An initiative of JKCement

SPSU Sir Padampat Singhania University

Sir Padampat Singhania University

Faculty of Data Science & Analytics

BBA

Data Science & Management

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.

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)

It is advisable for students whose residence is over 35 KM away to reside in the university hostel.

ज्ञान-विज्ञान विमुक्तये
UGC RECOGNIZED

NAAC ACREDITATED

BEST GREEN & CLEAN CAMPUS AWARD 2026 BY ENVIRONMENT SOLUTIONS

RANKED 18 Top B-Schools (West Zone) BW BUSINESSWORLD

CIPU MEMBER

ASSOCIATION OF INDIAN UNIVERSITIES MEMBER

SCHOLARSHIPS FOR MERITORIOUS STUDENTS

SCAN TO APPLY

CALL : 18008896555
WEBSITE : spsu.ac.in
CAMPUS: Sir Padampat Singhania University
Bhatewar, Udaipur, Rajasthan - 313601
CITY OFFICE UDAIPUR: 221, Ashok Nagar, Main Rd, Near Maya Mishthan, Udaipur - 313001, Rajasthan

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

ABOUT
BBA(DATA SCIENCE)

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

Aspect	B.Sc. (Data Science)	B.Tech (Data Science)	BBA (Business Analytics)	BBA (Data Science and Management) SPSU
Type of Institutions	Engineering & non-engineering schools	Primarily engineering schools	Business schools	Business + Tech-integrated institution
Institutes Offering	IIT Delhi, IIT Roorkee, IIT Madras, Shiv Nadar, SP Jain, NMIMS, Woxsen, Somaiya	IIT Guwahati, VIT, IIIT-H, Manipal, SRM, B.K. Birla	NMIMS (Mumbai), others	SPSU
Program Focus	Strong in mathematics, statistics, and computation	Strong technical skills in data engineering & analytics; limited managerial scope	Focused on business fundamentals with basic analytics	Balanced integration of **business, and technology** – more holistic and industry relevant
Admission Competitiveness	Highly Competitive	Highly Competitive	Moderately Competitive	Moderately competitive, with emphasis on holistic potential
Fee Structure	Very High	Very High	Moderate	Moderate
Unique Advantage	Ideal for data scientists & researchers	Best for aspiring data engineers or programmers	Good for general business roles with analytics slant	Prepares students for leadership roles in data-driven business; bridges the gap between pure tech and business decision-making

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

Deloitte. | TCS NQT | JK Lakshmi | Aditya Birla Fashion & Retail | airtel | Tech Mahindra | make my trip | HFCL
Berger | Xebia | L&T EduTech | Hindustan Zinc | Yutika | WebSenor | TCG GreenChem | SECURE
JKCement | SIS | SAFINAT Group | LA NET TEAM | asianpaints | UltraTech Cement | RINEX | INOX AIR PRODUCTS
indxx | Pyrotech | kotak Kotak Mahindra Bank | WONDER CEMENT | Gartner | Chetu | Spiders | SBI Life