



ACHARYA INSTITUTE OF TECHNOLOGY

Affiliated to VTU



NAAC A
ACCREDITED

Established in 2000, Acharya Institute of Technology (AIT) stands as a NAAC & NBA-accredited centre of excellence, recognised by NIRF for its academic standards and innovation. Located on a vibrant 120-acre campus in Bengaluru, AIT blends industry-aligned education, advanced infrastructure, and strong corporate partnerships to shape future-ready engineers and technology leaders.

- Industry-aligned MBA with dual/single specializations and AIMA-accredited expert faculty.
- Experiential learning through live projects, internships, and real-world business exposure.
- Tech-enabled, outcome-based pedagogy with strong focus on analytics and decision-making.
- Global exposure, CXO mentorship, and strong industry collaborations via CEIC.
- Strong placement ecosystem with top recruiters and comprehensive career readiness support.

MBA MARKETING

Business Analytics with Gen AI
Powered by



Microsoft

About

Our MBA program equips students with practical and theoretical training for investment and entrepreneurship. The focus on leadership and managerial skills make students ready to meet real-world challenges as soon as they graduate. The program also enables you to focus on specific areas of business like human resources, consulting, and data analytics. The MBA program is enhanced by Microsoft, offering a specialization in Business Intelligence.

Career Scope

Diverse Career Paths : MBA graduates can find employment in a wide range of industries, including finance, marketing, consulting, healthcare, and technology.

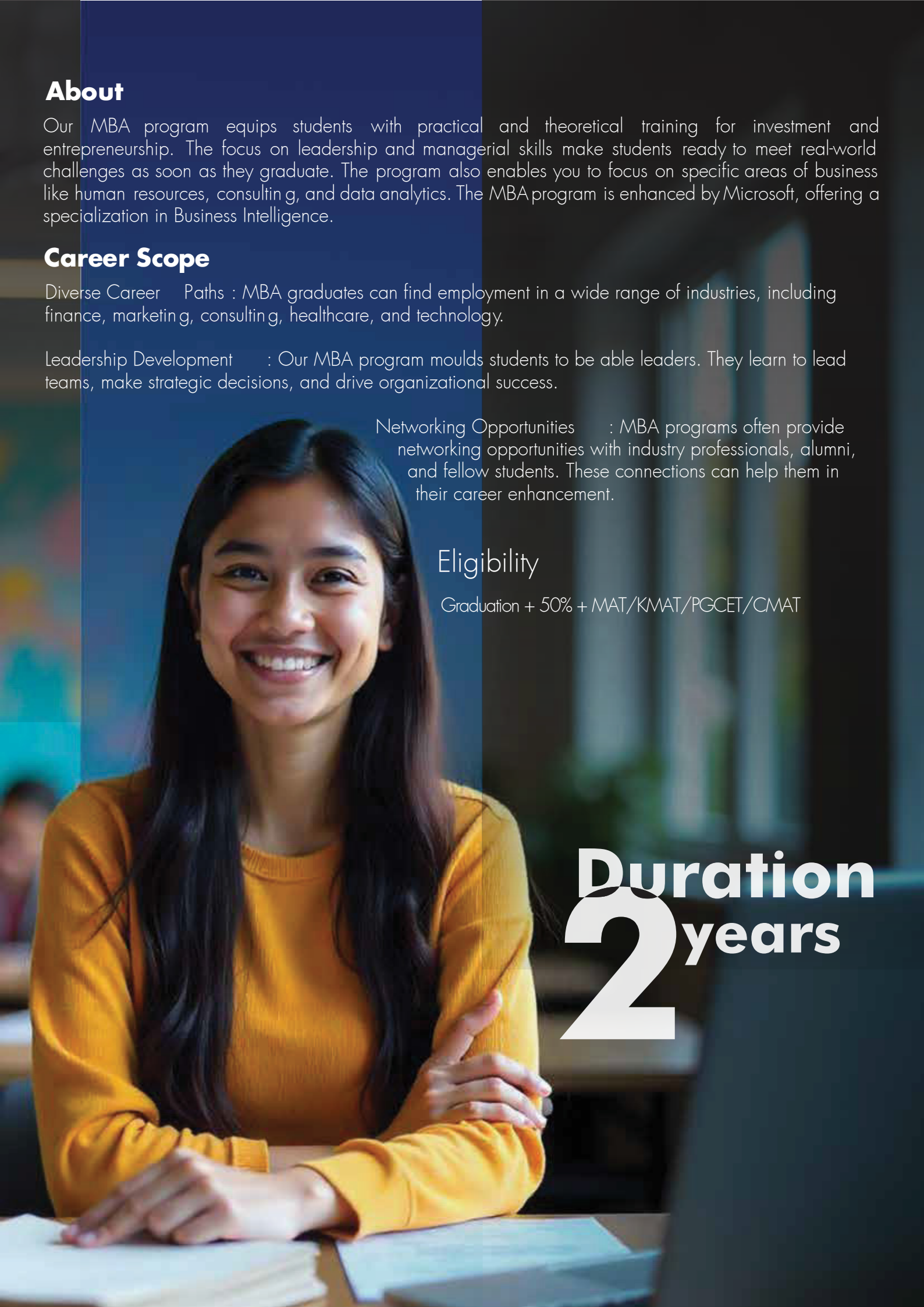
Leadership Development : Our MBA program moulds students to be able leaders. They learn to lead teams, make strategic decisions, and drive organizational success.

Networking Opportunities : MBA programs often provide networking opportunities with industry professionals, alumni, and fellow students. These connections can help them in their career enhancement.

Eligibility

Graduation + 50% + MAT/KMAT/PGCET/CMAT

Duration
2 years



COURSE CONTENT

Semester 1

- Management And Organisational Behaviour
- Accounting for Managers
- Managerial Economics
- Quantitative Methods
- Marketing Management
- Managerial Communication
- Employability Skills (AEC)
- Application of Business Tools – I (Audit)

Semester 3

Core Subjects

- Logistics & Supply Chain Management
- International Business
- Internship

Specialization Subjects

- Consumer Behaviour
- Sales Management
- Retail Management
- Services Marketing

Semester 2

- Human Resource Management
- Financial Management
- Research Methodology & IPR
- Business Analytics
- Strategic Management
- Entrepreneurship Development
- Social Immersion Program
- Application of Business Tools – II (Audit)

Semester 4

Core Subjects

- Emerging Technologies for Business
- Corporate Governance & Business Ethics
- Main Project

Specialization Subjects

- Strategic Brand Management
- Integrated Marketing Communication
- Digital & Social Media Marketing
- B2B Marketing

VALUE-BASED / MARKET-READY CERTIFICATION COURSES

Offered by AIT (Optional – Can be taken with any Single or Dual MBA)

- FinTech & Digital Banking
- Performance Digital Marketing
- Stock Market & Portfolio Management
- Business Analytics with Power BI
- Financial Modelling & Valuation
- AI & ChatGPT for Business
- Product Management Essentials
- HR Analytics & Talent Strategy
- Startup & Entrepreneurship Lab
- Corporate Communication & Executive Presence

ENRICHMENT PROGRAM CONTENT

Business Analytics with Gen AI by Microsoft in 2 Sems (2nd & 3rd Sem)

- SQL and Power BI introduction
- Data Analysis and Visualization using Power BI
- Data Analysis and Visualization using Tableau

FEE STRUCTURE

Refer offer letter for the actuals.

Inclusions : Tuition Fee, University Registration, Eligibility Fee, Miscellaneous Fee, Laboratory Fee, Library Fee and Sports Fee.

Exclusions : Uniform & Stationery.

Examination fee as prescribed by the University / Board.

The program includes OBT, AMCAT/CoCubes, soft skills training, domain-specific training, Long term Domain training and LinkedIn Learning. Students are also provided with a Complimentary Tablet and Global Immersion program.

Acharya Legacy

Founded in 1990, Acharya aims to revolutionize education. With over 12,000 students and 100+ academic programs annually, it stands among the global education elite. Located in India's technical hub, Bangalore, Acharya prioritizes innovation and knowledge. The institution fosters experiential and collaborative learning, shaping well-rounded individuals, evident in its diverse student population from 75+ countries.

11 Institutions

15 Research Centers

100+ Programmes

75+ Nationalities

12000+ Students

1000+ Eminent Faculty

120 Acres State-of-the-Art Campus

B Premnath Reddy

Founder Chairman
Acharya Group

Acharya Offerings - click on each to know more... »

Academic Studio



Collaboration



Center of Excellence



Clubs



Digital Library



Laboratories



Research



Sports



Hostels



Habba



PROGRAMS OFFERED

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