



KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY

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

SCHOOL OF MANAGEMENT

KIIT School of
Management (KSOM)
in association with



VirginiaTech®

is offering 15 months

POSTGRADUATE DIPLOMA IN BUSINESS ANALYTICS

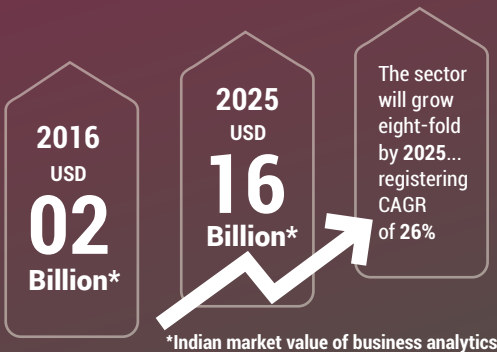
Be a
**GLOBAL
PLAYER**
in Data
Science

Opt for a Highly
Rewarding Career

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

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.

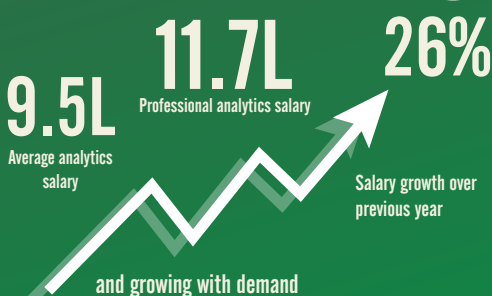
POTENTIAL

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

200000

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, 34,000 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 in the world.

WHY BUSINESS ANALYTICS?

KIIT School of Management (KSOM) in association with Virginia Tech is offering a 15 months Postgraduate Diploma Program consisting of seventeen courses in the field of Business, Data Science, & AI.

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. The new Postgraduate Diploma Program in Business Analytics prepares students to better meet societal, economic, and technology demands. 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, most innovation is data driven. Students need to be equipped to use business data to build competitive advantage.

A RIGHT OPPORTUNITY

Data science, AI, and business - the integration of the three is the cornerstone for economic growth. The need for a workforce skilled in Business Analytics is increasing significantly world-wide. The skills gained through business, data science, and AI courses provide strong leverage to get employment in various analytics roles in industries. At present there is not enough talent supply for the existing demand in the analytics field. IBM predicts demand for data scientists will soar 28% by 2020.

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

This globally focused Program in Business Analytics is designed to fulfill this need.

It is a fifteen months Post Graduate Diploma Program in the field of Business Analytics, integrating courses in business, AI, and data science.

The details of the program can be found in 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 faculty members from Virginia Tech and KSOM. Individuals who successfully complete the entire program will be awarded a Diploma in Business Analytics by KIIT deemed to be University in academic affiliation with Virginia Tech.
- ▶ 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.
- ▶ Globally renowned faculty and industry experts to deliver the course ware.
- ▶ This is a unique program that develops skills in marketing, finance, management, manufacturing as well as data science & AI.



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