



Chandigarh University

NAAC A+, UGC-Entitled, NIRF #19, QS World Global Universities #Top
1%

MBA (Business Analytics)

Type

Pg Program

Mode

Online

Duration

2 Years

Total fees

₹ 181,000

Chandigarh University

Accredited by NAAC with the prestigious A+ Grade in the first cycle itself, CU is an institution committed to excellence in research, innovation, interdisciplinary education and active promotion of promising young talent. CU is the best Online Education University in Punjab, India which couples the experience of top industry leaders and renowned academicians and fosters a worldly approach. CU has been envisioned to provide inspirational and experiential learning through internationally recognized curriculum matching the challenging industrial needs. CU has been emerging as the best Online Education University in Punjab, India and the most preferred destination for the students as well as renowned faculty, and recruiting companies of the country. The university has been bestowed with many awards and recognitions, including Asia's Fastest Growing Private Institution, Outstanding Engineering Institute, and the Limca Book of Records for inviting the most number of companies in a single year for campus placements. The University has signed MoUs with over 250 foreign universities and institutions from countries like USA, Canada, UK, Australia, Italy, Russia, South Korea, Spain, Thailand, etc.

MBA (Business Analytics)

Highlights

- ◆ A balanced learning format that brings business analytics and data-led management within reach for learners with varied schedules.
- ◆ Course content touches Statistical Analysis for Business Decisions, Business Analytics, business statistics, and data interpretation, allowing students to connect fundamentals with practical relevance.
- ◆ Designed to build confidence gradually, from concept clarity to more independent academic thinking.
- ◆ Includes opportunities to reflect on business data, performance indicators, and customer or operational patterns through assignments, cases, or application-led tasks.
- ◆ Helps learners prepare for future education, professional transition, or stronger domain understanding in analytics, business intelligence, reporting, and data-enabled management functions, with added focus on concept clarity.

Learning outcomes

- ◆ Within MBA (Business Analytics) from Chandigarh University, analyze business data, performance indicators, and customer or operational patterns using concepts from Statistical Analysis for Business Decisions, Business Analytics, business statistics, and data interpretation.
- ◆ Apply subject knowledge to solve analytics-backed business questions and reporting needs with greater structure and clarity.
- ◆ Evaluate business decisions that depend on evidence, trends, and measurable outcomes while considering accuracy, relevance, and responsible use of data.
- ◆ Create or present dashboards, analytical summaries, and decision notes with clear structure and practical relevance.
- ◆ Build readiness for progression in analytics, business intelligence, reporting, and data-enabled management functions through stronger subject understanding and applied thinking, while strengthening concept clarity.

Eligibility Criteria

Bachelor degree in any discipline with at least 55% marks from recognised University / Institution with Mathematics / Statistics / Quantitative Techniques as one of the subjects at 10+2 or Graduation Level.

Curriculum Overview

Semester 1 (6 subjects)

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|---|--------------------------------------|
| ◆ Statistical Analysis for Business Decisions | ◆ Spreadsheet Modeling and Analysis |
| ◆ Business Analytics | ◆ Introduction to Business Analytics |
| ◆ Decision Science | ◆ TOTAL |

Semester 2 (6 subjects)

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|---|------------------------------|
| ◆ Multivariate Data Analysis | ◆ Advance Python Programming |
| ◆ Business Research Methods | ◆ Data Mining |
| ◆ Quantitative Aptitude and Data Interpretation | ◆ TOTAL |

Semester 3 (6 subjects)

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|--|--------------------------------------|
| ◆ Predictive & Descriptive Analytics | ◆ Data warehousing and visualization |
| ◆ Data Analysis for Business Decisions | ◆ Big Data Analytics and tools |
| ◆ Advance R Programming | ◆ TOTAL |
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Semester 4 (6 subjects)

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|--------------------------------------|-----------------------|
| ◆ Planning Analytics | ◆ Predictive Modeling |
| ◆ Sectoral Analytics | ◆ Machine Learning |
| ◆ Business Forecasting & Time series | ◆ TOTAL |
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Elective Category : Specialisations (11 subjects)

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|--------------------------------------|--------------------------------------|
| ◆ Spreadsheet Modeling and Analysis | ◆ Big Data Analytics and Tools |
| ◆ Introduction to Business Analytics | ◆ Business Forecasting & Time Series |
| ◆ Advance Python Programming | ◆ Predictive Modelling |
| ◆ Data Mining | ◆ Machine Learning |
| ◆ Advance R Programming | ◆ Database Management using SQL |
| ◆ Data Warehousing and Visualization | |

Fee Structure

Fee heads	Year 1	Year 2	Total
Admission Fee	₹ 1,000	—	₹ 1,000
Course Fee	₹ 90,000	₹ 90,000	₹ 180,000
Total	₹ 91,000	₹ 90,000	₹ 181,000