KIIT SCHOOL OF MANAGEMENT
KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY
Deemed to be University U/S 3 of the UGC Act, 1956

KSOM introduces specialization in
Business Analytics

OPT FOR A
HIGHLY REWARDING CAREER

For more details visit
www.ksom.ac.in/business-analytics

SCOPE & PROSPECTS IN INDIA

EXPONENTIAL GROWTH

2016
USD
02
Billion*

2025
USD
16
Billion*

The sector will grow eight-fold by 2025... registering CAGR of 26%

*Indian market value of business analytics

OPPORTUNITY

NASSCOM® has set a target of making India one among the top 3

INDIA will be one among the TOP 3 2020 Business Analytics markets in the next three years

amazon Google facebook Baidu 百度

Companies have recognized the immense business value which can be delivered using data. Google, Amazon, Facebook and Baidu are just some of the companies that have made investments in data products such as self-driving cars, voice / image recognition, wearable devices, etc.

POTENTIAL

1.5 MILLION
Data savvy managers & analysts will be required in the next 3 years

200000
Predicted shortage of talent with deep analytical skills in the next 3 years

HIGH SALARY GROWTH

9.5L
Average analytics salary

11.7L
Professional analytics salary

26%
Salary growth over previous year

and growing with demand

ABOUT THE SPECIALIZATION/ PROGRAM

The analytics specialization under the MBA course at KSOM is designed for the students who have interest in data and want to apply analytical mind to explore and build a career in data science and analytics.

WHY BUSINESS ANALYTICS?

As the computing power of electronics significantly increasing year on year, present day businesses are gearing up to access its benefit. Customer engagement with businesses are tracked at every step and every minute details about them are stored in machines for future predictions. Companies are able to generate and store huge volume of data through implementation of ERP and other technologies. This can be used in the field of finance, marketing, operations, and HR for identifying ROI drivers, developing target market for a product, fine-tuning the supply chain, deciding on retention of performers etc.

A RIGHT OPPORTUNITY

The scope of analytics and hence the talent requirement increasing significantly world-wide. The skills gained through the learnings in the area provides a strong leverage to get employment in various analytics role in industries. At present there are not enough talent supply for the existing demand in the analytics field. IBM predicts demand for data scientist will soar 28% by 2020. Follow the link here. Hence the specialization in analytics can definitely be an added advantage for the need of the hour.

WHO IS ELIGIBLE?

- Engineering graduate (B.E / B. Tech, any stream)
- Atleast 3 papers of Mathematics / Statistics in graduation (any stream)

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BE A GLOBAL PLAYER IN BUSINESS ANALYTICS

VirginiaTech

in association with **KSOM** is offering an eleven month postgraduate certificate program

For more details visit
www.ksom.ac.in/virginiatechba

VirginiaTech India
Center for Advanced Research and Education

Virginia Tech is a globally reputed, comprehensive university with leading departments in engineering, business, medicine, liberal arts, and the sciences.

- India to be top 3 Business Analytics markets in the world by 2020
- 1.5 million data savy managers and analysts tobe required in thr next 3 years
- Certificate of Excellence in Business Analytics by Virginia Tech in academic affiliation with KSOM, KIIT (11 month program)
- MySQL, R, Python, Tableau, BI Tools, Scrum, AWS, Neural Networks, Hadoop and many more
- Globally renowned faculty and industry experts to deliver the course ware (offline and online)
- KSOM and Virginia Tech shall collaborate to provide placement assistance to the candidates who qualify to join the program. In addition to opportunities in Data Analytics in domains of Marketing, Finance, Manufacturing and Services, counselling shall be provided for higher education opportunities for masters and PhD programs

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For more details visit : **www.ksom.ac.in/virginiatechba**