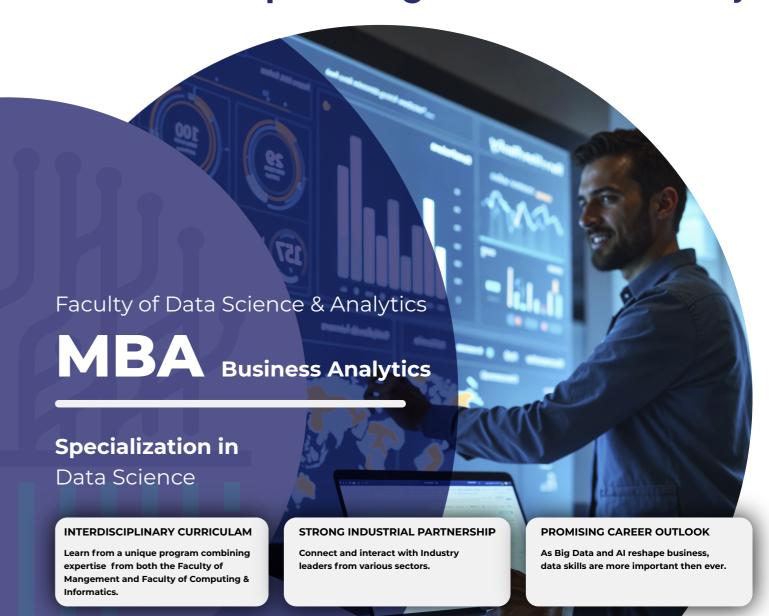






# Sir Padampat Singhania University















22 CRORES CSR SCHOLARSHIPS

FOR MERITORIOUS STUDENTS

#### **SCAN TO APPLY**



**CALL:** 18008896555 **WEBSITE:** spsu.ac.in

**CAMPUS:** Sir Padampat Singhania University

Bhatewar, Udaipur, Rajasthan - 313601

CITY OFFICE Ground Floor, Lake City Mall, University Road,

Ashok Nagar, Udaipur

Disclaimer: The flyer provides general information about the programs. SPSU reserves the right to revoke, modity, add or delete one or more of the terms and conditions outlines in the flyer. SPSU reserves the right to amend the provisions of the program, eligibility, selection, admission & scholarships without notification & as deemed fit/ appropriate to any changed circumstances

- Empowering Insights, Shaping the Future -





We are living in a time shaped by three major developments: the explosion of data, the rapid growth of analytical methods, and breakthroughs in computational technologies. Keeping pace with these advancements is essential, as falling behind can have serious consequences in today's fast-evolving world. There is a growing need for professionals who can combine data science expertise with strategic business skills. By 2026, the global data analytics market is projected to reach \$132.9 billion. To meet this demand, SPSU is proud to launch the MBA (Business Analytics with specialization in Data Science program). This program blends technical skills with business knowledge, preparing future leaders to use data effectively,

# **DATA SCIENCE PROGRAMS IN INDIA: SPSU POSITIONING**

In India, many institutions, big and small, offer data science programs alongside fields like artificial intelligence, cyber-security, and blockchain. These programs aim to create T-shaped professionals—those with broad interdisciplinary skills (the horizontal part of the "T") and deep technical expertise (the vertical part). However, the way institutions balance these aspects varies greatly depending on their program objectives and structure. Below is an analysis comparing the possible "T" profiles of programs from Engineering and B-school with the MBA (Data Science) program

	Engineering Schools (MSc/MTech)	Business Schools (MBA/Business Analytics)	SPSU MBA(Data Science)
Program Objectives Vertical bar = Technical Horizontal = Interdisciplinary	T		
Program Structure  Major  Minor	T		
Remarks	High emphasis on technical skills but limited focus on practical applications.	Less focus on core data science; often lacks connection between data science and business applications.	Combines deep data science expertise with practical application, linking it to real- world business challenges.

In Rajasthan, programs like this are rare, with most existing options being either online, expensive, or hard to access. SPSU fills this gap by offering an affordable, high-quality, classroom-based alternative. The program combines technical expertise with essential soft skills and leverages industry collaborations to provide students with practical experience and real-world insights. This well-rounded approach ensures graduates are equipped to thrive in a competitive job market.























Alignment with NEP 2020

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Global Curriculum

Dual Specialization

Industry Coll Partnerships Res

Collaborative Tec Research End

Technology Workshops & Enabled Smart Seminars by Campus Global Leaders

Student Exchange Programs

### **CAREER OPPORTUNITIES**

Data Science Manager	Quantitative Analyst (Quant)	Data Analytics Consultant
Chief Data Officer (CDO)	Data Strategy Consultant	Financial Data Analyst
Business Intelligence Director	Marketing Analytics Manager	Data Scientist - Strategic Planning
Data-driven Product Manager	Supply Chain Data Analyst	Analytics Manager
AI/ML Project Manager	Healthcare Data Analytics Manager	Entrepreneur in Data-driven Business

#### 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.

# **OUR REPUTED ALUMNI**



Darshit Kothari, MBA
OMNI Sports Manager
DECATHLON
Batch: 2021-23



Prakriti Soral, MBA Assistant Professor, IIM Indore Batch 2011-15



**Disha Vyas ,MBA**Talent Acquisition
Team,
Batch 2022-24



Nishant Pachori, MBA
District Market Officer
JK Cement



Mohammad Mohsin, MBA
Associate Manager.
Prakash Chemical International