



# PRESTIGE INSTITUTE OF MANAGEMENT & RESEARCH, INDORE

**DEEMED TO BE UNIVERSITY**

Thrice Accredited by NAAC with highest Grade, now A++  
**PG CAMPUS**



# MBA

## (BUSINESS ANALYTICS)

AICTE Approved | Industry-Focused | Career-Driven

**Admission Open for Academic Year: 2026-27**

**Duration: Full Time 2 Years (4 Semesters)**

**Intake: 60 Students**



## PROGRAM OVERVIEW

The **MBA (Business Analytics)** at PIMR is a future-ready postgraduate programme designed to develop **analytics-driven business leaders**. The programme blends core **management education** with **advanced analytics, data science, and business intelligence**,

enabling students to make data-driven strategic decisions across industries. The curriculum is aligned with **Outcomes-Based Education (OBE)** frameworks and emphasizes hands-on learning, industry integration, and employability.

## WHY MBA (BUSINESS ANALYTICS) AT PIMR? – USPs

### Strong Institutional Legacy

- PIMR - First & only private institute in M.P. to receive Deemed to be University Status
- Experienced faculty with doctorate degrees
- Industry Collaborations for Workshops, Certifications, Expert Lectures, Internships, Projects

### Career-Oriented Design

- Analytics roles across Consulting, BFSI, IT, FMCG, E-commerce
- Placement-focused skill development
- Career & Placement Support

### Industry-Aligned Curriculum

- Python, R, SQL, Power BI, Tableau
- Machine Learning & Predictive Analytics
- Big Data & AI for Business Decision-Making

### Experiential Learning

- Live Industry Projects
- Summer Internship & Capstone Project with analytics exposure
- Real-world datasets, case studies and analytics labs

### Management Analytics Advantage

- Strong foundation in Marketing, Finance, HR & Operations
- Functional analytics: Marketing Analytics, Financial Analytics, HR Analytics, FinTech Analytics

## PROGRAM STRUCTURE & INDUSTRY CONNECT SEMESTER-WISE LEARNING PATH

### SEMESTER - I

#### Management & Analytical Foundations

- Focus:** Core management concepts and quantitative base
- Outcome:** Development of managerial fundamentals and analytical thinking

### SEMESTER - II

#### Core Analytics & Functional Understanding

- Focus:** Programming, databases, BI tools, and functional exposure
- Outcome:** Hands-on analytics skills and business process understanding

### SEMESTER - III

#### Advanced Analytics & Domain Applications

- Focus:** Predictive analytics, machine learning, domain analytics, FinTech
- Outcome:** Application of analytics in real business contexts

### SEMESTER - IV

#### Strategic Analytics & Industry Integration

- Focus:** Strategy, AI-driven decision-making, capstone project
- Outcome:** Industry-ready analytics professionals

## POTENTIAL RECRUITERS & INDUSTRY EXPOSURE

### Consulting & Professional Services

- McKinsey & Company
- Accenture
- BCG
- Deloitte
- KPMG
- EY

### Technology & Analytics Firms

- TCS
- Infosys
- Tech Mahindra
- HCL
- Capgemini
- Mu Sigma
- Brillio
- The Math Company
- NTT DATA
- EXL

### BFSI & FinTech

- American Express
- ICICI Bank
- HDFC Bank
- Axis Bank
- Goldman Sachs
- JP Morgan
- Broadridge
- ANZ

### E-Commerce & Consumer Tech

- Amazon
- Flipkart
- Zepto
- Delhivery • Zomato

### FMCG & Retail

- HUL
- Nestlé
- ITC
- Coca-Cola • P&G

### ELIGIBILITY

Kindly refer PIMR Indore Deemed to be University's Admission Policy.

## CAREER OPPORTUNITIES

Graduates of the MBA (Business Analytics) programme are prepared for high-growth roles such as:

- Business Analyst
- Data Analyst
- Analytics Consultant
- Business Intelligence (BI) Analyst
- Associate Data Scientist (Entry Level)
- Marketing / Finance / HR Analyst
- FinTech Expert
- MIS & Data Warehousing Expert
- AI / ML Business Analyst



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## ADMISSIONS OPEN APPLY NOW

✉ [admission\\_pg@pimrindore.ac.in](mailto:admission_pg@pimrindore.ac.in)

🌐 [www.pimrindore.ac.in](http://www.pimrindore.ac.in)

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78699 55145, 78699 55427, 78699 55422