

# KIRLOSKAR INSTITUTE OF ADVANCED MANAGEMENT STUDIES

## HIGHLIGHTS OF PGDM (AICTE APPROVED) PROGRAM WITH SPECIALIZATION IN BUSINESS ANALYTICS

The **Business Analytics** specialization in the **PGDM** program at **KIAMS** will enhance **business analytical functional** and **technical skills** in **decision making** at the highest level for the organization. This specialization addresses a range of issues that are integral to business decisions through hands-on lab sessions using analytical tools, programming and techniques, lectures, case studies, live mini projects, faculty and industry experts interactions and presentations, group discussions, business immersion project work, research work etc.

With **Business Analytics** specialization PGDM students will develop knowledge and competencies on various analytical tools and technologies to collect and analyze data for generating business intelligence, predictive systems to support different functional areas of organizations belonging to various industry domains, i.e. like retail, naming, insurance, financial services, manufacturing, healthcare, travel, e-commerce, energy, social media, e-governance, telecom etc.

### **Business Analytics specialization in the PGDM program at KIAMS will enhance :**

- The business analytical, functional and technical skills in decision making.
- To understand and apply a range of changing dynamic issues that are integral to business decisions through hands-on lab sessions and case study analysis and discussions.
- To develop knowledge and competencies on various analytical tools, technologies and data driven business models to collect and analyze data for generating business intelligence and business forecasting.
- To work in different functional areas of organizations belonging to various industry domains, i.e. like manufacturing, retail, financial services, healthcare, e-commerce, energy, social media , e-governance, telecom etc.

### **Career Prospects**

- Data Analytics Functional Managers – HR, Finance, Marketing, Sales, Operations, Retail, Logistics and Supply Chain etc.
- Business Analyst
- Business Analyst with Industry Experts
- Business Analyst Project Manager
- Business Intelligence Expert
- Business Analytics Consultant
- Data Analyst
- Big Data Analyst
- Data Analytics Programmer using R/SAS/Python etc.
- Data Mining Expert
- Data Warehousing Expert

## **FUTURE OF BUSINESS ANALYTICS PROFESSIONALS**

- i. Business analytics refers to the analysis of data using statistical, machine learning and quantitative techniques with the purpose of understanding past performance of the business and generating new insights for the future.
- ii. According to a forecast made by IDC, the global spending on business analytics services is expected to rise to US\$ 89.6 billion in 2018. Despite the growing significance of business analytics, the supply of trained analytics professionals is lagging far behind the demand for such professionals.
- iii. According to the McKinsey Global Institute, by 2018, the United States alone will lack about 140,000 to 190,000 workers with analytical skills and another 1.5 million managers and analysts who can utilize large data sets to make better decisions.
- iv. The Analytics/Data science/Big Data industry in India is currently estimated to be \$2.03 billion annually in revenues and that it is growing at a healthy rate of 23.8 per cent Compound annual growth rate (CAGR). The analytics industry is expected to double by the year 2020.
- v. The global Data Science / analytics marketplace today stands at \$100 billion and is growing at 30% year on year.
- vi. Sector wise Business Analytics Revenues are:

Retail – 38%  
Telecom – 8%  
Media – 6%

Banking – 10%  
Manufacturing – 7%  
Professional Services – 6%

Insurance – 10%  
Healthcare – 7%  
Others – 8 %

**SUBJECTS ON BUSINESS ANALYTICS SPECIAZATION IN PGDM PROGRAM AT KIAMS**

<b>Semester-I : Business Analytics Focused Subjects</b>			<b>Semester-II : Business Analytics Focused Subjects</b>		
3BAE01	EXCEL and SPSS	3	4BAE10	Advanced EXCEL and SPSS	3
3BAE02	Quantitative Techniques -1	3	4BAE11	Quantitative Techniques - 2	3
3BAE03	Data Analytics-1	3	4BAE12	Data Analytics-2	3

<b>Semester-III : Business Analytics Electives</b>			<b>Semester-IV : Business Analytics Electives</b>		
3BAE01	Data Science Applications in Business	3	4BAE10	Business Analytics Design Insights and Data Visualization	3
3BAE02	Data Cleaning Normalization and Data Mining	3	4BAE11	Supply Chain Analytics	3
3BAE03	Data Warehouse and Business Intelligence	3	4BAE12	Operations Analytics	3
3BAE04	Descriptive Analytics and Data Visualization	3	4BAE13	Financial Analytics	3
3BAE05	Data-Driven Storytelling	3	4BAE14	Social Media Analytics	3
3BAE06	Predictive Analytics	3	4BAE15	Data Privacy and Data Security Laws	3
3BAE07	Big Data Analytics in Business	3	4BAE16	Artificial Intelligence in Business Applications	3
3BAE08	HR Predictive Analytics	3	4BAE17	Machine Learning and Cognitive Intelligence	3
3BAE09	Marketing and Sales Analytics	3	4BAE18	Internet of Things (IOT) Analytics	3