



## M.B.A. (BUSINESS ANALYTICS)



**DEPARTMENT OF RURAL AND ENTREPRENEURSHIP DEVELOPMENT**

**NATIONAL INSTITUTE OF TECHNICAL TEACHERS TRAINING AND RESEARCH**

Institution Deemed to be University under Distinct Category, A Centrally Funded Technical Institute  
Ministry of Education, Government of India, Taramani, Chennai - 600 113.

[www.nitttrc.ac.in](http://www.nitttrc.ac.in)

# NITTTR, CHENNAI

The National Institute of Technical Teachers' Training and Research, Chennai is a premier institution established in 1964 under the Ministry of Education, Government of India, dedicated to enhancing the quality of technical education in the country. It has been granted the "Institution Deemed to be University" status by the Ministry recently. This recognition acknowledges our 60 years of commitment to providing quality education and training, marking a significant milestone in our journey towards excellence in technical education and research.

Established to improve the standards of technical education, NITTTR offers a range of programs and services tailored to the needs of educators and institutions in the technical education sector. At the core of NITTTR's mission is the training and professional development of technical teachers. Through its various training programs, workshops, and courses, NITTTR equips educators with the necessary skills and knowledge to excel in their roles. These programs cover diverse topics such as curriculum development, teaching methodologies, educational technology, and quality assurance, ensuring that educators stay updated with the latest trends and practices in the field.

In addition to training, NITTTR also conducts research and consultancy activities aimed at improving the overall ecosystem of technical education. The institution engages in cutting-edge research to address key challenges and opportunities in the field, contributing to the advancement of knowledge and innovation. Moreover, NITTTR offers consultancy services to technical institutions seeking guidance on various aspects such as infrastructure development, curriculum design, and pedagogical practices.

NITTTR's commitment to excellence in technical education extends beyond its training and research initiatives. The institution actively promotes collaboration and networking among professionals in the technical education sector, fostering a community of practice where ideas and best practices are shared and exchanged. NITTTR plays a pivotal role in shaping the future of technical education in India. By providing high-quality training, conducting impactful research, and offering expert consultancy services, NITTTR continues to make significant contributions towards the enhancement of technical education standards and the development of a skilled workforce for the nation's growth and prosperity.





## DEPARTMENT OF RURAL AND ENTREPRENEURSHIP DEVELOPMENT

Majority of rural people and those living in slums require assistance in adopting appropriate technology to enhance their productivity and standard of living. In 1979, NITTTR established the Department of Rural Development to create an extensive network aimed at facilitating the adoption of appropriate technologies among rural people and slum dwellers. Later, recognizing the need for rural entrepreneurship to improve the quality of rural life, the Centre was renamed as the "Centre for Rural and Entrepreneurship Development (CRED)".

CRED acts as a catalyst in research and consultancy services in the rural development arena, building the capacities of functionaries in rural development, elected representatives of Panchayats, bankers, NGOs, and other stakeholders. The center is well-positioned to undertake training and capacity development programs, policy-oriented and action-based research, and to work closely with agencies, departments, and ministries focused on promoting rural entrepreneurship and financial inclusion. It also organizes workshops and conferences on various themes, including entrepreneurship for rural youth, women, and socially and economically marginalized groups, skill development through entrepreneurship, rural banking and finance, rural clusters, rural tourism, Startup Village Entrepreneurship, and Smart Village.

### M.B.A. (BUSINESS ANALYTICS)

In the dynamic landscape of modern business, the pursuit of a Master of Business Administration (MBA) with a specialization in Business Analytics is an imperative step towards navigating the complexities of today's data-driven world.



This transformative program is designed to equip aspiring leaders with the analytical acumen and strategic foresight needed to harness the power of data for informed decision-making. At the core of this MBA program lies a commitment to fostering a deep understanding of the intersection between business and analytics. As organizations increasingly rely on data to drive their operations, an MBA in Business Analytics becomes instrumental in cultivating professionals who can translate raw information into actionable insights.

This program empowers individuals to master cutting-edge analytics tools, statistical techniques, and machine learning algorithms, providing a comprehensive skill set essential for effective leadership in the digital age. Our curriculum is meticulously crafted to blend traditional business principles with advanced analytics methodologies, ensuring graduates possess a unique proficiency that sets them apart in the competitive business landscape. Emphasizing real-world applications, case studies, and hands-on projects, our MBA in Business Analytics prepares individuals to tackle complex challenges, optimize performance, and drive innovation within organizations. Embark on a transformative journey where strategic thinking converges with analytical prowess, propelling you towards leadership roles that redefine the future of business. Join us in shaping the next generation of business leaders who understand not only the language of business but also the language of data, positioning themselves at the forefront of innovation and success.

## **PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)**

- To apply theoretical knowledge, graduates solve intricate business problems, blending insights from management theories with practical applications.
- To foster critical thinking, graduates hone analytical skills for data-based decisions, cultivating innovation and adaptability.
- To develop leadership acumen, graduates align values, inspiring teams for ethical, sustainable, and socially responsible organizational success.



- To understand global dynamics, graduates analyze economic, legal, and ethical aspects, communicating insights for informed decision-making.

## **PROGRAMME OUTCOMES (POs)**

- Apply knowledge of management theories and practices to solve business problems.
- Foster Analytical and critical thinking abilities for data-based decision making.
- Ability to develop Value based Leadership ability.
- Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

## **CORE COURSES**

- Management Fundamentals
- Introduction to Business Analytics
- Statistics for Business Analytics
- Data Management and Database Systems
- Business Communication Skills (Laboratory)
- Predictive Analytics and Modeling
- Machine Learning for Business
- Data Visualization and Reporting
- Operations Research
- Professional Development and Ethics
- Data Analytics I (Laboratory)
- Text Analytics and Natural Language Processing
- Big Data Analytics



- Decision Support Systems
- Advanced Analytics for Business Leaders
- Data Analytics II (Laboratory)
- Summer Internship
- Business Intelligence and Reporting
- Capstone Project in Business Analytics

## **MINOR SPECIALIZATION**

### **DIGITAL MARKETING**

- Digital Marketing Fundamentals
- Social Media Marketing
- Search Engine Optimization (SEO)
- Email Marketing Strategies
- Content Marketing Essentials
- Analytics and Data-driven Marketing

### **SUPPLY CHAIN ANALYTICS**

- Supply Chain Fundamentals and Analytics
- Data Analytics for Inventory Management
- Predictive Modeling in Supply Chain Optimization
- Advanced Analytics for Demand Forecasting
- Logistics and Transportation Analytics
- Strategic Supply Chain Decision-Making with Analytics

### **ENTREPRENEURSHIP**

- Foundations of Entrepreneurship
- Entrepreneurial Finance
- Marketing for Entrepreneurs
- Business Planning and Strategy
- Innovation and Creativity in Entrepreneurship
- Entrepreneurial Leadership



## **RURAL DEVELOPMENT**

- Rural Development Policies and Practices
- Agricultural Innovation for Rural Growth
- Sustainable Livelihoods in Rural Communities
- Infrastructure Development in Rural Areas
- Community Empowerment and Participation in Rural Development
- Rural Entrepreneurship and Economic Diversification

## **INTEGRATED BUSINESS MANAGEMENT**

- Managerial Economics
- Financial Accounting
- Managerial Finance
- Organizational Behavior
- Marketing Analytics
- Supply Chain Analytics



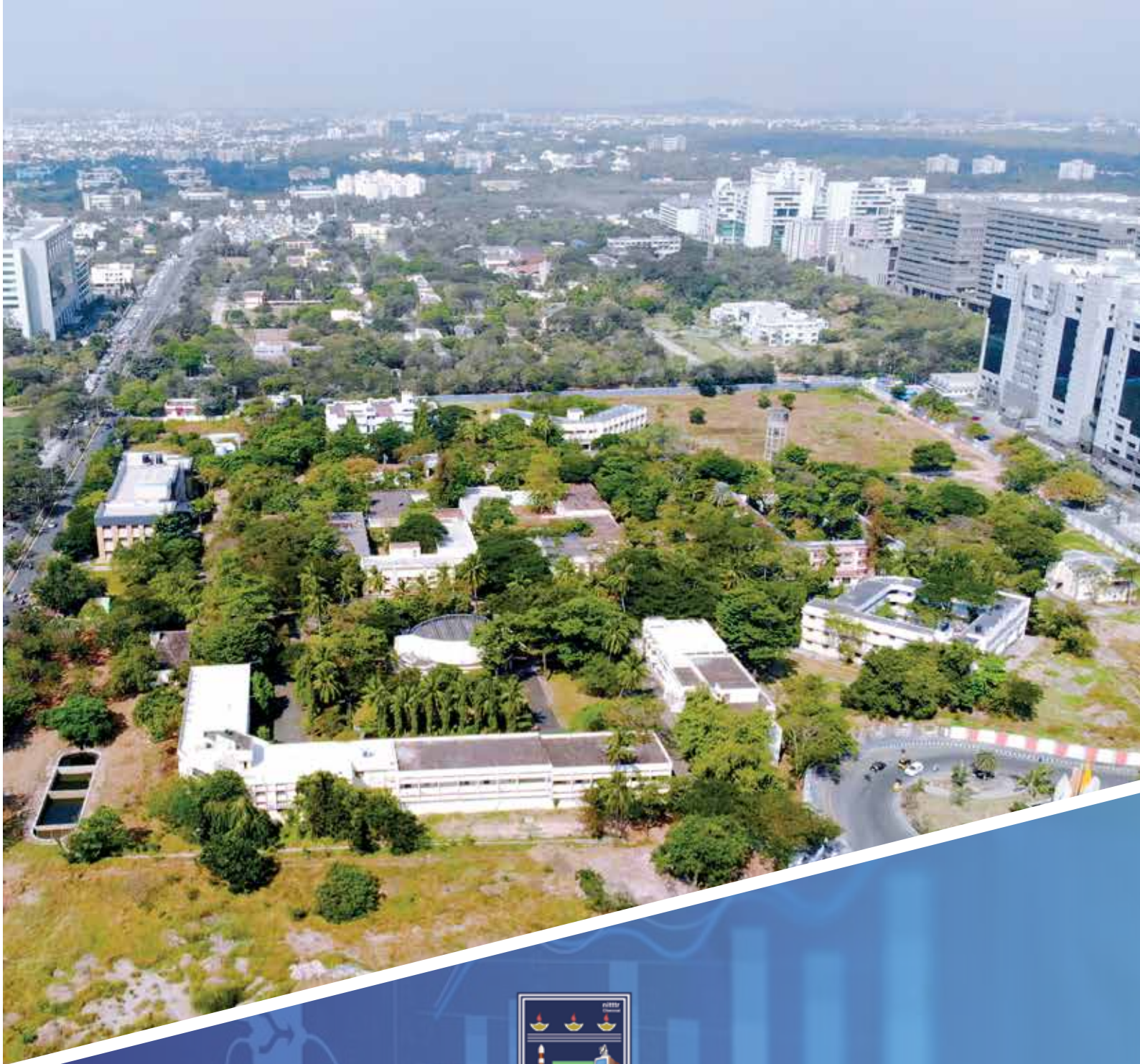
## **AREAS FOR SHORT-TERM TRAINING PROGRAMS**

- Agribusiness Entrepreneurship
- AI-Enhanced Business Planning
- Aquaculture Entrepreneurship
- Capacity Building To Guide Management Projects
- Carbon Offsetting Business Initiatives
- Circular Economy Businesses
- Community Based Enterprising
- Design and Development of Management Project
- Driving Entrepreneurship through Innovation
- Eco-tourism and Recreational Enterprising
- Enabling Entrepreneurship & Start-up Mindset
- Enterprise Risk Management
- Entrepreneurial Finance
- Entrepreneurial Leadership
- Entrepreneurial Marketing
- Entrepreneurship Development and Startups
- Entrepreneurship Development in Civil Engineering
- Environmental Entrepreneurship
- Ethics in Entrepreneurship
- Fundamentals of HR Analytics
- Greener Technologies and Entrepreneurship
- Industrial training for pharmacy faculty
- Intrapreneurship Facilitator: Nurturing Intrapreneurial Talent
- Pharmaceutical Industrial Management
- Project Mode of Fostering Management Skills Among Diploma Engineers
- Purchase Procedures and e-procurement
- Quality Management System in Entrepreneurship
- Recent Trends in Marketing
- Rural Development and Governance



# FACILITIES OF DEPARTMENT OF RURAL AND ENTREPRENEURSHIP DEVELOPMENT





# THE DIRECTOR

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2254 5441 / 406 ✉ [director@nitttr.ac.in](mailto:director@nitttr.ac.in) / [admission@nitttr.edu.in](mailto:admission@nitttr.edu.in) 🌐 [www.nitttr.ac.in](http://www.nitttr.ac.in)

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