

## **Master of Business Administration in Business Analytics (MBA-BA)**

MBA (Business Analytics) Programme is a two-year full time professional degree programme that combines rigorous academic schedules with lab-based hands-on learning to develop new perspectives, skills and a higher level of knowledge in the area of analytical practise for enhancing business performance. The foundation courses involve a twined foundation in management and analytics fundamentals, embedded in technology. a core strength of DTU. The programme envisions preparing aspiring students as responsible professionals working seamlessly across management and analytics domains leveraging cutting edge technologies. Students are required to earn a total of 120 credits for successfully completing the programme.

In MBA (Business Analytics) course, the analytics domain is embedded in managerial foundations, with exposure to decision making and skill development across domains. There are core course modules in both in analytics and in management. The specialization in the later part of the program enables a deep insight in to functionally relevant analytics such as retail and social media in marketing, versus supply chain analytics forecasting and simulation etc. in operations. The core areas such as big data, predictive analytics, statistical modelling. visualization techniques and programming with R & Python, when blended with the well-known technological strengths of the DTU in machine learning, deep learning etc., and exposure in our analytics labs, make these students a very valuable resource for both boutique analytics firms and firms who have recently embarked in the analytics journey.

Students in the first batch have been placed in companies which visited Campus like TCS, Loconav, Axis Bank, IHS Markit, Sharekhan, E&Y, Whirlpool, Cushman & Wakefield, HCL ICRA Online Ltd., ITC Ltd. They have undergone Internship in domains like Marketing Analytics, Financial Analytics, Market Research, HR Analytics, Stock Market Analytics etc. As a leading institute in terms of placements, DTU platform has helped over fifty companies to offer placements to the MBA batch.

### **Helpdesk Email ID:**

- [mba.ba.usme@dtu.ac.in](mailto:mba.ba.usme@dtu.ac.in)
- [programs.usme@dtu.ac.in](mailto:programs.usme@dtu.ac.in)

**Seats : 40**

### **Admission Eligibility**

**1. Candidate who has passed an engineering degree/ a graduate degree programme with at least one paper in mathematics/statistics and have scored minimum 60% marks in aggregate or equivalent CGPA from a recognised university/institution are eligible to apply.**

Relaxation of 10% in marks to SC/ ST/PWD candidates shall be given in eligibility criteria.

Those who are appearing in final semester examination may also apply, provided that they submit the proof of eligibility by a specific date declared by the University.

The student should hold a degree from any of the universities incorporated by an act of the central or state legislature in India, or other educational institutions established by an act of Parliament declared to be deemed as a university under section 3 of UGC Act, 1956, or possess an equivalent qualification recognized by the Ministry of HRD, Government of India.

## 2. Candidate should have taken the CAT exam in the year 2020.

The University may decide an appropriate cut-off percentile of CAT score to invite the candidates for Personal Interview. Depending on COVID 19 situation the university shall take a decision about conducting a Personal Interview or to prepare the merit list based on CAT score.

### Note

- At any stage of the programme, if it is found that the candidate does not fulfil the eligibility criteria, his/her admission shall be cancelled.
- In case the conversion formula is not provided by the concerned Institute/University then equivalent percentage will be computed as per the DTU guidelines, where are as follows:

### Percentage of Marks = (10\* CGPA)

### Fees

S. no	Particulars	Fee in AY 2021 - 22 (Rs.)	Fee in AY 2022 - 23 (Rs.)
1	Tuition Fee	1,33,300	1,40,000
2	Non-Government Component		
2.1	Student welfare Fee (Co- Curricular activities, extra- curricular activities, Annual gathering, Student's welfare, Institutional development, Outsourcing, Conference, Seminar, Workshop, Innovative projects, Skill development activities and miscellaneous expenditure on unspecified items)	20,000	20,000
2.2	Facilities & services charges (Research initiatives, training programmes, Awards, automation facilities, entrepreneurship activities and any misc. expenditure on unspecified items)	30,000	30,000
2.3	Economically weaker section fund	7,000	7,000
2.4	Examination fee (Examination infrastructure strengthening, expenditure on examination activities, confidential printing etc.)	15,000	15,000
2.5	Premium amount for Medclaim of student (per annum)	700	700

<b>Total</b>	<b>206000</b>	<b>212700</b>
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### **Application & Important stages**

Online Application form can be accessed at (<http://www.dtu.ac.in>)

All candidates are required to fill the online Application Form and make an online payment of \*1000/-(One thousand only).

For SC/ST/PWD candidates application fee is 500/

Incomplete application, due to any reason, is liable for rejection by the University.

### **Selection procedure**

1. Applications received will be shortlisted on the basis of performance in CAT percentile score 2020.
2. The shortlisted candidates will be required to appear for a Personal Interview.
3. Merit list for admission shall be prepared on the basis of the CAT score (70%) and Personal Interview (30%) score.

Note:

1. In case of tie in the final merit list, the following criteria shall be used
  - a. The candidate with higher CAT percentile shall be ranked higher.
  - b. "In case of tie in CAT percentile, the candidates shall be ranked according to their date of birth, preference being given to the older candidate.
2. The University may invite fresh applications against vacant seats, if any, by following an alternative admission criterion, to be announced with a fresh call for admission to remaining seats.