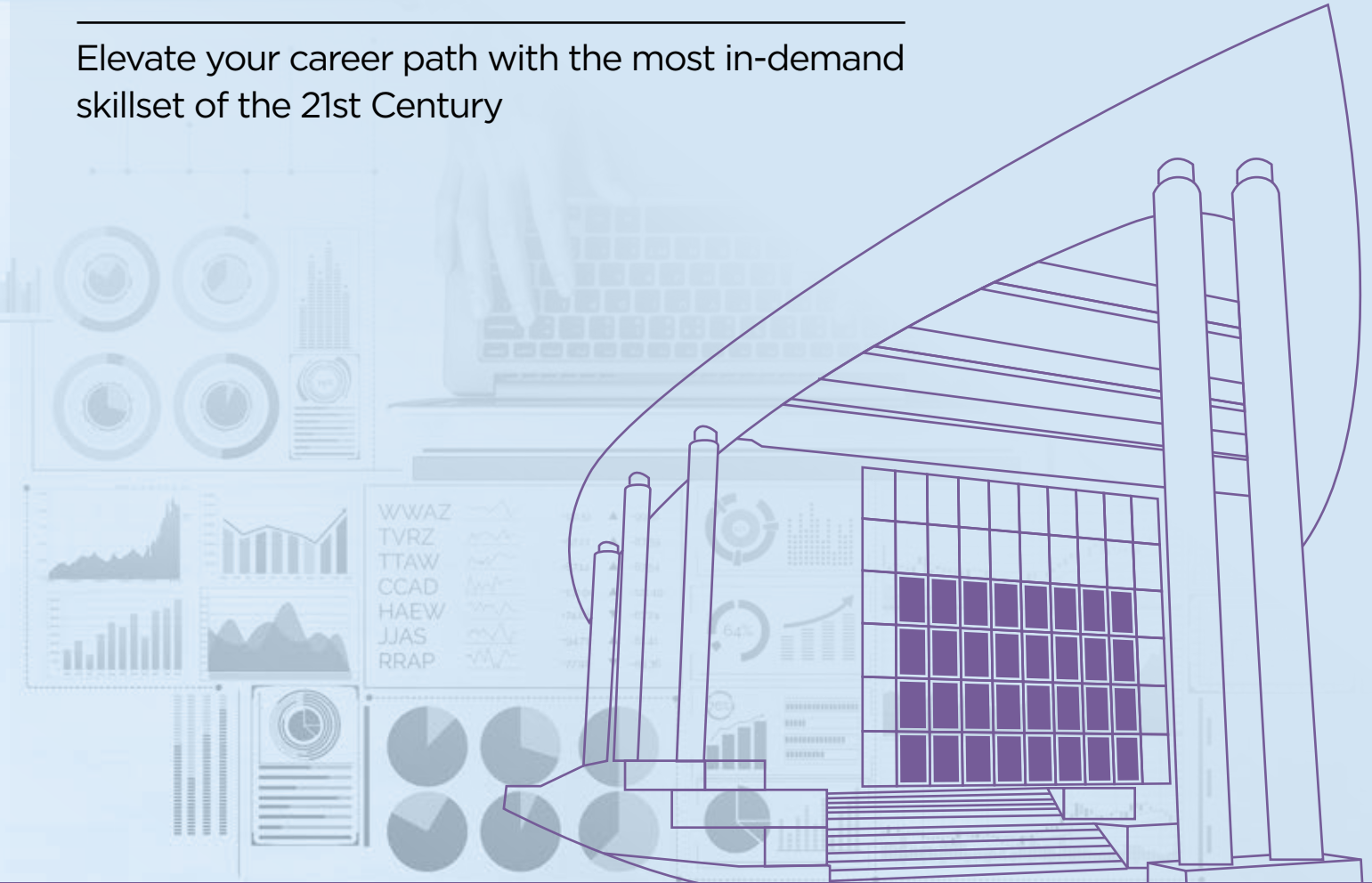


MASTER OF BUSINESS ADMINISTRATION (ANALYTICS)

Elevate your career path with the most in-demand
skillset of the 21st Century



ABOUT

SHIV NADAR INSTITUTION OF EMINENCE

Shiv Nadar Institution of Eminence Deemed to be University is a comprehensive, research-driven multidisciplinary, student-centric institution. It was set up in 2011 by the Shiv Nadar Foundation, a philanthropic foundation established by Mr. Shiv Nadar, founder of HCL.

The Institution is in the quest to become a globally acclaimed center of excellence for learning and innovation, and is the youngest private institution to have been accorded the status of 'Institution of Eminence' by the Government of India. Through its innovative curriculum and interdisciplinary philosophy, the institution is bringing a paradigm shift in higher education in India.

The Institution today has a vibrant community of more than 3000 students, over 3000 alumni and 271 faculty from globally renowned institutions. The 286-acre campus in India's National Capital Region offers students an enriching ecosystem of learning, sports, green spaces and entrepreneurial opportunities.

Shiv Nadar Institution of Eminence (IoE) is the youngest institution in the country to be ranked amongst the Top 100 Universities for the last 5 years in National Institutional Ranking Framework, Ministry of Education, India.



ABOUT

SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP

In this era of constant change and technological disruptions, it is expected for business professionals to think differently to drive innovation, respond to disruptions, create disruptions and leverage the opportunities in the Volatile, Uncertain, Complex and Ambiguous (VUCA) environment.

School of Management and Entrepreneurship (SME) has programs designed to foster the development of resilient global leaders; adept at fueling innovative, pertinent, and implementable solutions for the challenges posed by the new digital economy for the future.

The unique pedagogical approach at SME equips students to manage continuously emerging challenges in the VUCA environment. The approach is an amalgamation of advanced knowledge, academic learning and practical implementation, and a multicultural openness to diversity in the corporate environment. The School challenges conventional wisdom, promotes excellence, transforms careers, and empowers the students to be the catalyst of social change.



ABOUT THE MBA (ANALYTICS)

The Master of Business Administration (Analytics) is a 2-year, fully residential program designed with a distinct focus to impart skills in all the four aspects of analytics, viz, data driven business decision, technology and tools, quantitative and statistical analysis, and storytelling with data.

In order to develop all-round business management skills, courses related to all important aspects of business management, including Marketing, Operations, Finance & Accounting, and People Management are covered. In addition, the first-year courses would include foundational technical courses in analytics, including:

- Programming-related courses (Introduction to Python, Structured Query Language)
- Data Visualization courses (Business Intelligence and Data Visualization)
- Introductory Statistics; and
- Predictive Analytics.

The second year focuses exclusively on analytics and includes courses on functional analytics and advanced analytics. It concludes with a comprehensive capstone project.

A PROGRAMME FOR THE NEW WORLD

To excel in one's chosen field is getting more challenging day by day, as the goalpost and indeed the entire playing field, is constantly shifting. Adapting quickly to keep pace with change and staying relevant in the VUCA world is no mean feat. The increasing complexity of business challenges posed by a tech-driven information overload, and the rate at which it is evolving is genuinely mind-boggling. In such a scenario, how does a busy working executive reset to surge ahead of the rest?

The solution lies not just in refreshing existing knowledge but in rethinking the same approach to learning. It requires undertaking a paradigm shift in learning and the intelligent application of new knowledge using the latest tools and techniques.

And this is where the Master of Business Administration (Analytics) steps in!

The global data and business analytics market is slated to reach **USD 420.98 billion by 2027**, growing at a CAGR of 10.9% from 2020 to 2027*.

*Source: ET

The US Bureau of Labor Statistics report states the rising importance of Data Science will lead to the creation of approximately **11.5 million job openings by 2026**.

MESSAGE FROM THE DEAN

“The demand for data analysts continues to explode as data galaxy almost doubles every few years. The ability to make sense of data and leverage it effectively to make informed decisions is essential for any organization to meet its business goals. The MBA (Analytics) program has been designed for students to develop a holistic understanding of businesses, identify data-driven business insights and solutions, and come up with business intelligence to refine and optimize business operations. The program emulates the vision of Shiv Nadar IoE, for nurturing path-shapers of tomorrow who will lead the future of work, globally. The MBA (Analytics) is a high-value master’s degree for young professionals, ideally from backgrounds in Sciences, Technology, Engineering and Mathematics (STEM), but not limited to them, who aspire to lead organisations in the 21st-century digital future.”

Dr. Bibek Banerjee

Dean, School of Management
and Entrepreneurship

Dean, Academy of Continuing Education
Director, University Strategy & Planning
University Professor of Marketing, Strategy and Economics

Ph.D. Krannert School of Management,
Purdue University, USA



MESSAGE FROM THE ADVISOR

“The Master of Business Administration (Analytics) degree program of the School of Management and Entrepreneurship at Shiv Nadar IoE has a comprehensive blend of business and technical courses that are relevant for our times. The program has been curated by the School’s credentialed faculty with support from the subject matter experts and business leaders of the analytics industry. With the School’s focus on experiential learning as a key pedagogic focus, I am convinced that the program ticks all the boxes to be very successful.”

Dr. Pradeep Chintagunta

Advisor - MBA (Analytics) Program

Distinguished Service Professor of Marketing,
Booth School of Business, University of Chicago, USA

Ph.D. Kellogg School of Management,
Northwestern University, USA

MEET THE ADVISORY COUNCIL



DR. PRADEEP CHINTAGUNTA

Distinguished Service Professor of Marketing,
Booth School of Business, University of Chicago, USA



DR. RAGHU SUNDARAM

Dean,
Leonard N. Stern School of Business,
New York University, USA



DR. RISHIKESH T KRISHNAN

Director,
Indian Institute of Management,
Bangalore



MR. MANOJ KOHLI

Country Head, SoftBank India | Former CEO & MD
Bharti Airtel

MEET THE INDUSTRY MENTORS



“

With the growing need for trained analytics professionals, the program fits the need of the hour.

DR. ANISH AGARWAL

Head of Analytics,
Dr. Reddy's Laboratories Limited

”



“

With a balanced curriculum of technical and functional courses, MBA (Analytics) offers a good launch pad for successful analytics careers.

MR. ANKUSH GADI

Director - Data Management & Analytics,
CRISIL Limited

”



“

It is refreshing to see that eminent institutions like Shiv Nadar IoE are recognizing the need for formal training in data science and analytics, and are dedicating degree programs for the same. My best wishes for its success!

MR. GIRISH RAMACHANDRA

Co-founder,
Knowledge Foundry

”



“

MBA (Analytics) students would be mentored by both academic and industry mentors, giving them the best of both the worlds. In analytics, that's the way to go.

MR. JITENDRA SINGH

President and Chief Digital Officer,
JK Cement Limited

”

MEET INDUSTRY MENTORS



“

Analytics is both the present and the future. Glad to see that a comprehensive Master's program in analytics is being started by Shiv Nadar Institution of Eminence. I am sure it will be a great success.”

MR. MANOJ KOHLI

Country Head,
SoftBank India

“

It's a great program for anyone planning to build a career in analytics.

MR. MANOJ MADHUSUDANA

Head,
Dunnhumby India

“

A well thought out program geared towards creating industry-ready analytics professionals.

MS. MEGHA SINHA

Vice President Digital - Data Science, AI, ML,
Genpact

“

Programs like MBA (Analytics) by Shiv Nadar Institution of Eminence will help meet the ever-increasing demand for skilled analytics professionals. A very timely and relevant program in today's era.

MR. MANISH CHOPRA

Executive Vice President,
Capgemini

”

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”

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MEET THE INDUSTRY MENTORS



MR. BHASKAR ROY

Head - ESG Data & Analytics,
Fractal Analytics



MR. HARISH GUDI

Chief Operating Officer,
Tredence



MR. MAYANK VERMA

Head - Data Science &
Advanced Analytics,
EY India



MR. PRAKASH HEGDE

Chief Digital & Information Officer,
Larsen and Toubro Limited (MIP)



MR. SURAJIT ROY

MD & CEO,
IDBI Intech Limited



DR. SWATI JAIN

Vice-President,
Analytics EXL



MR. YOGANAND TADEPALLI

Global Chief Digital & Information Officer,
PGP Glass Private Limited

SHIV NADAR IoE

is situated in Delhi-NCR 40 km from the centre of Delhi. In addition to the academic advantage drawn from being in the country's capital city, Shiv Nadar IoE students build their professional network and access deeper corporate exposure due to the campus's proximity to MNCs and large corporate houses.



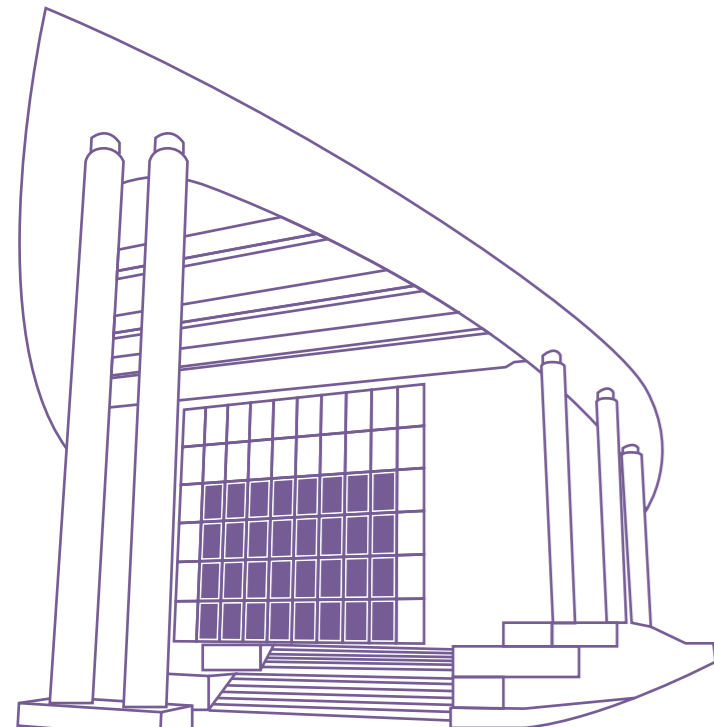
THE GLOBAL IMMERSION*

Inculcate global perspective - a must in today's interconnected business ecosystem. SNU offers global learning opportunities, including exchange programs, international faculty teachings, and sessions with global leaders. Students will have an unparalleled opportunity to participate in multiple experiences to prepare themselves to lead confidently in a complex world.

* Tuition Fees of all international immersion programs are inclusive in the program fee; however all travel, visa, insurance, boarding and lodging expenses are to be borne separately by the students.

BRINGING THE GLOBE TO THE CLASSROOM

The Institution partners with some of the world's finest institutions to strengthen its engagement with academics and students across the globe, and to continue pursuing cutting-edge education and research. We have joined hands with multiple institutions to build collaborations in various disciplines to offer curriculum and experiences of truly global standards to students and faculty.



MBA (ANALYTICS) PROGRAM

FEATURES

2-year degree program covered in 8 Terms of 8 weeks each

- Personalized mentorship and tutorials by experts
- Feedback and coaching to sharpen all-round skills
- Peer-to-peer learning and collaboration
- Python, R, and Power BI covered
- World-class faculty
- Intense networking with industry leaders in business analytics

LEARNING OUTCOMES

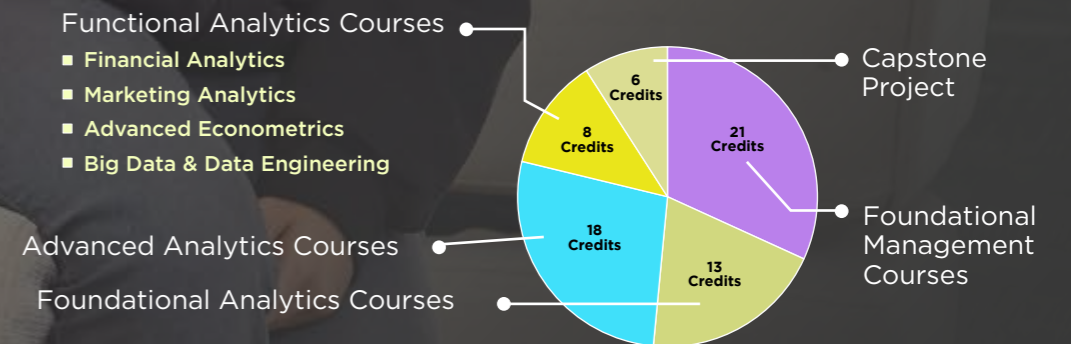
On successful completion of the program, participants will be able to:

- Develop a holistic understanding of business and analytics in the modern era
- Identify data-driven business problems and come up with appropriate and innovative solutions
- Chart out a path for an organization to make the best use of data and related resources in an organization and potentially achieve a competitive advantage
- Undertake a leadership journey in the field of analytics

PROGRAM CURRICULUM

AT A GLANCE

CREDIT DISTRIBUTION:



MEET THE SENIOR FACULTY MENTORS



DR. PRADEEP CHINTAGUNTA

Distinguished Service Professor of Marketing,
Booth School of Business, University of Chicago, USA

Ph.D. Kellogg School of Management,
Northwestern University, USA



DR. BIBEK BANERJEE

Dean, School of Management and Entrepreneurship
Dean, Academy of Continuing Education
Director, University Strategy & Planning
University Professor of Marketing, Strategy and
Economics

Ph.D. Krannert School of Management,
Purdue University, USA



DR. DEEPAK KUMAR SINHA

Ph.D. Massachusetts Institute of Technology, USA
Strategic Management, Entrepreneurship and
International Business



DR. JAIDEEP GHOSH

Ph.D. University of Pittsburgh, USA
Decision Sciences, Operations
Management and Information System



DR. PIYUSH KUMAR

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Terry College of Business, University of Georgia, USA

Ph.D. Krannert School of Management,
Purdue University, USA



DR. K. ABDUL WAHEED

Ph.D. Indian Institute of Technology Bombay
Marketing Management



DR. KAUSHIK CHAUDHURI

Ph.D. Reitaku University, Japan
Organization Behaviour and Human
Resource Management

MEET THE FACULTY



DR. AISHNA SHARMA

Ph.D. Jawaharlal Nehru University
Economics & Public Policy Area



DR. ANKUR MEHRA

Ph.D. Indian Institute of Management, Calcutta
Finance, Accounting and Control



DR. M B RAGUPATHY

Ph.D. Indian Institute of Technology, Madras
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DR. MEENAKSHI GHOSH

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Economics & Public Policy Area



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Ph.D. Indian Institute of Management, Ahmedabad
Organization Behaviour and Human Resource
Management



DR. ASISH KUMAR BHATTACHARYYA

D. Phil University of Allahabad
Finance, Accounting and Control



DR. N T SUDARSHAN NAIDU

Ph.D. Institute of Rural Management Anand
Marketing Management



DR. NGUYEN Q PHUONG

Ph.D. Asian Institute of Technology, Thailand
Strategic Management, Entrepreneurship and
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DR. BIKRAMJIT RISHI

Ph.D. Punjabi University, Patiala
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DR. DEBARATI BASU

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DR. PAROMITA GOSWAMI

Ph.D. Birla Institute of Technology and
Sciences, Pilani
Marketing and Social Innovation



DR. PARTHA SARATHI ROY

Ph.D. Institute of Rural Management Anand
Strategic Management, Entrepreneurship
and International Business

MEET THE FACULTY



MR. PRADEEP MEHRA

PGDM Indian Institute of Management, Calcutta
Strategic Management, Entrepreneurship and
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DR. SANDEEP KUMAR GUPTA

Ph.D. Indian Institute of Technology, Kanpur
Decision Sciences, Operations Management and
Information System



DR. VINITA KRISHNA

Ph.D. Indian Institute of Technology, Delhi
General Management



DR. RASHMI AGGARWAL

Ph.D. Panjab University, Chandigarh
Strategic Management, Entrepreneurship
and International Business



DR. SHALU KALRA

Ph.D. Indian Institute of Management, Bangalore
Strategic Management, Entrepreneurship and
International Business



**DR. VISHWANATHA SARAGUR
RAMANNA**

Ph.D. National Law University, Jodhpur
Economics & Public Policy



DR. SATYAM MUKHERJEE

Ph.D. Indian Institute of Technology, Madras
Decision Sciences, Operations Management and
Information System



DR. SUNDARAVARADHAN VENKATESH

Ph.D. Indian Institute of Management, Ahmedabad
Finance, Accounting and Control



DR. VIVEK KHANNA

Ph.D. Indian Institute of Management, Indore
Organization Behaviour and Human
Resource Management



DR. SIMANTI BANDYOPADHYAY

Ph.D. Jawaharlal Nehru University
Decision Sciences, Operations Management and
Information System



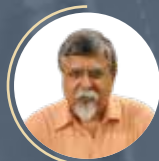
DR. SURYA SARATHI MAJUMDAR

Ph.D. Indian Institute of Management, Calcutta
Decision Sciences, Operations Management and
Information System



DR. SUBIR BANDYOPADHYAY

Ph.D. Marketing, University of Cincinnati, USA
Marketing Management
(Honourary Visiting Faculty)



DR. SUNIL K. PARMESWARAN

Ph.D. Duke University, USA
Finance, Accounting and Control



DR. VALLURUPALLI VAMSI

Ph.D. Indian Institute of Management, Calcutta
Decision Sciences, Operations Management and
Information System



DR. UTSAV PANDEY

Ph.D. Indian Institute of Management, Calcutta
Decision Sciences, Operations Management and
Information System



DR. VIJAYTA FULZELE

Ph.D. Indian Institute of Technology, Delhi
Finance, Accounting and Control



ELIGIBILITY FOR THE PROGRAM

A candidate must fulfill the following criteria to apply:

- » Min. 65% scored in Class X
- » Min. 75% scored in Class XII
- » Min. 60% scored in Bachelor's Degree or equivalent
- » Based on the scores in one of the entrance exams including CAT/XAT/NMAT/GATE/ GRE/GMAT (2020-22 Score)
- » Preference will be given to students with Science, Technology, Engineering, and Mathematics (STEM) background

Note, candidates awaiting the result of the final year exam can also apply for the program. In such case, a conditional offer of admission will be made subject to obtaining the minimum required scores in the final examination.

ADMISSION PROCESS



STEP 1: APPLICATION

Apply online at <https://sme.snu.edu.in/mba> by submitting relevant academic and work experience documents through the application process, and pay the application fee of ₹ 1,200/-



STEP 2: INTERACTION

Receive a call for interaction. In the interaction, the panellists will look for candidates who display enthusiasm, aptitude, and high leadership potential.



STEP 3: REGISTRATION FEE

Receive an offer of provisional admission. The provisional admission may be accepted by paying the registration fee of ₹ 1,00,000/- within the specified time period. The registration fee is non-refundable.



STEP 4: ADMISSION OFFER LETTER

Receive a confirmation letter with further details on process to complete the enrollment into the portal.



STEP 5: PROGRAM FEE PAYMENT AND ENROLLMENT

Pay program fees within the specified time period and upload documents into the portal & complete the enrollment process.

PROGRAM

FEES

Tuition Fees:

INR 11 lakh (excluding Hostel and Mess charges**)

Year 1: ₹ 5,50,000

Year 2: ₹ 5,50,000

Registration Fees:

₹ 100,000 (included in the tuition fee)

**As per Current estimates, the Hostel and Mess charges are INR 1.75 Lakh per year.

SCHOLARSHIPS

Scholarships with up to 100% of tuition fee are awarded to eligible students.

We offer a full tuition fee waiver for applicants who score 90 percentile or more in CAT Examination and meet our cutoff in the interview assessment.

Others will also be considered on merit-cum-means basis for up to 100% scholarship.

FINANCIAL AID

Selected students can apply for loans at attractive rates of interest from our banking and NBFC partners. The loans will be granted according to the terms and conditions of the partners.

CAREER DEVELOPMENT SERVICES

CHARTING YOUR PATH TOWARDS PROFESSIONAL SUCCESS

Shiv Nadar IoE's Career Development Center (CDC) works for the best interests of the students by collaborating with different organizations. It also works closely with students to understand their goals and aspirations and facilitate achieving them.

To keep students constructively engaged and on top of their professional game, CDC organizes a number of programs throughout the academic year; including weekly sessions, counselling sessions, guest lectures, placement preparation modules, mentorship programs and industry visits.

Here's an overview of key milestones achieved by the CDC:

- The top salary so far in AY 2022-23 in MBA is INR 22 LPA
- Overall percentage of students placed: 94.3%
- Eminent and prestigious organizations which have hired our students include the likes of Goldman Sachs, Futures First, Dell, Saint Gobain, and many more!
- Our students have been selected for pursuing higher education opportunities with premier institutes like Columbia University, University of Michigan, Pennsylvania State University, University of British Columbia, among others.

In a nutshell, we build great lives by enabling our students to get the livelihoods they truly deserve.

ALUMNI RELATIONS OFFICE

MAINTAINING THE STUDENT-INSTITUTION BOND 'BEYOND' THE CLASSROOM

Having graduated from Shiv Nadar IoE, its 3000-strong alumni constitute an empowered and educated group of critical thinkers - trained to spearhead research and ethical entrepreneurship, with the aim of creating value for the entire community.

With such a strong group of graduates and postgraduates acting as the educational advocates across India (and the globe), we conceptualized the Alumni Relations Office in January 2015 to ensure continuous engagement and communication with them. The Office's primary responsibilities include keeping our alumni adequately informed about our achievements and accolades.

Selecting Shiv Nadar IoE for your next educational foray not only gives you the knowledge to perform exceptionally well, but also the support, help and assistance of a robust alumni network - elements which are critical to ensure a successful start to your professional journey in today's 'networked' world!



SHIV NADAR


INSTITUTION OF EMINENCE DEEMED TO BE
UNIVERSITY

DELHI NCR

SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP

CONTACT US

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Uttar Pradesh - 201314

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 mbaadmissions@snu.edu.in

 1800 102 1768



SCAN THE CODE TO APPLY NOW