EMPOWERING MINDS,
SHAPING FUTURES

About the 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 Distance Education University in Punjab, India which couples the experience of top industry leaders and renowned academicians and fosters a worldly approach.

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.

Accreditations

NAAC ACCREDITED GRADE A+

RANKED 27TH BY NIRF
AMONGST TOP UNIVERSITIES IN INDIA

Why Choose CU?

Industry-Ready Curriculum

Enhanced Digital Learning Platform

Personalized Support and Guidance

Placement Assistance

500
Fortune Global
Plethora of Global Fortune MNC's awaiting you

500
Fortune India
Earn best placement packages within Country's top industries

1.7 CR
Placements
Highest International Package Offered

120+
Startups
Entrepreneurship projects registered successfully

1200+
Patents
Claiming accolades with 1200+ successful patents

Online Learning (OL)
Degree Programs entitled by UGC

MBA - Business Analytics

This cutting-edge MBA program blends advanced business principles with analytical expertise, providing a strategic framework for navigating the dynamic landscape of data-driven decision-making. Delve into statistical modeling, data mining, and predictive analytics, gaining a profound understanding of how to leverage data to drive organizational success. Equip yourself with the skills to interpret complex data sets, optimize business processes, and make informed decisions in today's highly competitive business environment.

Objectives

- ☑ Develop advanced analytics proficiency for strategic decision-making.
- ☑ Gain expertise in data-driven business problem-solving techniques.
- ☑ Equip professionals with cutting-edge statistical and predictive modeling skills.
- ☑ Enhance business acumen through in-depth quantitative analysis training.
- ☑ Cultivate proficiency in leveraging data for actionable business insights.

Duration: 2 Years

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

Graduates of recognized professional programmes like CA/ ICWA/CS etc. are also eligible to apply.

Course Structure

Semester 1	
Statistical Analysis for Business Decisions	Business Analytics
Decision Science	Spreadsheet Modeling and Analysis
Introduction to Business Analytics	

Semester 2	
Multivariate Data Analysis	Business Research Methods
Quantitative Aptitude and Data Interpretation	Advance Python Programming
Data Mining	

Semester 3	
Predictive & Descriptive Analytics	Data Analysis for Business Decisions
Advance R Programming	Data Warehousing and Visualization
Big Data Analytics and Tools	

Semester 4	
Planning Analytics	Sectoral Analytics
Business Forecasting & Time Series	Predictive Modeling
Machine Learning	

Fee Structure

Admission Fee: INR 500

MBA Business Analytics	SEM 1	SEM 2	SEM 3	SEM 4
Course Fee	₹ 50,000/	₹ 50,000/	₹ 50,000/	₹ 50,000/
Annual Fee	₹1,00,000/-		₹1,00,000/-	
Total Fee	₹2,00,000/-			