



**Mahindra**<sup>™</sup>  
University

Global Thinkers. Engaged Leaders.

SCHOOL OF  
MANAGEMENT



## BBA in Computational Business Analytics

### Overview:

Clive Humby stated in 2006 that “Data is the new oil”. New technologies allow organizations to have access to enormous amounts of data. To make full use of this valuable resource, companies need professionals who are trained in identifying the right data, refining them, and analyzing them to aid managerial decision making. The BBA in Computational Business Analytics will help students build a strong foundation in both business and data analytics frameworks, tools and methodologies. This degree is offered in partnership with the Ecole Centrale School of Engineering. There are opportunities for students to continue their studies, either in India or abroad. For those who want to work for some years after graduation, opportunities abound in all sectors that are experiencing digital transformation.

### Courses:

**Common Core:** Communication Skills, Critical Thinking, Fundamentals of Coding and Software Development, Excel I, Research Techniques (secondary data sources), Microeconomics, Macroeconomics, Fundamentals of Management, Financial Accounting, Operational Finance, and Principles of Marketing, among others.

**Program Core and Specialization:** Principles of Marketing II, Corporate Finance, Business Policy and Strategy, Introduction to Data Science, Statistics and Probability, Algorithms and Software Concepts, Computational Statistics, Machine Learning, Deep Learning and Data Visualization, among others.

### Prerequisites:

Minimum 80% or equivalent in +2; MUST have had Mathematics in +2.

### Program cost for 2021-2022 academic year:

INR 3.0 Lacs per year; Accommodation and food extra.