



**HIMT GROUP  
OF INSTITUTIONS  
GREATER NOIDA**



MASTER OF  
**BUSINESS ADMINISTRATION  
(MBA) WITH BUSINESS ANALYTICS**

Duration: 2 Years



**“Gain cutting-edge expertise in  
analyzing business performances”**

# BUSINESS ANALYTICS IN A GLANCE

Business Analytics (BA) is a set of disciplines and technologies for solving business problems using data analysis, statistical models and other quantitative methods. It involves an iterative, methodical exploration of an organization's data, with an emphasis on statistical analysis, to drive decision-making. To say in simple words, "Business Analytics help organizations to reduce risks".

## TOP REASONS WHY BUSINESS ANALYTICS IS IMPORTANT

1

Plays a major role in revenue generation, market share expansion & decision making

2

Offers insights on business performance through visual representations

3

Encourages a company culture that promotes efficiency & teamwork

*"The Global Big Data and Business Analytics Market is expected to grow at a CAGR of 10.9% to reach \$420 Billion by 2027".*

\*Source: Allied Market Research



# WHY TO PURSUE AN MBA WITH BUSINESS ANALYTICS?

Business Analytics is the sole contributor to help organizations to leverage data from multiple sources in a seamless manner and therefore make smart managerial decisions. This program completely emphasizes on imparting the essential skillsets and knowledge required for an effective data-driven decision making. The students will be able to determine the appropriate analytics approach for handling a particular scenario and thereby leverage big data to deliver better business outcomes.

The participants will also gain complete exposure towards various business analytic applications used in diverse sectors such as fintech, risk advisory & assessment, banking, retail, consulting, optimization etc. This program will benefit any graduate or professional working in manufacturing and services sectors that leverage data analytic solutions to their clients or enhance/upgrade their performance/roles in internal functions such as marketing, HR, operations, product development, and supply chain.



## Program Modules

### Year 1

#### Semester 1

S.No.	Code	Topic	Credit	Hour
1.	KMBN101	Management Concepts and Organisational Behaviour	3	40
2.	KMBN102	Managerial Economics	3	40
3.	KMBN103	Financial Accounting and Analysis	3	40
4.	KMBN104	Business Statistics and Analytics	3	40
5.	KMBN105	Marketing Management	3	40
6.	KMBN106	Design Thinking	2	20
7.	KMBN107	Business Communication	3	40
8.	KMBN151	IT Skills Lab - 1	3	40
9.	KMBN152	Mini Project - 1	2	
<b>Total</b>			<b>25</b>	<b>200</b>

#### Semester 2

S.No.	Code	Topic	Credit	Hour
1.	KMBN201	Business Environment and Legal Aspect of Business	3	40
2.	KMBN202	Human Resource Management	3	40
3.	KMBN203	Business Research Methods	3	40
4.	KMBN204	Financial Management and Corporate Finance	3	40
5.	KMBN205	Operations Management	3	40
6.	KMBN206	Quantitative Techniques for Managers	3	40
7.	KMBN207	Digital Marketing and E-commerce	3	40
8.	KMBN208	Management Information Systems	2	20
9.	KMBN251	IT Skills Lab - 2	2	20
10.	KMBN252	Mini Project - 2	2	
11.	<b>IXPSPEC1</b>	<b>Python for business analytics</b>		
12.	<b>IXPSPEC2</b>	<b>Big data analysis</b>		
13.	<b>IXPSPEC3</b>	<b>Visualisation using tableau</b>		
<b>Total</b>			<b>27</b>	<b>320</b>

**Year 2****Semester 3**

S.No.	Code	Topic	Credit	Hour
1.	RMB301	Strategic Management	3	36
2.	RMB302	International Business Management	3	36
3.		Major Specialization Group Elective 1	3	36
4.		Major Specialization Group Elective 2	3	36
5.		Major Specialization Group Elective 3	3	36
6.		Minor Specialization Group Elective 1	3	36
7.		Minor Specialization Group Elective 2	3	36
8.	RVE301	Universal Human Values and Professional Ethics	3	36
9.	RMB351	Summer Training Project Report & Viva Voce	3	
10.	<b>IXPSPEC4</b>	<b>Marketing, web, and social media analytics</b>		
11.	<b>IXPSPEC5</b>	<b>Risk analytics</b>		
12.	<b>IXPSPEC6</b>	<b>Major project</b>		
<b>Total</b>			<b>27</b>	<b>288</b>

**Semester 4**

S.No.	Code	Topic	Credit	Hour
1.	RMB401	Corporate Governance: Values and Ethics	3	36
2.	RMB402	Entrepreneurship Development	3	36
3.		Major Specialization Group Elective 4	3	36
4.		Major Specialization Group Elective 5	3	36
5.		Major Specialization Group Elective 6	3	36
6.	RCA405	Cyber Security	3	36
7.	RMB451	Research Project Report and Viva Voce	7	
<b>Total</b>			<b>25</b>	<b>216</b>

**Grand Total      104      1124**

## Electives for MBA Semester 3

### Specialization Group: Human Resource

S.No.	Code	Topic	Credit	Hour
1.	RMBHR01	Talent Management	3	36
2.	RMBHR02	Performance and Reward Management	3	36
3.	RMBHR03	Industrial Relations and Labour Laws	3	36

### Specialization Group: Marketing

S.No.	Code	Topic	Credit	Hour
1.	RMBMK01	Sales and Distribution Management	3	36
2.	RMBMK02	Consumer Behaviour	3	36
3.	RMBMK03	Digital Marketing	3	36

### Specialization Group: Finance

S.No.	Code	Topic	Credit	Hour
1.	RMBFM01	Security Analysis and Portfolio Management	3	36
2.	RMBFM02	Tax Planning and Management	3	36
3.	RMBFM03	Financial Market and Commercial Banking	3	36

### Specialization Group: International Business

S.No.	Code	Topic	Credit	Hour
1.	RMBIB01	International Marketing	3	36
2.	RMBIB02	International Logistics	3	36
3.	RMBIB03	Export Import Documentation	3	36

### Specialization Group: Information Technology

S.No.	Code	Topic	Credit	Hour
1.	RMBIT01	Enterprise Resource Planning	3	36
2.	RMBIT02	Web Technology and E-Commerce	3	36
3.	RMBIT03	Cloud Computing for Business	3	36

### Specialization Group: Operations

S.No.	Code	Topic	Credit	Hour
1.	RMBOP01	Supply Chain Management	3	36
2.	RMBOP02	Materials Management	3	36
3.	RMBOP03	Production Planning and Control	3	36

## Electives for MBA Semester 4

### Specialization Group: Human Resources

S.No.	Code	Topic	Credit	Hour
1.	RMBHR04	Training and Development	3	36
2.	RMBHR05	Negotiation and Conflict Management	3	36

### Specialization Group: Marketing

S.No.	Code	Topic	Credit	Hour
1.	RMBMK04	Marketing of Services	3	36
2.	RMBMK05	Integrated Marketing Communication	3	36

### Specialization Group: Finance

S.No.	Code	Topic	Credit	Hour
1.	RMBFM04	Working Capital Management	3	36
2..	RMBFM05	Financial Derivatives	3	36

### Specialization Group: International Business

S.No.	Code	Topic	Credit	Hour
1.	RMBIB04	Trading Blocks and Foreign Trade Frame Work	3	36
2.	RMBIB05	Cross Cultural Management	3	36

### Specialization Group: Information Technology

S.No.	Code	Topic	Credit	Hour
1.	RMBIT04	Database Management System	3	36
2.	RMBIT05	System Analysis and Design	3	36

### Specialization Group: Operations

S.No.	Code	Topic	Credit	Hour
1.	RMBOP04	World Class Manufacturing & Maintenance Management	3	36
2.	RMBOP05	Contract and Project Management	3	36

## WHAT ARE THE LEARNING OUTCOMES?

After attending this program, the students will be able to:

- ✓ Apply best practices to solve managerial issues
- ✓ Integrate theories and practices to perform strategic analysis
- ✓ Demonstrate effective written forms of communication and oral business presentations
- ✓ Apply basic syntax and operations in python. Clean and manipulate the data using python's powerful data analysis libraries
- ✓ Create visualizations using tableau and utilize storytelling principles for presenting insights in an impactful manner
- ✓ Apply frameworks to understand business problems and formulate hypothesis
- ✓ Identify the different steps of a data analytics project utilizing the crisp framework
- ✓ Identify the important components of big data ecosystem and understand it's capabilities to collaborate with big data professionals
- ✓ Identify the strategic advantage of deploying data systems, identify the roadmap for setting up big data system for the same
- ✓ Implement leadership skills to work effectively within diverse teams
- ✓ Identify and analyze ethical responsibilities of businesses
- ✓ Apply decision-making techniques, both quantitative and qualitative analysis, to management issues





# IDENTIFY HIGH-GROWTH OPPORTUNITIES IN BIG DATA

Business Analytics play a significant role in future-proofing a business organization against the backdrop of large-scale technological transformations, customer challenges, fierce competition and digital trends. Job titles associated with an MBA in Business Analytics include:



**Marketing  
Manager**



**Personal Financial  
Advisor**



**Financial  
Analyst**



**Management  
Analyst**



**Business Intelligence  
Analyst**



**Business Analytics  
Specialist**



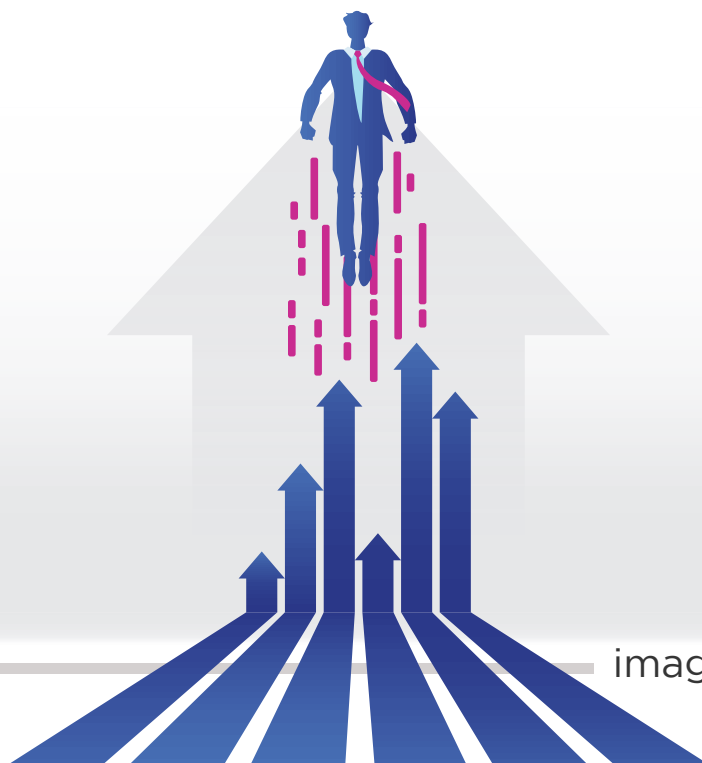
**Management  
Consultant**



**Operations  
Analyst**



**Supply Chain  
Analyst**



## WHO IS THIS PROGRAM FOR?

- Ⓜ Working professionals who wish to switch to managerial roles that require a strong skillset in data science concepts and also involves the use of analytics to excel in various business roles/functions.
- Ⓜ Graduates/Freshers who wish to gain a solid foundation in management science, analytics applications and business practices.

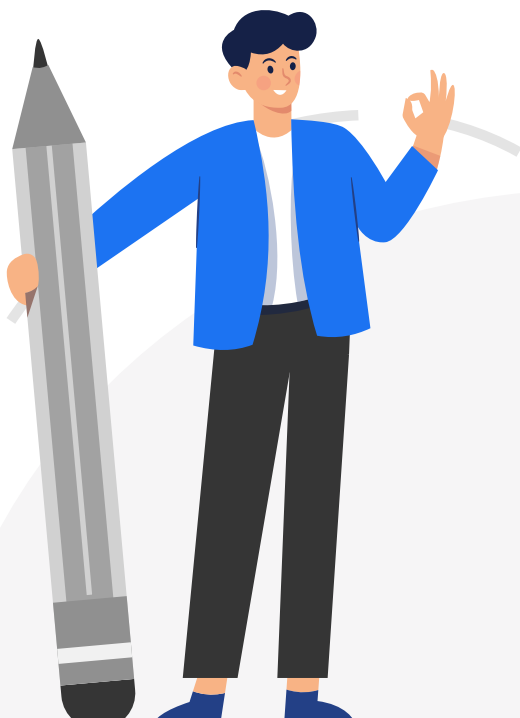
## PROGRAM FEES

■ Total Fee: INR 2,45,000/-

*"No-Cost EMI options available"*

1<sup>st</sup> Year: INR 1,30,000/-

2<sup>nd</sup> Year: INR 1,15,000/-





## ABOUT HIMT Group of Institutions

Established in 1998, HIMT Group of Institutions is one of the oldest and best management institutes in the region. The Institute is approved by the All India Council for Technical Education (AICTE), Ministry of HRD (MHRD), Government of India, Bar Council of India (BCI), NCTE, SCERT and Pharmacy Council of India and Affiliated to Dr. A.P.J. Abdul Kalam Technical University (AKTU), Lucknow, Chaudhary Charan Singh University, Meerut & Board of Technical Education, Lucknow. The ISO 9001:2008 Certification obtained by the Institute speaks loudly about the quality standards maintained by the Institute.

HIMT Group of Institutions is offering 10+ University affiliated programme under different Institutions. HIMT started on humble grounds, recognizing the importance and requirement of a rapidly changing domestic and global environment to create a niche in the education sector by imparting technical and professional education through state-of-the-art technology and teaching methodology. The basic philosophy of HIMT is based on the fabric of Eastern thinking and Western concepts. To achieve this goal, the group has targeted the imparting of a global perspective to the young students.

# ABOUT IMAGINXP

ImaginXP is India's leading Higher EdTech Organization in Future-Skills, offering Degrees & For-Credit Certification Programs for university aspirants, & Standalone Certification Programs for working professionals, both in Online & Offline mode. It has tie ups with 30+ universities across India, with more universities adding to the Ecosystem.

Headquartered in Pune - since its establishment in 2011, ImaginXP is seamlessly paving its path towards its mission of making India Future-Ready. Today with two more Offices in Jaipur & Gurgaon, ImaginXP is at the forefront of upskilling learning courses across all future-skill categories such as:

1. **Design (UX, UI, Communication design, Industrial design)**
2. **Technology (Fintech, Blockchain, Cybersecurity, AI/ML, Data Science, RPA)**
3. **Business (Disruptive Entrepreneurship, Management, Finance, Digital Journalism, Digital Banking, Fintech, Digital Marketing, Health Management)**

ImaginXP offers Degrees, Online Work-Integrated Degrees, and Subjects to universities under its brand name - DegreeKaro, which is embedded in the B2B model. Hence, successfully creating a bridge between Universities and Corporates.

As well as, ImaginXP has its own Ed-Learning app - MY COACH, having over 1250+ Experienced & Skilled Coaches to provide Mentorship, & Over 75K registered user to date.

## USPs OF IMAGINXP:

**30+**

Tie Ups with Renowned Universities & institutions

**50+**

Corporate Partnerships

**80+**

Full-Time Faculty

**150+**

Design Workshops

**1250+**

Corporate Coaches

**2000+**

Full-time Students

**15000+**

Strong Network of Alumni

**1000+**

Hours of Video Content

