

# MBA in Business Analytics

(In Collaboration with KPMG)



# About Birla Global University

Birla Global University (BGU) is a fast-growing private university located in Bhubaneswar, Odisha, established under the Birla Global University Odisha Act, 2015 and guided by the proud legacy of the Birla Academy of Art & Culture. Spread over a modern 30-acre campus, BGU is committed to academic excellence, innovation, holistic development, and industry-driven learning.

## Why Choose BGU

- ▶ Industry-Focused Specialisations
- ▶ Experienced Faculty & Corporate Mentors
- ▶ Live Projects & Industry Interface
- ▶ Modern Analytics & Technology Labs
- ▶ Strong Placement Support





## **About Birla School of Management**

Birla School of Management (BSoM), was established in 2016 and carries forward the century-old Birla legacy under the aegis of the Birla Academy of Art and Culture, Kolkata. Chaired by Smt. Jayashree Mohta, with the Honourable Governor of Odisha as Chancellor, BSoM is a leading private B-School in India committed to developing socially responsible, industry-ready leaders through innovative pedagogy and experiential learning. It offers BBA, BBA (Hons./Hons. with Research), MBA, MBA in Business Analytics, and Ph.D. programmes on a modern, technology-enabled campus that fosters holistic academic and professional development.

## **MBA in Business Analytics**

**(In Collaboration with KPMG)**

### **Programme Overview**

The MBA in Business Analytics at Birla Global University, offered in academic partnership with KPMG, is a two-year full-time programme designed to equip students with advanced analytical, managerial, and strategic decision-making capabilities. This programme blends management fundamentals with cutting-edge analytics tools and industry exposure delivered with academic inputs aligned to global consulting standards.

## What You Will Master

- ▶ Business Statistics & Quantitative Techniques
- ▶ Data Visualization & Dashboarding
- ▶ Predictive & Prescriptive Analytics
- ▶ Machine Learning for Business Applications
- ▶ Financial & Marketing Analytics
- ▶ Big Data & Data Management
- ▶ Strategic Decision Analytics

## KPMG Advantage

- ▶ Industry-aligned curriculum inputs
- ▶ Certification support
- ▶ Industry-relevant case studies
- ▶ Practitioner-led sessions
- ▶ Enhanced employability skills

## Specialized Skill Based Courses

Business Analytics in New Age Business, Big Data Analytics and Applications, Tech Consulting, Business Model Innovation through Analytics, Applied Generative AI in Business Analytics, Business Intelligence for Effective Decision Making, Blockchain Technology, Cyber Security, Machine Learning, among others

PREDICTION  
BUSINESS STATISTIC  
STRATEGY ANALYTICS  
INSIGHT GRAPHICS  
PROCESS



# Career Outcomes & Professional Edge

## Who Should Apply?

This programme is ideal for:

- ▶ Graduates from commerce, science, engineering, or management
- ▶ Professionals seeking data-driven career roles
- ▶ Aspirants targeting consulting & analytics careers
- ▶ Individuals interested in strategic business decision-making

## Career Opportunities

Graduates can pursue roles such as:

- ▶ Business Analyst
- ▶ Data Analyst
- ▶ Analytics Consultant
- ▶ Strategy Analyst
- ▶ Financial Analyst
- ▶ Marketing Analytics Specialist
- ▶ Risk & Operations Analyst

## Why It's a Smart Career Move

- ▶ High demand for analytics professionals across industries
- ▶ Strong placement potential in consulting & corporate sectors
- ▶ Blend of management + analytics expertise
- ▶ Competitive salary growth
- ▶ Strategic career acceleration



# Programme Structure & Admissions

## Programme Structure

- ▶ Duration: 2 Years (4 Semesters)
- ▶ Collaboration with KPMG
- ▶ Live projects & internships
- ▶ Industry interaction & certification support

## Eligibility

- ▶ Bachelor's degree in any discipline
- ▶ Minimum 50% aggregate (45% for reserved categories)

## Admission Process

Applicants may apply through Personal Interview (PI).

## Take the Next Step

Turn data into decisions.

Lead with analytics.

Build a future-ready management career.

**Apply Now | Visit: [forms.bgu.ac.in](https://forms.bgu.ac.in)**



**Birla Global University**

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