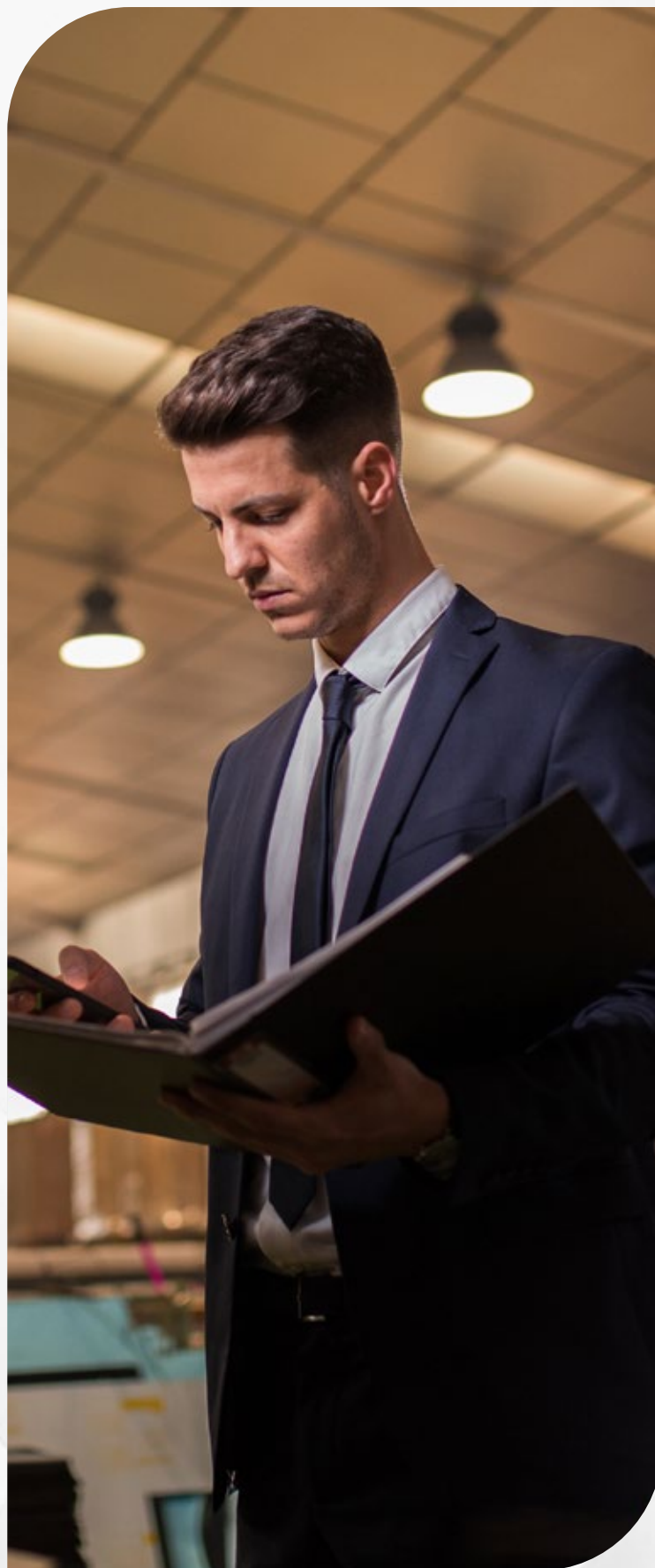


Partner with Finance Peer for

- Low-Cost EMI Options
- No Processing Fees
- No Hidden Costs

Program fees

Indian Students: Rs. 1,50,000
(per semester Rs. 37,500)



FAQs

Question- Are the online degree programs offered by UPES University approved by UGC?

Answer- Yes, this course has been strictly designed as per UGC guidelines. UGC has entitled UPES to offer online degrees. If you complete any of our online degree courses, you will receive the same degree as students who study on our campus.

Question- Will this degree be valid/ recognized outside India?

Answer- Yes, UPES University is entitled by UGC to offer online degrees that are recognized in India as well as abroad. Our alumni have pursued further studies post-completion of their online education at UPES CCE.

Question- Do you offer any employability assistance?

Answer- We teach our learners the most updated curriculum and required skills to make them job-ready. The content is created by industry and academic experts, who painstakingly review the content at least twice a year.

The majority of our students are already employed. And those who are not get mentored by the academic team through multiple engagement activities. The employability-related queries asked by the students are individually addressed.

Question- Can I go for PhD after doing an online MBA from UPES?

Answer- Yes! You can very well do a PhD after successfully completing your MBA degree. PhD enhances your employability quotient and helps you with progress in your career.

Question- Can I pursue an online MBA and PGP program together?

Answer- Yes, you can pursue a short-term PGP or Certification course along with your MBA degree program.

Question- Why should I choose your online program?

Answer- Learning at UPES not only makes you job-ready but also helps you in climbing your career ladder.

Key Features You'll Love Discovering About UPES CCE

- Ranked among the top 100 Universities in India by NIRF, 2022.
- First Indian university to be awarded QS 5 Stars for Academic Development and also rated 5 Stars for Employability, Facilities and Program Strength.
- Most updated curriculum to make you industry ready.
- Masterclasses are provided by top industry leaders.
- Portfolio building with real-world industry projects.
- Interactive Learning Content
- Case Study-based pedagogy.
- Dedicated Student support team to solve your queries.

Question- How to apply for the program?

Start your application process today by visiting <https://admission.cce.upes.ac.in/apply>. If you need any assistance, our dedicated admissions team is here to help. Give us a call on our toll-free number: 1800 103 1495.

