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

MAKE A CAREER
IN THE
FUTURE OF MANAGEMENT

**Curriculum Designed
for the Industry, by the Industry**

MBA in Business Analytics

**A 2 years 'Super Specialized'
MBA Program.**

k s o m . a c . i n / s u p e r m b a

APPLY NOW

"Every company has Big Data in its future and every company will eventually be in the data business."

— Thomas H. Davenport.

WHY MBA IN BUSINESS (BIG DATA) ANALYTICS?

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 "

- Dr. Saroj Mahapatra, Director, KSOM

Listed below are the few reasons you should think of career in Business (Big Data) Analytics

1. Exponential growth of Big Data market

The Big Data market is predicted to grow exponentially across the world and it shows no signs of deceleration. In step with NASSCOM, the Indian Big Data analytics sector is expected to grow to achieve USD 16 billion by 2025 from the present level of USD 2 billion.

2. Big Data is used in every industry

Data professionals are not restricted to work for just a few industry segments but their contribution is for all kind of industry verticals. You can work in any of the domains like finance, manufacturing, information technology, communications, retail, logistics, and automobiles.

" Each industry uses Big Data for taking a competitive advantage and making data driven decisions "

Prof. Manoj Jena, Program Chairperson Business Analytics

3. Better career opportunities & High salaries

With the increase in the datasets across the universe, the demand for Big data analytics is very hot. According to estimates, the data will further grow to zettabytes in 2025. This means the need for Data Scientist, Data Engineer, and Data Analysts will also increase well in the future.

KSOM FACULTY

Prof. Manoj Kumar Jena
Program Chairperson

B.Tech. (CET Bhubaneswar)
M.Tech. (IIT Bombay)
PGDM (IIM Calcutta)

Prof. Brajaballav Kar

B.Tech
PGDM (XIMB)
Ph D

Prof. Surya Narayan Mishra

B.Arch (IIT Kharagpur)
PGPM (IIM Lucknow)

Prof. Joydeep Biswas

B. Tech (IIT–BHU, Varanasi)
PGDM (XLRI Jamshedpur)

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BUSINESS ANALYTICS
COURSE STRUCTURE 2021-23

Preparatory Non-Credit Foundation Course (36 Hours)
1. Introduction to R and Python (1 Week)
2. Introduction to Advanced Excel, Power BI & Tableau (1 Week)
3. Introduction to Data and DBMS (1 Week)

The table below lists the subjects taught in MBA in Business Analytics syllabus.

SEMESTER-I	SEMESTER-II	SEMESTER-III	Electives Bouquet
• Financial Reporting and Analysis	• Transforming Businesses through IT	• Data Analytics using R	• Credit Risk Analytics
• Human Resource Management	• Science & Art of Marketing	• Machine Learning & AI	• Digital Marketing Analytics
• OB: Individual / Group Dynamics & OT	• Business Operations & Value Chain	• Text mining and analytics	• Financial Time Series & Analysis
• Legal & Ethical Aspects of Business	• Logistics, Supply Chain & E-commerce	• Elective-I	• HR Analytics
• Managerial Computing & Software	• Statistics and Business Research	• Elective-II	• Internet of Things
• Economic Environment of Business	• Strategic Management	• Elective-III	• Introduction to Marketing analytics
• Analytic Toolbox	• Business Analytics	• Elective-IV	• Quantitative Finance using R
• Data querying, Data processing using SQL	• Predictive Analytics using SAS	• Elective-V	• Supply chain analytics
• Advanced Stat and Probability for Data Science	• Data Mining and Business Intelligence		• Retail Analytics
• Multivariate Data Analytics using SPSS	• Hadoop & Big Data Management		• Advanced Business Analytics

SEMESTER-IV	10-20 WEEKS OF IMMERSION INTERSHIP

Candidate Eligibility:

60% career with graduation in Engineering, Science, Commerce, Economics, Statistics, Mathematics or Business administration only. Apply through your CAT / MAT / XAT / CMAT / KIITEE Management / KIITEE score.

Prior work experience will carry additional weightage in selection. Total Seats - 30

"Learning from data is virtually universally useful. Master it and you will be welcomed anywhere."

– John Elder, Elder Research

APPLY NOW