



## **BIRLA GLOBAL UNIVERSITY LAUNCHES MBA IN BUSINESS ANALYTICS CO-DESIGNED & CO-DELIVERED BY BIRLA SCHOOL OF MANAGEMENT AND KPMG**

The Birla School of Management and KPMG in India co-design and co-deliver a two-year MBA in Business Analytics Program to equip students with advanced analytical, strategic, and decision-making skills that meet the evolving demands of modern business. The program combines business strategy with advanced analytics, providing students with hands-on learning using industry tools and real-world case studies. Graduates will emerge ready to lead in an economy powered by analytics, technology, and innovation. Prof Parameswar Nayak, Dean of the Birla School of Management, outlines; Mr Narayanan Ramaswamy, Partner & National leader for Education sector at KPMG in India, reflecting on this initiative, "We are happy to collaborate with Birla Global University, Odisha. The objective of this program is to facilitate industry-ready students from the University. This initiative is a great example of genuine academia and industry

collaboration. BGU Faculty Members and KPMG India working professionals will work together to co-design and deliver parts of this program."Prof Kulbhushan Balooni, the Vice Chancellor of the University (a former Professor at IIM Kozhikode and former Director of IIM Kashipur), underlines that "At Birla Global University, education is about shaping the future, not just preparing for it. Here, education is an experience that ignites curiosity, fuels ambition, and cultivates excellence".


 The logo for The Indian Express newspaper. It features a red stylized flame-like symbol on the left, followed by the words "The Indian" in a black serif font and "EXPRESS" in a large, bold, black sans-serif font.

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# Birla Global University and KPMG introduce MBA in Business Analytics with hands-on industry learning

*A two-year course combining strategy, analytics, and applied case studies to prepare students for data-driven business roles*



The collaboration between BGU and KPMG aims to create data-savvy business leaders equipped for the modern analytics-driven economy (Img: EdexLive Desk)

EdexLive Desk

Published on: 24 Oct 2025, 8:00 am

Birla Global University (BGU), Bhubaneswar, has launched a two-year Master of Business Administration (MBA) in Business Analytics, jointly designed and delivered by the Birla School of Management and KPMG in India.

KPMG, one of the world's four largest professional services networks — along with Deloitte, PwC, and EY — operates in more than 140 countries and provides audit, tax, and advisory services. The programme is designed to build professionals with advanced analytical and strategic skills for a data-driven global economy.

The course structure integrates business strategy, data analytics, and technology, offering students practical exposure through industry-relevant tools and real-world case studies. Designed to meet the growing demand for professionals who can translate data insights into effective business strategies, the programme is positioned to prepare graduates for leadership roles across industries.

Prof Parameswar Nayak, Dean of the Birla School of Management, described the new programme as “a launchpad to master data, turn insights into strategy, and lead the future with the foresight that defines tomorrow's business leaders.”

Mr Narayanan Ramaswamy, Partner and National Leader for the Education Sector at KPMG in India, emphasised that the collaboration reflects “a genuine academia and industry partnership.” He added, “The objective of this programme is to facilitate industry-ready students from the University. BGU faculty members and KPMG professionals will work together to co-design and co-deliver parts of this programme.”

Vice-Chancellor Prof Kulbhushan Balooni, formerly with the Indian Institute of Management (IIM) Kozhikode and IIM Kashipur, said the initiative aligns with BGU's vision to offer education that “ignites curiosity, fuels ambition, and cultivates excellence.”

The MBA in Business Analytics is now open for applications.

# আজকাল

কলকাতা ৯ কার্তিক ১৪৩২ সোমবার ২৭ অক্টোবর ২০২৫ শহর সংস্করণ\* ৪.০০ টাকা ১২ পাতা

পশ্চিমবা

## বিজিইউ-এর নতুন এমবিএ কোর্স

» ওড়িশার বিড়লা গ্লোবাল ইউনিভার্সিটির (বিজিইউ) অধীন বিড়লা স্কুল অফ ম্যানেজমেন্ট এবং কেপিএমজি হাত মিলিয়ে চালু করল বিজনেস অ্যানালিটিক্সের ওপর দুই বছরের এমবিএ কোর্স।

বিড়লা স্কুল অফ ম্যানেজমেন্টের ডিন প্রোফেসর পরমেশ্বর নায়ক জানিয়েছেন, ‘এদেশে কেপিএমজি দ্বারা পরিচালিত এমবিএ ইন বিজনেস অ্যানালিটিক্স কোর্সটি ভবিষ্যতের ব্যবসায়িক ক্ষেত্রের নেতা গড়ে তোলার একটা লক্ষ্যপ্যাড।’

কেপিএমজির তরফে নারায়ণন রামস্বামী বলেন, ‘এই উদ্যোগটি প্রকৃত শিক্ষা এবং শিল্প-সহযোগিতার একটি দুর্দান্ত উদাহরণ।’



## ବିଜିୟୁରେ ବିଜନେସ୍ ଆନାଲିଟିକ୍ସରେ ଏମ୍ବିଏ ପାଠ୍ୟକ୍ରମ ଆରମ୍ଭ

ଭୁବନେଶ୍ୱର, ୨୨।୧୦

ବିଜ୍ଞା ଗ୍ଲୋବାଲ ୟୁନିଭରସିଟି (ବିଜିୟୁ)ର ବିଜ୍ଞା ସ୍କୁଲ ଅଫ୍ ମ୍ୟାନେଜ୍ମେଣ୍ଟ ଏବଂ କେପିଏମ୍‌ଜି ଇଣ୍ଡିଆର ମିଳିତ ସହଯୋଗରେ ଦୁଇବର୍ଷିଆ ଏମ୍ବିଏ ଇନ୍ ବିଜନେସ୍ ଆନାଲିଟିକ୍ସ ପାଠ୍ୟକ୍ରମ ଆରମ୍ଭ କରାଯାଇଛି। ଏହା ଛାତ୍ରାଛାତ୍ରୀମାନଙ୍କୁ ଆଧୁନିକ ବ୍ୟବସାୟରେ ନିରନ୍ତର ପରିବର୍ତ୍ତନର ଆବଶ୍ୟକତାକୁ ପୂରଣ କରିବା ପାଇଁ ଆଧୁନିକ ବିଶ୍ଳେଷଣାତ୍ମକ କୌଶଳ ଓ ନିଷ୍ପତ୍ତି ନେବା ଦକ୍ଷତାକୁ ବୃଦ୍ଧି କରିପାରିବ ବୋଲି ଇଚ୍ଛା ରଖାଯାଇଛି। ଏଥିରେ ଛାତ୍ରାଛାତ୍ରୀମାନେ ଶିକ୍ଷା ସମ୍ପର୍କିତ ଉପକରଣ ଓ କେସ୍ ଷ୍ଟଡି ଦ୍ୱାରା ଅଭିଜ୍ଞତା ହାସଲ କରିପାରିବେ। ଏହି ଅବସରରେ ବିଜ୍ଞା ସ୍କୁଲ ଅଫ୍ ମ୍ୟାନେଜ୍ମେଣ୍ଟର ଡିନ୍ ପ୍ରଫେସର ପି. ନାୟକ କହିଛନ୍ତି, ଏହି ପାଠ୍ୟକ୍ରମ ଏକ ଲାଞ୍ଜପାତ୍ର, ଯାହା ତଥ୍ୟକୁ ନିୟନ୍ତ୍ରଣ କରିବା ସହ ଚର୍ଚ୍ଚାଧିକାରରେ ଛାତ୍ରାଛାତ୍ରୀଙ୍କୁ ସଫଳ ବିଜନେସ୍ ଭିତର ଯେବା ପାଇଁ ପ୍ରୋତ୍ସାହିତ

କରିବ। କେପିଏମ୍‌ଜି ଇଣ୍ଡିଆର ଏକ୍ସିକ୍ୟୁଟିଭ ସେକ୍ଟରର ମ୍ୟାନାଜିଂ ଡିରକ୍ଟର ତଥା ଅଂଶାଦାର ନାରାୟଣ ରାମାସ୍ୱାମୀ ଏହି ଅବସରରେ ବିଜ୍ଞା ଗ୍ଲୋବାଲ ୟୁନିଭରସିଟି ସହ ସହଯୋଗିତା କରିଥିବାରୁ ନିଜର କୃତଜ୍ଞତା ଜଣାଇଛନ୍ତି। ଏହି ପଦକ୍ଷେପ ଶିକ୍ଷା ପାଇଁ ପ୍ରସ୍ତୁତ ଛାତ୍ରାଛାତ୍ରୀମାନଙ୍କୁ ଦୁବିଧା ଯୋଗାଇପାରିବ ବୋଲି ସେ କହିଥିଲେ। ବିଜିୟୁ କୁଳପତି ପ୍ରଫେସର କୁଳରୂପଣ ବାଲୁନି (ଆଇଆଇଏମ୍ କୋଡିକୋରର ପୂର୍ବତନ ପ୍ରଫେସର ତଥା ଆଇଆଇଏମ୍ କାଶୀପୁରର ପୂର୍ବତନ ନିର୍ଦ୍ଦେଶକ) ବିଜ୍ଞା ଗ୍ଲୋବାଲ ୟୁନିଭରସିଟିରେ ଶିକ୍ଷା ନେବଳ ଚର୍ଚ୍ଚାଧିକାର ପାଇଁ ପ୍ରସ୍ତୁତି ନୁହେଁ, ବରଂ ଏହା ଚର୍ଚ୍ଚାଧିକାର ଗଠନର ପ୍ରକ୍ରିୟା ବୋଲି କହିଛନ୍ତି। ଶିକ୍ଷା ଏକ ଅନୁଭବ, ଯାହା ଉତ୍ତୁଳତାକୁ ଗାତ୍ରୀତ କରେ, ଆକାଂକ୍ଷାକୁ ପୋଷଣ କରେ ଏବଂ କୁଶଳତାକୁ ଉତ୍ତରାଧିକାରରେ ପରିଣତ କରିପାରେ ବୋଲି ସେ କହିଥିଲେ।



## **Birla Global University, KPMG Launch MBA In Business Analytics**

The programme aims to equip students with advanced analytical, strategic, and decision-making skills that meet the evolving demands of modern business

**BHUBANESWAR:** The Birla School of Management and KPMG in India has jointly designed and launched a two-year MBA in Business Analytics Programme to equip students with advanced analytical, strategic, and decision-making skills that meet the evolving demands of modern business.

The programme combines business strategy with advanced analytics, providing students with hands-on learning using industry tools and real-world case studies. Graduates will emerge ready to lead in an economy powered by analytics, technology, and innovation.

“The MBA in Business Analytics, powered by KPMG in India, is a launchpad to master data, turn insights into strategy, and lead the future with the foresight that defines tomorrow’s business leaders,” said Prof. Parameswar Nayak, Dean of the Birla School of Management.

Narayanan Ramaswamy, Partner & National leader for Education sector at KPMG in India, reflected on this initiative. “We are happy to collaborate with Birla Global University, Odisha. The objective of this programme is to facilitate industry-ready students from the university. This initiative is a great example of genuine academia and industry collaboration. BGU Faculty Members and KPMG India working professionals will work together to co-design and co-deliver parts of this programme,” he said.

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# Bhubaneswar's Birla Global University Launches MBA In Business Analytics

by **OB Bureau** — October 23, 2025 in **Bhubaneswar, Campus, City** Reading Time: 1 min read

Bhubaneswar: The Birla School of Management and KPMG in India have co-designed and co-delivered a two-year MBA course in [Business Analytics](#). [School supplies](#)

The course will help students pick up advanced analytical, strategic and decision-making skills that are needed to meet evolving demands of modern business. The programme combines business strategy with advanced analytics, providing students with hands-on learning using industry tools and real-world case studies.

“The MBA in Business Analytics, powered by KPMG in India, is a launchpad to master data, turn insights into strategy, and lead the future with the foresight that defines tomorrow’s business leaders,” said Prof. Parameswar Nayak, Dean of the Birla School of Management.

Narayanan Ramaswamy, Partner & National leader for Education sector at KPMG in India, expressed satisfaction about the initiative, and collaboration with Birla Global University.

# ପ୍ରମେୟ

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■ କେପିଏମ୍‌ଜି ସହଯୋଗରେ

## ବିଜିୟୁର ବିଜ୍ଞନେୟ ଆନାଲିଟିକ୍ସରେ ଏମ୍‌ବିଏ ପାଠ୍ୟକ୍ରମ ଆରମ୍ଭ

ଭୁବନେଶ୍ୱର, ୨୨୧୦ (ବୁଧବାର): ବିଲା ସ୍କୁଲ ଅଫ୍ ମ୍ୟାନେଜମେଣ୍ଟ, ବିଲା ଗ୍ଲୋବାଲ ଯୁନିଭର୍ସିଟି (ବିଜିୟୁ) ଏବଂ କେପିଏମ୍‌ଜି ଇଞ୍ଜିଆର ମିଳିତ ସହଯୋଗରେ ଦୁଇବର୍ଷିଆ 'ଏମ୍‌ବିଏ ଇନ୍ ବିଜ୍ଞନେୟ ଆନାଲିଟିକ୍ସ' ପାଠ୍ୟକ୍ରମ ଆରମ୍ଭ କରାଯାଇଛି । ଏହା ଛାତ୍ରଛାତ୍ରୀଙ୍କୁ ଆଧୁନିକ ବ୍ୟବସାୟରେ ନିରନ୍ତର ପରିବର୍ତ୍ତନର ଆବଶ୍ୟକତାକୁ ପୂରଣ କରିବା ପାଇଁ ଆଧୁନିକ ବିଶ୍ଳେଷଣାତ୍ମକ କୌଶଳ ଓ ନିଷ୍ପତ୍ତି ନେବା ଦକ୍ଷତାକୁ ଦୃଢ଼ କରିପାରିବ । ଏଥିରେ ଛାତ୍ରଛାତ୍ରୀମାନେ ଶିଳ୍ପ ସମ୍ପର୍କିତ ଉପକରଣ ଓ କେନ୍ଦ୍ର ଷ୍ଟି ଦ୍ୱାରା ଅଭିଜ୍ଞତା ହାସଲ କରିପାରିବେ । ଏ ଅବସରରେ ବିଲା ସ୍କୁଲ ଅଫ୍ ମ୍ୟାନେଜମେଣ୍ଟର ଡି. ପ୍ରଫେସର ପି. ନାୟକ କହିଛନ୍ତି ଯେ, ଏହି ପାଠ୍ୟକ୍ରମ ଏକ ଲକ୍ଷ୍ୟପାତ୍ର, ଯାହା ତଥ୍ୟକୁ ନିୟନ୍ତ୍ରଣ କରିବା ସହ ଉଦ୍ଦିଷ୍ଟତାରେ ଛାତ୍ରଛାତ୍ରୀଙ୍କୁ ସଫଳ ବିଜ୍ଞନେୟ ଭିତର ହେବା ପାଇଁ ପ୍ରୋତ୍ସାହିତ କରିବ । କେପିଏମ୍‌ଜି ଇଞ୍ଜିଆର ଏକ୍ସକ୍ୟୁଟିଭ ସେକ୍ଟରର ନ୍ୟାୟନାଳ ଭିତର ତଥା ଅଂଶାଦାନ ନାୟକ ରାମାସାମା ଏ ଅବସରରେ ବିଲା ଗ୍ଲୋବାଲ ଯୁନିଭର୍ସିଟି ସହ ସହଯୋଗିତା କରିଥିବାରୁ ଖୁସି ବ୍ୟକ୍ତ କରିଛନ୍ତି । ବିଜିୟୁ କୁଳପତି ପ୍ରଫେସର କୁଳରୁଷା ବାଲୁନି ବିଲା ଗ୍ଲୋବାଲ ଯୁନିଭର୍ସିଟିରେ ଶିକ୍ଷା କେବଳ ଉଦ୍ଦିଷ୍ଟତା ପାଇଁ ପ୍ରସ୍ତୁତି ନୁହେଁ ବରଂ ଏହା ଉଦ୍ଦିଷ୍ଟତା ଗଠନର ପ୍ରକ୍ରିୟା ବେଳି କହିଛନ୍ତି ।

# বিজিইউ ও কেপিএমজি-র যৌথ উদ্যোগে এমবিএ কোর্স

নিজস্ব প্রতিনিধি, ভুবনেশ্বর:  
বিড়লা স্কুল অফ ম্যানেজমেন্ট এবং  
কেপিএমজি ভারতে দুই বছরের  
এমবিএ ইন বিজনেস অ্যানালিটিক্স  
প্রোগ্রাম যৌথভাবে ডিজাইন করেছে।  
শিক্ষার্থীদের আধুনিক ব্যবসার  
ক্রমবর্ধমান চাহিদা পূরণের জন্য  
উন্নত বিশ্লেষণাত্মক, কৌশলগত এবং সিদ্ধান্ত গ্রহণের দক্ষতা বাড়ানোর  
জন্যই উদ্ভাবিত এই প্রোগ্রামটি।



এই প্রোগ্রামটি শিক্ষার্থীদের শিল্প-সরঞ্জাম এবং বাস্তব-বিশ্বের কেস  
স্টাডি ব্যবহার করে হাতে-কলমে শেখার সুযোগ করে দেয়। স্নাতকরা  
বিশ্লেষণ, প্রযুক্তি এবং উদ্ভাবন দ্বারা চালিত অর্থনীতিকে নেতৃত্ব  
দেওয়ার জন্য প্রস্তুত হয়ে উঠবে। বিড়লা স্কুল অফ ম্যানেজমেন্টের ডিন  
অধ্যাপক পরমেশ্বর নায়ক বলেন, “ভারতে কেপিএমজি দ্বারা চালিত  
এমবিএ ইন বিজনেস অ্যানালিটিক্স, ডেটা আয়ত্ত করার, অন্তর্দৃষ্টিকে  
কৌশলে রূপান্তর করার এবং ভবিষ্যতের নেতৃত্ব দেওয়ার জন্য একটি  
লঞ্চপ্যাড যা আগামীকালের ব্যবসায়িক নেতাদের সংজ্ঞায়িত করে।”  
ভারতের কেপিএমজির শিক্ষা খাতের অংশীদার এবং জাতীয় নেতা  
নারায়ণন বলেন, “আমরা ওড়িশার বিড়লা গ্লোবাল ইউনিভার্সিটির  
সাথে সহযোগিতা করতে পেরে আনন্দিত। এই প্রোগ্রামের উদ্দেশ্য  
হল বিশ্ববিদ্যালয়ের শিল্প-প্রস্তুত শিক্ষার্থীদের সুবিধা প্রদান করা। এই  
উদ্যোগটি প্রকৃত শিক্ষা এবং শিল্প সহযোগিতার একটি দুর্দান্ত উদাহরণ।  
বিজিইউ অনুযায়ী সদস্য এবং কেপিএমজি ইন্ডিয়ায় কর্মরত পেশাদাররা  
এই প্রোগ্রামের অংশগুলি সহ-নকশা এবং কোডিং করার জন্য একসাথে  
কাজ করবেন।” বিশ্ববিদ্যালয়ের উপাচার্য (আইআইএম-কোম্বিকোডের  
প্রাক্তন অধ্যাপক এবং আইআইএম কাশীপুরের প্রাক্তন পরিচালক)  
অধ্যাপক কুলভূষণ বালুনি বলেন যে, “বিড়লা গ্লোবাল ইউনিভার্সিটিতে  
ভবিষ্যৎ গঠনের জন্যই শিক্ষা দেওয়া হয়। এখানে, শিক্ষা একটি  
অভিজ্ঞতা, যা কৌতূহল জাগিয়ে তোলে, উচ্চাকাঙ্ক্ষা জাগিয়ে তোলে  
এবং উৎকর্ষতা গড়ে তোলে।”