ELIGIBILITY & SELECTION CRITERIA

PROGRAM	ELIGIBILITY	SELECTION CRITERIA
BBA	candidates must have a minimum of 60% marks in both Class X and Class XII. Students from both science and non-science backgrounds can apply.	Evaluation is based on their aptitude, past academic performance, and a Personal Interview (PI)

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Faculty of Data Science & Analytics

BBA

Data Science & Management

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As Big Data and AI reshape business, data skills are more important then ever.

SCAN TO APPLY

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Bhatewar, Udaipur, Rajasthan - 313601
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ABOUT
BBA(DATA SCIENCE)

Harvard Business Review called data science **"the sexiest job of the century,"** and it's easy to see why. Big data, AI, and machine learning are transforming how companies operate these days. Businesses now use predictive analytics and data mining tools to improve performance and innovation. However, many companies struggle to fully use data because they lack skilled professionals. As data-driven decisions become more common, the demand for experts who can turn complex data into insights is growing. The global data analytics market is expected to reach $132.9 billion by 2026 (source: MarketsandMarkets), and India will need over one million data science professionals by then (Source: Nasscomm). A Bachelor in Business Administration (BBA) in Data Science and Management provides both technical and management skills, making graduates valuable in fields like marketing, finance, HR, healthcare, and technology.

DATA SCIENCE PROGRAMS IN INDIA: SPSU POSITIONING

Leading institutions such as the IITs, along with several emerging universities across India, now offer undergraduate programs in BSc (Data Science), B.Tech (Data Science), and BBA (Business Analytics) to address the growing demand in these areas. The following comparison aims to help prospective students better understand how these programs differ from the new BBA (Data Science and Management) offering at SPSU.

Program	BSc (Data Science)	B.Tech (Data Science)	BBA (Business Analytics)
Type of Institutions	Engineering and non-engineering schools	Primarily engineering schools, focusing on computer science	Business schools
Institutes Offering	IIT Delhi, IIT Roorkee, IIT Madras, IIT Kanpur, SP Jain School of Global Management, Woxsen University, S K Somaiya College, Shiv Nadar University, NMIMS	IIT Guwahati, IIT Indore, B.K. Birla Institute of Engineering & Technology, Vellore Institute of Technology, Manipal Institute of Technology, SRM Institute of Science and Technology, IIIT Hyderabad	NMIMS (Mumbai),
Program Focus	Emphasis on mathematics and computation	Strong focus on technology and technical skills; limited managerial content	Inadequate focus on data science; heavier emphasis on business with specialization in business analytics
Admission Competitiveness	Highly Competitive	Highly Competitive	Moderately Competitive
Fee Structure	Very High	Very High	Moderate

In Rajasthan, programs like this are scarce, with existing options often being expensive or difficult to access. SPSU addresses this gap by offering an affordable, high-quality alternative. The program's distinctive blend of technical expertise and soft skills, combined with industry collaborations, provides students with hands-on experience and real-world insights. This comprehensive preparation ensures graduates are ready to succeed in the competitive job market.

KEY Highlights

- ALIGNMENT WITH NEP 2020
- COLLABORATIVE RESEARCH
- CUTTING EDGE LABORATORIES
- INDUSTRY COLLABORATION
- INTEGRATED LEARNING
- INDUSTRIAL VISIT
- TECHNOLOGY ENABLED SMART CAMPUS
- WORKSHOPS & SEMINARS BY INDUSTRY EXPERTS

CAREER OPPORTUNITIES

Data Analyst	Quantitative Analyst	Customer Insights Analyst
Business Intelligence Analyst	Operations Research Analyst	Financial Analyst (Data Focused)
Data Science Intern	Marketing Analytics Specialist	Supply Chain Analyst
Market Research Analyst	Data Visualization Specialist	Sales Analytics Specialist
Business Data Analyst	Data-Driven Product Analyst	E-commerce Data Analyst

SKILLS TO GAIN AND CERTIFICATIONS TO EARN

- Proficiency in Analytics Tools: Gain expertise in essential analytics tools and technologies, including Python, SQL, Tableau, and Power BI, enabling effective data analysis and visualization.
- Application of Machine Learning Techniques: Learn to apply industry-relevant machine learning techniques, including both supervised and unsupervised learning algorithms, to derive insights from complex datasets.
- Business Problem Structuring: Develop the ability to understand and structure business problems into an analytics framework, utilizing statistical methods and data modelling for effective decision-making.
- Data Cleaning and Transformation: Master data cleaning and transformation operations using in-demand data science tools and techniques to ensure high-quality, usable data for analysis.
- Microsoft Power BI Certification Preparation: Prepare for the Microsoft Power BI Data Analyst PL-300 certification exam through optional training, enhancing your credentials in data analytics.

VALUED RECRUITERS

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