

FREQUENTLY ASKED QUESTIONS (FAQ'S)

BBA Business Analytics

Who should apply to Bachelors of Business Administration?

The Bachelors of Business Administration (BBA) is aimed at recent Higher Secondary School pass outs that have the motivation & desire to build a strong foundation for a career in management & business administration.

What kind of students are the BBA aimed at?

BBA is aimed at students who are just stepping into their career. The programme is suitable for students who want to increase their knowledge of business & management to:

- Enhance their existing career & accelerate their promotion prospects
- Pursue MBA
- Change career by changing function, or industry Start their own business

The highly international nature of the programme also makes it suitable for students who want international mobility. Above all, it is a preparation for general management with a global outlook rather than particular country centric one.

What kind of career does the BBA prepare you for?

DYPUSM offers a plethora of programs in management to cater to the needs of Industry. The programs and minimum eligibility for each are as follows:

BBA PROGRAMS

- Marketing
- Finance
- International Business
- Banking & Insurance
- Hospital Administration
- **Analytics**

What would be the duration and structure of the program?

The 3 year full time program consists of six semesters, each semester being of six month duration. The first semester mainly comprises of subjects related to general management, which would provide insights into managerial concepts. Here the focus is to give the students a firm grounding on the managerial skills and in honing their interpersonal skills through a series of practical based sessions.

In the subsequent semesters, the focus shifts to specialization based subjects relevant to the specific stream. The course curriculum has been designed in consultation with our industry partners who are also our knowledge partners. The classroom training is supplemented by guest lectures by specialists, industrial visits, summer & winter training projects & assignments. Other co-curricular activities include an Intercollegiate Festival, i.e. Paramount, National Research Conference, Seminars, Corporate Round Tables and Workshops.

The aim is to ensure an overall development of the students by building interaction between students of the institutes & personnel from various industries. The course is outlined on the CBCS basis, where the student is allowed to choose subjects from a wide variety of the subjects. Students can choose from the Elective subjects from Semester I itself.

What is the Admission process?

Prospectus and forms are available at the information desk of the Institute at Sector-4, CBD Belapur, Navi Mumbai on payment of Rs. 500/- OR the same form can be downloaded from our website and couriered to the college address with Rs. 500/- only by DD drawn in favour of D. Y. Patil University Department of Business Management payable at Navi Mumbai. (Add Rs.100/- for outstation students towards postal charges).

What is the Selection procedure?

The selection criterion takes into account, Educational Qualification / Performance / Results of DYP CET & Group Discussion & Personal Interview, Work experience & Extra Curricular Activities (Sports, Cultural, etc.)

Eligibility for BBA

| Sr No | | Eligibility |
|-------|--------------------------------|--|
| 1 | BBA in Marketing | HSC Passed with a minimum of 45 % marks* in any discipline or equivalent * |
| 2 | BBA in Finance | |
| 3 | BBA in International Business | |
| 4 | BBA in Banking & Insurance | |
| 5 | BBA in Hospital Administration | HSC Passed with Biology & minimum of 45 % marks* in any discipline or equivalent * Preference will be given to candidates – HSC passed with Biology |
| 6. | BBA in Analytics | 10+2 pass with any stream (Science, commerce and arts) 45% marks in 10+2 Admission is based on personal interview |

***5% Relaxation in percentage for reserved category**

What are the steps involved?

1. At the time of admission, students need to submit the following Original Certificates

- 10th class Mark sheet & Passing Certificate
- 12th class Mark sheet & Passing Certificate
- (Original) Address Proof (Aadhar Card or Passport)
- School Leaving Certificate / Birth Certificate
- Caste Certificate & Caste Validity Certificate
- Latest 2 coloured photograph (Formal)

2. Student has to submit 2 sets of attested photocopies of all above mentioned documents along with the Admission Application Form. In case of reserve categories, 5% relaxation in HSC percentages will be given.

How will the programme be taught?

Pedagogical tools are matched to the needs of individual programs & emphasize active participation rather than passive assimilation. The case method of study is the major tool. It is supplemented by group exercise, role-play, games, lecture-cum discussion & presentation by students. Simulation Technique is also used. The overall teaching methodology is Industry & employment oriented, with an emphasis on sharing & imparting knowledge through a plethora of Workshops, Conferences, Case studies, Guest lectures & Industrial Visits. The Department, yearly, organizes more than 45 Guest Lectures.

Does the learning have a practical orientation?

While pursuing research in their own fields of interest, members of faculty often act as consultants and advisers to industry & government, & many hold directorships in a range of organizations or in some cases run their own businesses. These activities help to maintain the practical relevance of the School's teaching & research.

What form does the learning take?

Most of learning takes the form of structured lectures & case studies. The style is participatory & classes frequently include case analysis & discussions. We also carry out many projects & group work, field investigations & visits, as well as individual research and simulations.

How accessible are the faculty to the students?

Faculties are there to support students throughout their BBA journey & are sometimes available outside class times to discuss academic issues. Students will also have an opportunity to interact more closely with faculty through their involvement in various activities that run year around.

Does the Department have linkages with other academic / research bodies?

Yes, the department has developed Linkages with several National/ International, academic/ research bodies.

1. University of South Carolina has signed a MoU with the DYPUSM to work together in the areas of Faculty & Student Research, Faculty and Student teaching learning process, Faculty Exchange Programs.
2. Wockhart Foundation Inspiration Clubs has signed a MOU with Department for Socially Involved Projects.
3. University of Cochin - KVM Trust-KVM College of Engg. & Information Technology has signed a MOU with Department on the following areas: Faculty Exchange Program, Faculty Training Program, Student Exchange Program, Research Programs, and Placement Activities.

4.University of Calicut's, Naipunya Institute of Management and Technology Kerala, Harrison College, USA & a consultancy organization MCAI has signed MOU with Department with respect to study abroad programs, Twinning or Matriculation Agreements, Management Development Programs, Consortium Models, Faculty/cultural exchange and joint collaborative efforts.

What about student's Holistic Development?

Education with a holistic perspective is concerned with the development of student's intellectual, emotional, social, physical, artistic, creative & spiritual potentials. Various events are conducted round the year, Inter- collegiate festivals, Conferences, Workshops & Seminars are organized by the students themselves. This opportunity helps them to understand the importance of team spirit, leadership, professionalism & importance of commitment. We also celebrate important Indian festivals in order to remind the students of their roots & culture. While imparting knowledge in students, we also focus strongly on inculcating good values in students. We firmly believe in the holistic development of every student & ensure that every student walks out of DYPUSM not just as a Degree holder, but also as a better Human being.

What about the Placements?

Academic brilliance and technical expertise are at the core of your candidature. You need to have them in order to become eligible for your dream job. However, what will set you apart and convince the recruiter to hire you are your communication skills and soft skills. Brush up on these skills and practise interview skills to clear your personal interviews.

The D.Y.Patil Deemed to be University, School of Management provides 100% Placement Assistance to all the students

When Do Campus Placements Happen In The Institute?

The campus placement procedure takes place in the mid of the fifth semester. It starts in the month of September and goes on until the end of the academic year and sometimes even beyond that.

Can Every Student In The Institute Participate In Campus Placements?

The students who meet the eligibility criteria mentioned by the organizations can participate.

What Are The Stages Of The Recruitment Process?

General Protocol followed by the organizations is as follows:

1. Pre-placement Talk
2. Aptitude Test/Technical Test
3. Group Discussion.
4. Technical/HR Interview.
5. MR (Management Round) Interview.

Industrial Visits-

Does The Institute arrange any kind of Tour for Students?

Industrial visits has its own importance in a career of a student who is pursuing a professional degree. It is considered, as a part of college curriculum and objectives of industrial visit is to provide students an insight regarding internal working of companies. Industrial visits bridge the gap between theoretical training and practical learning in a real-life environment. We know that theoretical knowledge is not enough for making a good professional career. Therefore with an aim to go beyond academics, D Y Patil Deemed to be University School of Management take their students on National and International Industrial Visits to different places across the globe. Typically we visit places like Chandigarh, Shimla, Manali, Nainital, Kerla, Bangalore, etc. in India and places like Duabi, HongKong, Singapore, London, etc for International Visits. Some Industrial Visits are also One-day Industrial Visits to places like, The Bombay Stock Exchange, Securities and Exchange Board of India (SEBI), The Reserve Bank Of India (RBI) Bombay Dyeing and Manufacturing Company Ltd. and many other organizations from different sectors which are nearby.

What is business Analytics? What are the specializations of business analytics?

The wholesome and rigorous study of the huge data by using various big data and analytics tools is called Business Analytics. As Harvard Business School explains, business analytics professionals “analyze what a business needs to function optimally and what it needs to improve, and then work to implement solutions. This may include improving processes, changing policies or introducing new technology.” Business analytics (BA) refers to the skills, technologies, and practices for continuous iterative exploration and investigation of past business performance to gain insight and drive business planning. Business analytics focuses on developing new insights and understanding of business performance based on data and statistical methods.

What is the BBA/MBA Programs?

We offer 3 year BBA (Bachelor of Business Administration) degree & 2 year MBA (Masters of Business Administration) which is approved by UGC & NAAC (A) of D Y PATIL (Deemed to be University)

What should I choose Business Analytics specialization?

Big Data & Business Analytics sector is booming exponentially per year. According to the recent study by technology researcher International Data Corp., the Big Data in India is expected to grow at nearly 38 % annually. In the current developmental-phase of Big Data, Companies are investing billions of dollars in such platforms in order to transform themselves into a Data Science driven organizations.

What are the Key features of the program?

- Makes you special amongst all the BBAs due to the skills developed in analysing & business decision making scientifically.

- Preferred choice for hiring companies
- Global recognition through IoA certification & student membership

What is the scope of Big Data, Data Science and Business Analytics?

Big Data Analytics attain cost-effective solutions and improve decision-making power in multiple development areas, including healthcare, manufacturing, education, media, retail, and even real estate. There are huge number of jobs which are vacant in every sector due to the gap that has been developed between the employees who have an edge over Data Science Tools and Techniques and supply of such employees who can add value to the organization. The demand of such data savvy professionals is huge and supply is very less and the demand is expected to be much more in coming years.

Who are IOA and what the significance of the same is for me.

IoA is a global professional body for Analytics and data science professionals across the world which is head quartered in London. The IoA provides members with the opportunity to network with other analytics professionals, learn about career progression, share knowledge and expertise, access Continuous Professional Development programs, and to carry the official designation of the Institute once you have reached Associate member status. Our MBA/BBA are accredited by IoA which opens up a lot of benefits through global exposure and membership.

Why should I choose business analytics course from D Y Patil?

D Y Patil Mumbai offers a unique programme for making management aspirants skill full in analysis of data & thus finding scientific solutions of the business problems by way of including 10 specialised modules/subjects with base management curriculum for making them job ready in an ever changing hiring needs. D Y Patil University program offers best of both-academic expertise and industry connect, being one of the top schools of the state!

What is the course curriculum?

You will be taught from the starch all the subjects and its applications like- statistics with R, Python, SQL, Big Data analysis, Data visualization, Data mining Natural Language Processing, Machine Language, AI, Cloud computing & capstone project. More details about each module you can check on the brochure & if you have any queries we can connect you with our expert advisors.

What tools and soft wares will be taught in this program?

You will be getting a hands on Apache Hadoop, R , Python, MapReduce, Pig, SaaS Universe Edition, Tableau, Power BI, AWS Sage maker, Jupyter notebook, Hive, spyder IDE & many more

What are the eligibility criteria?

For BBA program you need to have min 45 % marks in 12th

Student has to clear the interview by our panel in order to get selected along with the cumulative academic scores!

In your opinion will this course provide me better prospect?

At a fresher level, industry is now focusing on thinkers & analysers who can assist management with their critical analysis for supporting decision making besides doing their regular operational tasks. Still in our country, BBA & MBA are taught in the same traditional manner where concepts are taught without relevant data, & no practical exposure is given for analysing a business scenario with facts & figures. This results largely into a mere clerical or monotonous types of jobs, which eventually young minds do not like. Hence there is an urgent need to offer BBA & MBA Aspirants an upgraded version capable enough to make them data savvy or two have data orientated approach.

Who are the faculty members?

We have experienced faculties who are the experts from their respective industry as well as subject experts. Over 50 faculties drawn from industry/academic institutions.

Will I be provided with internship, capstone projects & placement assistance?

Yes, our dedicated career management team will be assisting you with the internship & the capstone projects along with final placements in reputed companies from all sectors.

Which companies come for Internships and placements? What is the average, highest & lowest?

Companies from all sectors like banking, Insurance, Retail, Hospitality, Aviation, Agriculture, IT etc like TCS, Amazon, Genpact, Capgemini etc. The average package is around 6.5 LPA. The min package starts from 4.5 LPA and can go upto 12 LPA.

What is admission process?

Every student has to fill up an online application form which will be followed up by an interview for the shortlisted candidates. Based on your performance in the interview & the cumulative academic scores the selection will be happening. Selectee students will be sent an offer letter by the University & to confirm the admission you will have to pay INR 50k by the stipulated time period.

Can I get study loan? What is the procedure?

Yes, you are eligible to get loan from any private or public sector banks. You can get the loan letter from the admissions which you can provide to the banks. We have tie up with IDFC First bank & BOB where you can ask for loan.

Do I need to do coding/programing in this program?

A knowledge in coding is not required. A basic understanding of elementary mathematics & statistics is more than sufficient to pursue this program.

What is the interview regarding? What type of questions would be asked?

Your basic knowledge for elemental mathematics, logical reasoning and your passion for learning. This will be taken by panel of faculties/industry people and would typically last for 25 mins time. Questions would also be asked about your basic understanding about this domain and why you want to get into business analytics.

What amenities & facilities will be provided by the University?

This premier B-School has state of the art infrastructure, labs, sports facilities, cultural activities, industry visits, conferences etc. The classrooms are all air conditioned.

For further details kindly contact:

- Tel : +91-22-27589200 (10am to 6 pm)
- Fax no : +91-22-27575064 (10am to 6 pm)

