

MBA DSA

MBA – Data Science and Analytics

Two year full-time specialization
MBA programme in
Data Science and Analytics

- Modeling Intuitive based problem solving technique in order to improve human-computer interaction.
- Analyse and gain insights into ways and methods of interpreting data which is critical for the success of any business organisation.

Institute Level Learning Goals



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Management Knowledge

Critical and Analytical Thinking

Communication Skills

Team Orientation

Ethical Responsibility

Global Awareness

Proficiency in Data Driven Decision-Making Process



Statistics	Data Analytics	Communication	MIS	Research Methodology
ERP	Operation Research	Business Analysis	Business Process Management	
Cognitive Modelling		Decision-making and problem solving		
Database Management (Querying)		Programming Concepts		Algorithm Development
Big Data Analytics		Cloud Computing and IoT		Data/Text Mining
'R'/Python Programming		Analytics and Intelligence Tools		
Business Intelligence		Mobile Solutions		User Experience
Data Visualisation	Augmented Reality	Virtual Reality		Artificial Intelligence
Neural Network	Machine Learning (Supervised)		Machine Learning (Unsupervised)	
		Deep Learning		
Block chain Technologies		Retail Analytics		FinTech CRM
HR Analytics	Media Analytics	Sports Analytics		Industry 4.0
Econometrics	Marketing Analytics		Market Research	
Domain/Functional				
Marketing	Finance	Human Resource	Supply Chain	Operations

- Data Analyst
- Business analyst
- Data engineers
- Data scientists.

- **Data Modeler**
- **Machine Learning engineers**
- **Risk Analyst**
- **Data Architect**
- **Market Research Analyst**
- **Personal Financial Advisor**
- **Operations Analyst**
- **Supply Chain Analyst**
- **Business Analytics Specialist**
- **Management Consultant**



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Thank You

simsr.somaiya.edu

