ELIGIBILITY & SELECTION CRITERIA

PROGRAM	ELIGIBILITY	SELECTION CRITERIA
MBA	Minimum 50% aggregate in Graduation (Final Year Students completing graduation in 2025 are eligible to apply) in any stream from UGC approved University or equivalent and Valid score in the National Level Test conducted by an apex testing body: CAT 2024, XAT 2025, NMAT 2024, GMAT 2024, CMAT 2025, ATMA & Sep/Dec MAT 2024, Feb/May MAT 2025, Rajasthan State level Entrance Test or SPSU SPSAT 2025.	The candidates will be evaluated based on National Level Test scores or SPSAT Entrance Exam Score and Interview.

ज्ञान-विज्ञान विमुक्तये

QS I-GAUGE

A+
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Sir Padampat Singhania University

Sir Padampat Singhania University

Faculty of Data Science & Analytics

MBA Business Analytics

Specialization in
Data Science

INTERDISCIPLINARY CURRICULAM

Learn from a unique program combining expertise from both the Faculty of Mangement and Faculty of Computing & Informatics.

STRONG INDUSTRIAL PARTNERSHIP

Connect and interact with Industry leaders from various sectors.

PROMISING CAREER OUTLOOK

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

SCAN TO APPLY

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WEBSITE : spsu.ac.in
CAMPUS: Sir Padampat Singhania University
Bhatewar, Udaipur, Rajasthan - 313601
CITY OFFICE UDAIPUR: Ground Floor, Lake City Mall, University Road, Ashok Nagar, Udaipur

- Empowering **Insights**, Shaping the **Future** -

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ABOUT
MBA(DATA SCIENCE)

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			
Program Structure ■ Major ▢ Minor			
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.

KEY
Highlights

- **NEP** Alignment with NEP 2020
- **Global Curriculum**
- **Dual Specialization**
- **Industry Partnerships**
- **Collaborative Research**
- **Technology Enabled Smart Campus**
- **Workshops & Seminars by 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