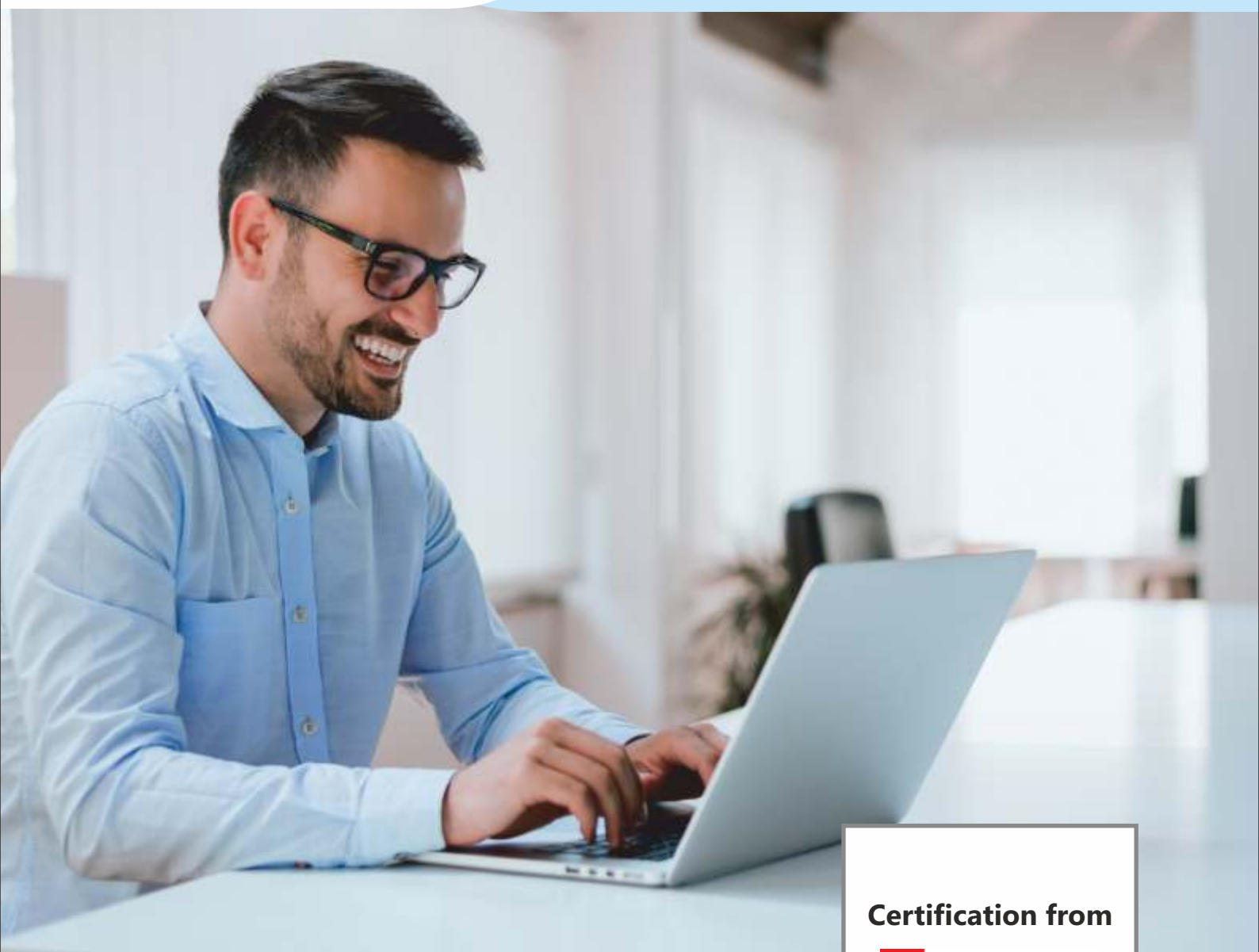




**AMITY**  
UNIVERSITY  
ONLINE

# MBA WITH SPECIALISATION IN DATA SCIENCE

A comprehensive program to learn new cutting edge data-driven technologies in Data Science.



24 months

Global  
Accreditation

Global Faculty

Certification from



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## ABOUT AMITY UNIVERSITY ONLINE

Amity University Online is a value-based institution with an innovative bent towards education that impacts lives across boundaries. Through immersive technology, groundbreaking methodology and a worldwide community, we constantly endeavour to expand the horizons of minds in a virtual space around the globe. We are also home to a range of University Grants Commission (UGC) recognized programmes at Masters, Bachelors, Post Graduate Diploma level for nurturing young professionals. With 225000 students spread across countries with diverse backgrounds and a strong force of highly accomplished faculty, we create an ecosystem buzzing with new ideas and innovations.

With our eyes on the future, we keep on pushing the limits, breaking barriers, overcoming obstacles, and forging new connections. Our vision fuels our success and our consistent progress in global rankings assures us that more is yet to come.

### PRESTIGIOUS RANKING AND ACCREDITATIONS





# PROGRAM OVERVIEW

The MBA in Data Science program provides a unique opportunity to understand business management applications with analytical skills while also covering cross-functional management skills in individuals.

This program is meant to give students unrivalled flexibility in learning at their speed and attending classes at their convenience. This curriculum provides hands-on experience with all of the tools needed to become a successful Data Scientist, focusing on machine learning and business management to help students understand how machine learning techniques may be applied in the real world. This course familiarises learners with business management skills, end-to-end data science project life cycle, machine learning algorithms, deep learning, and big data analytics.

This two-year program offers a core course along with a specialisation in Data Science.

# INDUSTRY INSIGHTS

**THE DEMAND FOR DATA ANALYTICS PROFESSIONALS HAS DOUBLED IN THE LAST YEAR.**

**This demand will grow exponentially as more than 70% of companies surveyed said they plan to start hiring Data Professionals in the next three years.**

**Data analytics and Business Intelligence are popular skills, along with skills such as Data Science, Machine Learning and Data Engineering.**

## WHY PURSUE AN MBA IN DATA SCIENCE FROM **AMITY UNIVERSITY ONLINE**?

Amity University Online India's leading professional learning and higher education platform. When you choose this program, you also get access to our extensive pool of industry experts and dedicated career assistance.

- Become a globe-trotting professional in a Data Science
- Gain the recognition of an MBA in Data Science from a reputed institute
- Daily live classes by global faculty
- Gain practical skills through case study-based learning
- Become industry-ready with mentorship from experts
- Get dedicated career support from mentors
- Build your skills with a curriculum designed by leading academicians & industry experts
- Learn alongside a diverse batch of peers from 80+ countries

# PROGRAM HIGHLIGHTS

## Pedagogy for Course Delivery

The class will be taught using recorded video lectures, live online sessions, and case-based methods. In addition to assigning the case studies, the course instructor will spend considerable time Understanding the concept of innovation through the student's eyes. The instructor will cover the ways to think innovatively liberally using thinking techniques.

- One-on-One Mentoring
- Industry-driven comprehensive curriculum
- 24/7 access to study material & video lectures
- Live interactions with Data Scientists and Corporate leaders
- Real-world Projects & Case Studies
- Face-to-face meetup's with top experts & your peers
- Career Guidance and support
- Get Alumni Status from Amity Future Academy



“Amity's Data Science program helped me in taking my first step towards shaping my career in the field of DS. Amity provided quality slides and material; lectures were created to impart in-depth knowledge and good quality assessment and practice material. Mentor support and guidance is commendable. eCornell lecture and assignments were class apart.”

**Aprajita Mishra**

SME for Data Science

DS - January 2019

## MBA in Data Science will help you to



On the go learnings and 24/7 access to study material & video lectures



Deep dive into concepts, tools and requirements for Data Science and AI trending in the industry



Stay on track and get the most out of the program through dedicated student mentors



100% Career assistance

## Unique Program Features



Focus on strategy & tools



Gain in-depth subject knowledge and expert insights from an industry-driven comprehensive curriculum.



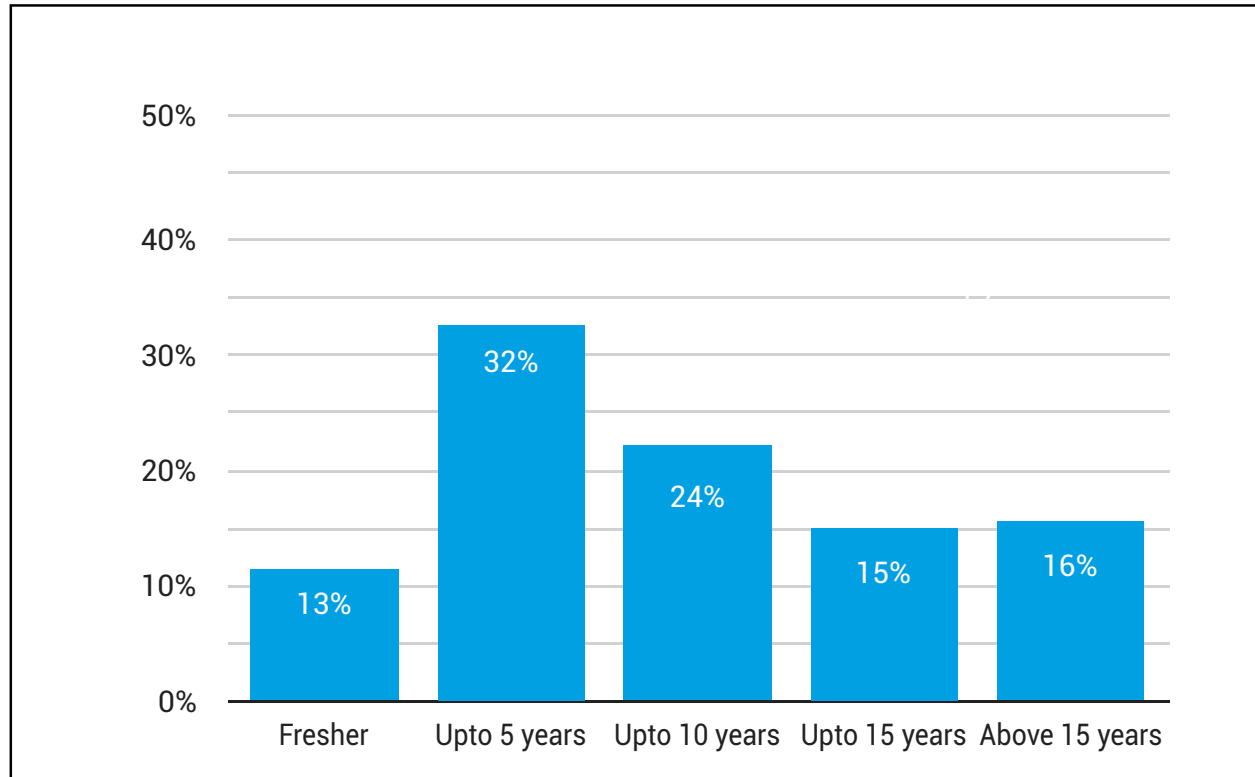
Live interaction with Data experts and Corporate leaders



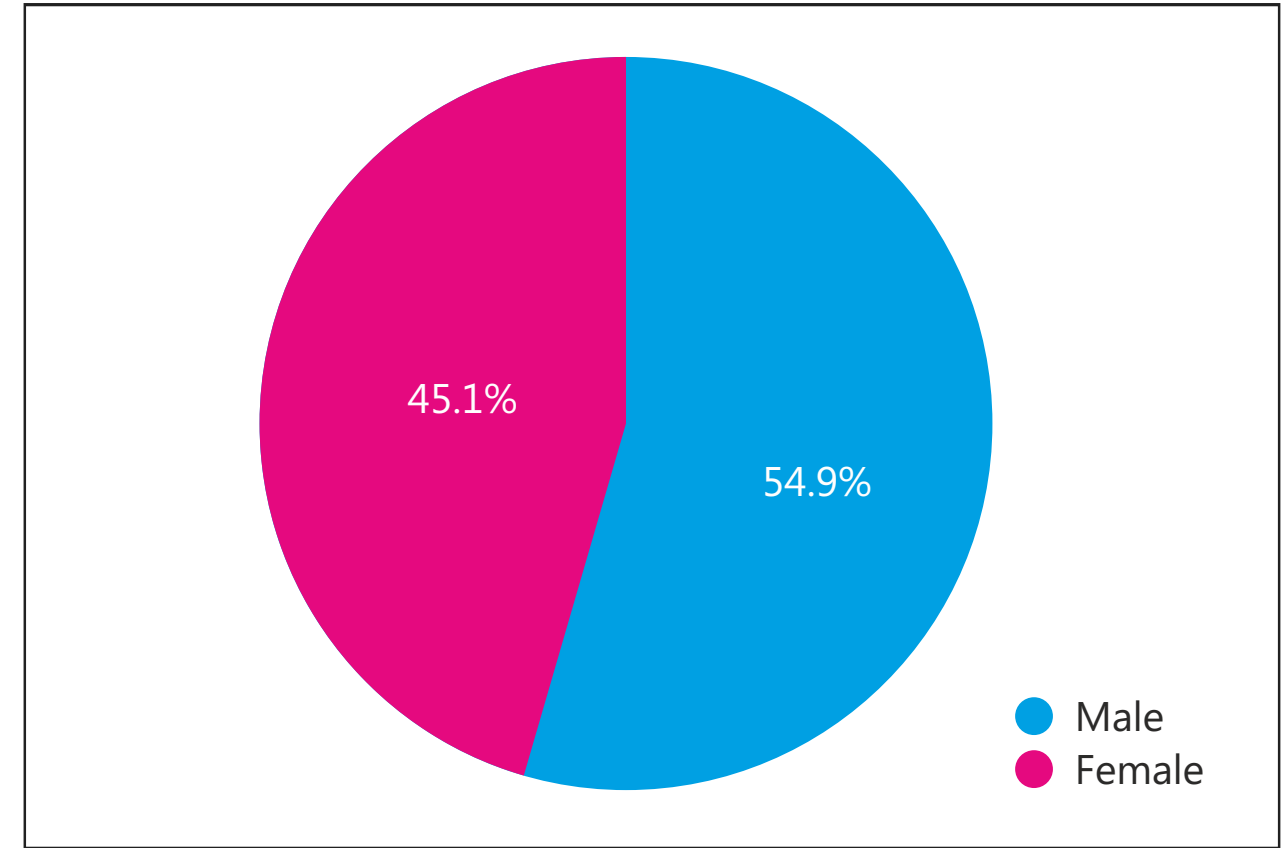
Hands-on experience to solve corporate level Data Science and AI issues

# BATCH PROFILE

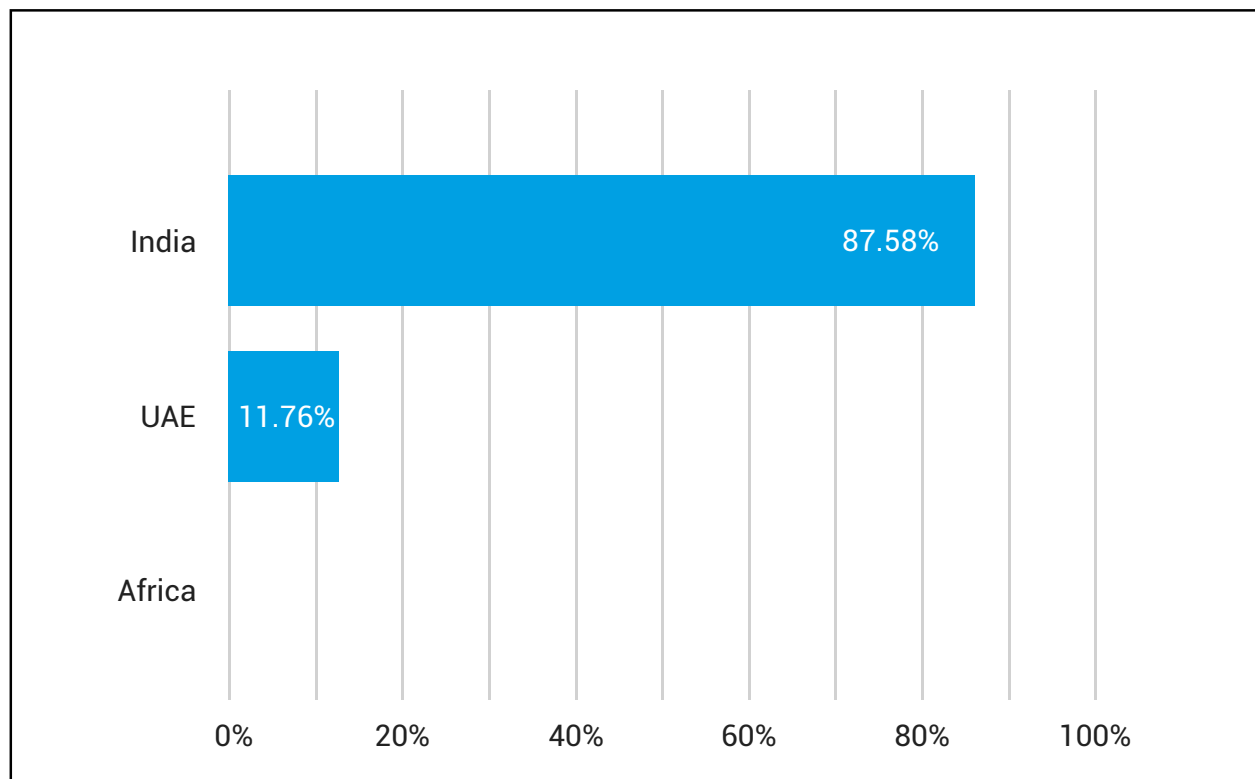
## Experience wise batch profile



## Gender wise profile



## Country wise profile



## Industrial Wise Data

Sector	%
Education	75%
Business and Industrial	21%
Information Technology	51%
Finance	40%
Healthcare	39%
Travel	23%
Laws and Government	5%
Real Estate	2%



# COURSE CURRICULUM

	Subject	Credits
<b>Semester 1</b>		
Course I	Accounting for Managers	5
Course II	Marketing Management	4
Course III	Managerial Economics	4
Course IV	Statistics for Management	5
Course V	Professional Communication	4
<b>Semester 2</b>		
Course I	Financial Management	5
Course II	Human Resource Management	5
Course III	Legal Aspects of Business	5
Course IV	Business Research Methods	4
Course V	Conflict Resolution Management	4
<b>Semester 3</b>		
Course I	Strategic Management	4
Course II	Minor Project	3
Course III	Professional Ethics	2
<b>Semester 4</b>		
Course I	Management in Action - Social Economic and Ethical Issues	4
Course II	Digital Marketing	3
Course III	Major Project	6
<b>Duration: 2 Years • Semesters: 4 • Credits: 99</b>		

# CORE SPECIALIZATIONS



## Specialization I

Introduction to Data Science  
Credits: 5



## Specialization II

Data Visualization and EDA  
Credits: 5



## Specialization III

Decision Making & Predictive Analysis  
Credits: 5



## Specialization IV

Optimization Techniques &  
Data Modeling  
Credits: 5



## Specialization V

Supervised & Unsupervised  
Machine Learning  
Credits: 6



## Specialization VI

Deep Learning &  
Big Data Analytics  
Credits: 6





# FACULTY



## Mr. VIVEK CHARDE

He has 11+ years of experience in Marketing, Communications and Digital Marketing.



## Mrs. SUMEDHA CHATTERJEE

She has 10+ Years of experience in handling marketing portfolio for a diverse set of online products.



## Mr. DIPTARUP CHAKRABORTI

He has 18+ years of experience in the technology industry with IT majors like IBM, Gartner, Capgemini & Mastek.



## Dr. ANJU GULLA

She has 7+ Years of experience in teaching, training and industry experience in Marketing & Digital Marketing.



## Mr. KARAN BHATIA

He has 13+ years of hands-on experience in Multi-channel ROI driven digital campaigns, and specializes in Content and SEO strategy and product road-map and conversion optimization.



## Mr. ANKIT GARG

He has expertise in scaling content driven consumer web products for India and Global audiences and has hands-on experience of managing web-product lifecycle.



## Mr. SIDDHARTH SAXENA

He has 9+ years of experience in product development & technical management of web teams.



## Mr. SACHIN JAIN

He has 11 years of online marketing and advertising, ecommerce, social media marketing, client servicing, and account management experience of working with Google.



# FACULTY FROM eCornell



## **PROF. CHRIS ANDERSON**

Chris Anderson is a professor at Cornell University and has completed his PhD from Ivey School of Business, University of Western Ontario.



## **MR. ASHISH GILOTRA**

Ashish Gilotra has completed his ME from BITS Pilani and has 20+ Years of Experience in Machine Learning.



## **DR. SURESH VARADARAJAN**

He has 26+ Years of Experience & is a PhD, Engineering - Marquette University



## **MR. NAVEEN BHANSALI**

Naveen Bhansali is Data Analyst at Dell EMC and an alumnus of IIM-Bangalore.



## **DR. KARTHIC NARAYANAN**

Karthic Narayanan holds PhD from Nanyang Technical University (NTU) and has 26+ Years of Experience in modeling using University Stats, Algo modeling.



## **DR. SAKSHI BABBAR**

Sakshi Babbar has 14 years of experience in Education and has worked on projects like Predicting Water Quality Index of Yamuna River.



## **DR. MOHIT KUMAR GOEL**

Mohit Kumar Goel has completed his PhD from École polytechnique fédérale de Lausanne and B.Tech from Indian Institute of Technology, Kharagpur.



# CAREER PATHWAYS



## APPLICATION PROCESS AND ELIGIBILITY

### READY TO ADVANCE YOUR CAREER?

APPLICATION PROCESS: Apply Now

Call: 18001023434

to book free counselling session.

### Eligibility

- Candidates must have completed Graduation Degree
- Applicant must possess sufficient knowledge and understanding of English Language.

- Enhance your career aspirations with assistance from our Virtual Job Fair, existing Corporate and Alumni network

- Get connected with our Career Counsellor towards the end of the program to be interview-ready as per the current industry requirements.

## DATA SCIENCE ROLES

### Entry Level

- Junior Data Scientist
- Data Engineer
- Machine Learning Practitioner
- Modeling Data Analyst
- Hybrid Data Visualization Expert
- Hybrid Data Engineer

### Senior roles

- Machine Learning Consultants
- Data Architect
- Business Intelligence
- Sr. Data Analyst
- Analytics Manager
- Machine Learning Engineer

### Advanced Level

- Data Scientist
- Big Data Engineer
- Business Intelligence Manager
- Deep Learning Expert

