



**KIIT SCHOOL OF MANAGEMENT**

**KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY**

Deemed to be University U/S 3 of the UGC Act, 1956



in association with  
KIIT School of Management (KSOM)  
is offering one year

## **POSTGRADUATE CERTIFICATE PROGRAM IN BUSINESS ANALYTICS**

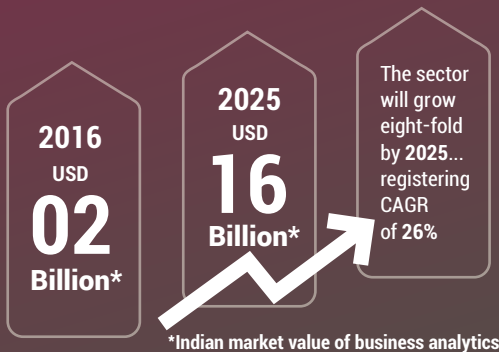
**Opt for a Highly  
Rewarding Career**

Be a  
**GLOBAL  
PLAYER**  
in Business  
Analytics

For more details visit  
[www.ksom.ac.in/viriniatechba](http://www.ksom.ac.in/viriniatechba)

## SCOPE & PROSPECTS IN INDIA

### EXPONENTIAL GROWTH



### 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 Bai 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

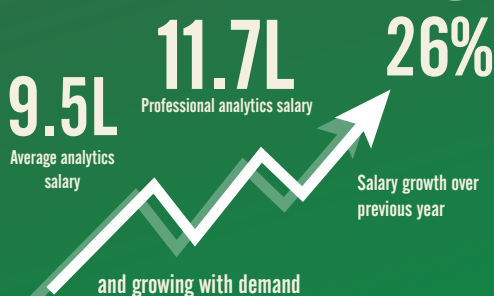
**1.5** MILLION

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

**2000000**

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

### HIGH SALARY GROWTH



## ABOUT VIRGINIA TECH

Virginia Tech is a globally reputed, comprehensive university with leading departments in engineering, business, medicine, liberal arts, and the sciences. Currently it is ranked in the top 10% of 3500 universities in the QS World University Rankings. Virginia Tech has over 280 degree programs, 34000 students, and has a campus in Blacksburg, VA, USA spread over 213 buildings, 2600 acres and its own airport. Many of its degree programs are ranked in the top 10 including its interdisciplinary information technology program. Being an alumnus of Virginia Tech opens up doors across the globe.

## WHY BUSINESS ANALYTICS?

Virginia Tech in association with KIIT School of Management (KSOM) is offering one year postgraduate certificate program consisting of twelve courses in the field of Business Analytics.

According to Gartner, the modern business intelligence market in India is expected to grow by 30% and data analytics platforms by 19% in 2018. Modern technology produces a vast amount of information that provides businesses an opportunity to understand customer preferences better, leading to more choices for customer acquisition. Virginia Tech's new Postgraduate Program in Business Analytics, leading to a certificate, prepares students to better meet societal, economic, and technology demands. Preparing for today's market requires skills in big data technologies, advanced statistics, machine learning, data security, cloud application development, and innovative thinking. From ordering food to entertainment to autonomous vehicles, each of us will be engulfed by more data than we are neurologically equipped to handle.

The scale and ubiquity of data is already forcing corporations to find ingenious ways to analyze, track, and leverage data for strategy, and operations. As data volumes continue to explode, businesses need to continually upgrade the education and skill level of their employees to fully utilize the power of data for a competitive edge in the market.

## A RIGHT OPPORTUNITY

The scope of analytics and hence the talent requirement is increasing significantly world-wide. The skills gained through the learnings in the area provides a strong leverage to get employment in various analytics roles 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.

India is to be top 3 Business Analytics markets in the world by 2020.

The Virginia Tech postgraduate certificate Program in Business Analytics is designed to fulfill this need.

It is one year post graduate certificate program in the field of Business Analytics.

The details of the program can be found in [www.ksom.ac.in/virginiatechba](http://www.ksom.ac.in/virginiatechba)

## ELIGIBILITY

- ▶ A student must have earned a Bachelor's Degree preferably Engineering (CS, IT & IS, Business and Commerce) from a certified Institution.
- ▶ GRE, GMAT, CAT and XAT Scores are desirable



## PROGRAM FEATURES

- ▶ The courses will be overseen and taught by the faculty members of Virginia Tech. Individuals who successfully complete the entire program will be awarded a certificate in Business Analytics by Virginia Tech in academic affiliation with KSOM, KIIT deemed to be University.
- ▶ 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.
- ▶ My SQL, R, Python, Tableau BI Tools, Scrum, AWS, Neural Networks, Hadoop and many more technologies.
- ▶ Globally renowned faculty and industry experts to deliver the course ware.



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