MANIPAL UNIVERSITY JAIPUR
INSPIRED BY LIFE

nirf
RANKINGS 2023
Engineering: 76, Management: 79
Law: 29, University: 101-150

A+
NAAC
ACCREDITED WITH GRADE

BBA
Business Analytics
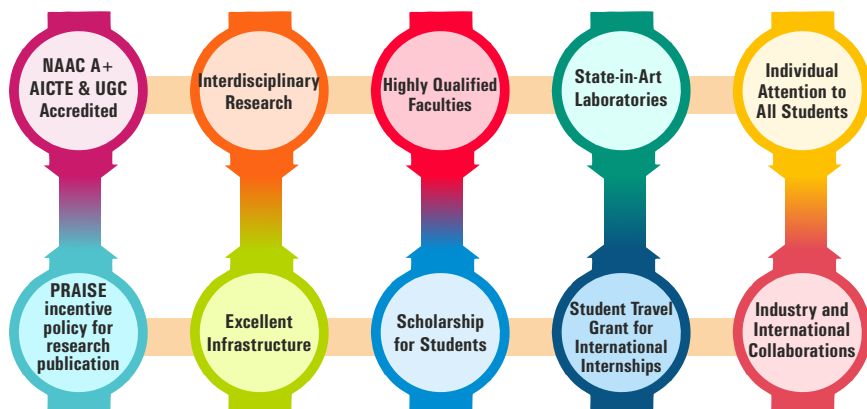
Admission
2025-26

About the Department

The primary objective of the Department of Business Administration at MUJ is to provide students with the necessary competencies to effectively navigate the intricate challenges of the contemporary business environment. Programs focus on a blend of hands-on management training and conventional learning in the classroom, promoting the comprehensive growth of students. The department provides three separate programs: BBA(Hons), BBA (Business Analytics), and Integrated MBA. These programs strive to foster an in-depth understanding of management and business dynamics, enabling students to effectively navigate and resolve complex problems while making decisions.

More about the Department
Scan the QR Code

The MUJ EDGE (Why MUJ)

- NAAC A+ AICTE & UGC Accredited
- Interdisciplinary Research
- Highly Qualified Faculties
- State-in-Art Laboratories
- Individual Attention to All Students
- PRAISE incentive policy for research publication
- Excellent Infrastructure
- Scholarship for Students
- Student Travel Grant for International Internships
- Industry and International Collaborations

About the Program

The BBA (Business Analytics) program has been specially designed to empower students in the domain of business analytics which is emerging as the key foundation of modern business. With an industry-relevant curriculum focused on real-world applications, this program is tailored to produce skilled and ready-to-be deployed professionals. The program offers a solid foundation for leveraging the power of data analytics to make informed decisions in a typical business setting to achieve a competitive advantage.

BBA in Business Analytics is extending to all sectors. With the availability of big data in all verticals, the importance of Business Analytics is omnipresent. It requires constant pragmatic investigation and analysis of past and present business performance. A graduate in this field will have a good understanding of the workings of a firm and a high level of analytical skills.

Through the program, students will learn to apply advanced statistical methods and predictive models to analyze large datasets and extract valuable insights that can inform business decisions.

Key Highlights of the Program

- Enabling students to comprehend the critical importance of Data Analytics for success and growth of businesses.
- Mentoring the students to master the various tools and techniques used in the field of analytics.
- Preparing the students in the areas of Data Acquisition, Analysis and drawing meaningful insights to enable taking optimum decisions.
- Imparting comprehensive training in data mining, data analysis and data visualization techniques
- Equipping students with the knowledge of various economic forces affecting business for effective decision making.
- Highly qualified and dedicated faculty committed towards the holistic development of the students.

USPs of the Program

- Versatile Skills
- In-Demand Skill Set
- Competitive Advantage
- Practical Applications
- Future-Proof

About the Faculty

- Faculties having rich experience in academia
- 20+ years of research experience
- 70+ Publications
- 10+ years of combines industry experience

International Partners of MUJ

Curriculum Structure

Eligibility Criteria

The Candidate should have passed 10+2 Examination of CBSE/ ICSE/ State Council or its equivalent in any discipline with minimum50% marks in aggregate and mathematics/ applied mathematics/statistics as one of the compulsory courses.

Students Clubs

- FINANCE CLUB
- HR INSIGHTS
- CACTUS
- MARKSOC
- APERTURE - PHOTOGRAPHY CLUB
- RANGBHOOMI

- FALCON: SPORTS CLUB
- COREOGRAFIA
- LITMUS
- SCRIBBLES
- SOPHIA CLUB
- SPICMACAY
- THE MUSIC CLUB

Career Opportunities

This program opens doors to following career roles:

- Business Analyst
- Research Analyst
- Associate Business Analyst
- Data Base Administrator
- Data Architect
- Business Analytics Consultant
- Reporting & Analytics Lead
- Data Scientist Predictive Analytics Specialist
- Data Visualizers and many more.

Students Testimonials

SHREYA NAGAR

The BBA Business Analytics program at Manipal University Jaipur has been a transformative experience for me. It has equipped me with a unique skill set that is in high demand in today's job market. I am confident that the knowledge and experiences gained here will serve as a solid foundation for my future endeavours in the field of business analytics. I would highly recommend this program to any aspiring student seeking a blend of business acumen and analytics expertise.

S V VISNUKUMAAR

The resources and facilities provided by the university have been exceptional. State-of-the-art labs, access to the latest software and tools, and a supportive learning environment contribute to a holistic educational experience. The university's commitment to staying updated with technological advancements ensures that students are always at the forefront of industry trends.

NAVANKUR SINGH CHAUHAN

The curriculum is well-designed, covering a broad spectrum of subjects from business strategy to data analysis techniques. What sets this program apart is its focus on emerging trends in analytics, ensuring that students are well-prepared to tackle the challenges of the dynamic business landscape. The coursework not only hones technical skills but also fosters critical thinking and problem-solving abilities, essential attributes in the world of analytics.

BHANUJA

One of the standout features of the BBA Analytics program is its faculty. The professors are not only experts in their respective fields but also passionate about imparting their knowledge to students. They go beyond traditional teaching methods, incorporating real-world case studies and practical applications that bridge the gap between theory and practice. The emphasis on hands-on learning has been instrumental in helping me develop the analytical skills required in today's data-driven business environment.

Admission Process

Application form initiated through our website
admissions.jaipur.manipal.edu

Applicants must submit a completed application
form with relevant documents within the due date.

Our counsellors will guide candidates through the
admission process, which is as per regulatory requirements.

FAQ

Please visit the FAQ section on our website to
know more about the admission process.

Admission Team Contact Details

Fees Details

Hostel Details

MANIPAL UNIVERSITY
JAIPUR
(University Under Section 2(f) of the UGC Act)

For Admission
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