

BUSINESS ANALYTICS (MUMBAI CAMPUS) (JANUARY START) (MBA/PgDip/PgCert)

63N3JM92/63N3SMVX/63N3SMVZ

Duration: 12 months full-time (MBA); 9 months full-time (PgDip); 4 months full-time (PgCert).

Content: Candidates must take the following compulsory courses:

FULL TIME ROUTE

Stage 1

- YB5503 Strategic Marketing (15 credit points)
- YB5505 The Leadership Challenge (15 credit points)
- YF5501 Artificial Intelligence, Machine Learning and Forecasting (15 credit points)
- YA5502 Issues in Corporate Governance and Ethics (15 credit points)

Stage 2

All of the courses for Stage 1, plus:

- YB5910 Applied Data Analytics and Visualisation (30 credit points)
- YB5911 Data, Evidence and Managerial Decisions (30 credit points)

Stage 3

- YE5001 Business Economics (15 credit points)
- YA5001 Accounting & Finance for Managers (15 credit points)
- YB5001 Business Strategy (15 credit points)
- YB5002 Operations and Project Management (15 credit points)

Assessment: By course work, by written examination or by a combination of those, as prescribed for each course. The degree of MBA shall not be awarded to a candidate who fails to achieve a CGS Grade D3 in the relevant dissertation course, irrespective of their performance in other courses.