



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.

[ksom.ac.in/supermba](http://ksom.ac.in/supermba)



“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 are 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 kinds 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 Scientists, Data Engineers, 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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**Satyajit Dwivedi**  
Director  
SAS

## COURSE MODULE

MBA in Business Analytics is covered in 4 semesters. The subject allocation is done as per the course requirement of the respective institutions. The first-year syllabus is common to all the streams, with specializations being formally divided and focused upon in the final year with 16-20 months of on-the-job internship in the 4th semester.

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

SEMESTER-I	SEMESTER-II	SEMESTER-III	Electives Bouquet
<ul style="list-style-type: none"> <li>Financial Reporting and Analysis</li> <li>Human Resource Management</li> <li>OB: Individual / Group Dynamics &amp; OT</li> <li>Legal &amp; Ethical Aspects of Business</li> <li>Managerial Computing &amp; Software</li> <li>Economic Environment of Business</li> <li>Analytic Toolbox</li> <li>Data querying, Data processing using SQL</li> <li>Advanced Stat and Probability for Data Science</li> <li>Multivariate Data Analytics using SPSS</li> </ul>	<ul style="list-style-type: none"> <li>Transforming Businesses through IT</li> <li>Science &amp; Art of Marketing</li> <li>Business Operations &amp; Value Chain</li> <li>Logistics, Supply Chain &amp; E-commerce</li> <li>Statistics and Business Research</li> <li>Strategic Management</li> <li>Business Analytics</li> <li>Predictive Analytics using SAS</li> <li>Data Mining and Business Intelligence</li> <li>Hadoop &amp; Big Data Management</li> </ul>	<ul style="list-style-type: none"> <li>Data Analytics using R</li> <li>Machine Learning &amp; AI</li> <li>Text mining and analytics</li> <li>Elective-I</li> <li>Elective-II</li> <li>Elective-III</li> <li>Elective-IV</li> <li>Elective-V</li> </ul>	<ul style="list-style-type: none"> <li>Credit Risk Analytics</li> <li>Digital Marketing Analytics</li> <li>Financial Time Series &amp; Analysis</li> <li>HR Analytics</li> <li>Internet of Things</li> <li>Introduction to Marketing analytics</li> <li>Quantitative Finance using R</li> <li>Supply chain analytics</li> <li>Retail Analytics</li> <li>Advanced Business Analytics</li> </ul>
<b>SEMESTER-IV</b>	<b>10-20 WEEKS OF IMMERSION INTERNSHIP</b>		

## 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**