



MBA in Business Analytics

About GEMS B SCHOOL

Conceived by experienced academicians and inspired by accomplished professionals.

VISION

Creating leaders and not just managers.

MISSION

Igniting the fire of Excellence in young minds.

VALUES

Effective, Ethical, Enterprising, Transparent, Student friendly and Market centric.



Awarded 'Management College of the year - 2015' by Higher Education Review



Ranked in the 21st position by India Business Journal in its 2015 B School Ranking Survey



Ranked by Higher Education Review - 2016 in the 25th position Nationally



Awarded as the "Fastest Growing B School in India" by Business & Economy



Offers programs in synergy with the Industry with over 400 companies across industries



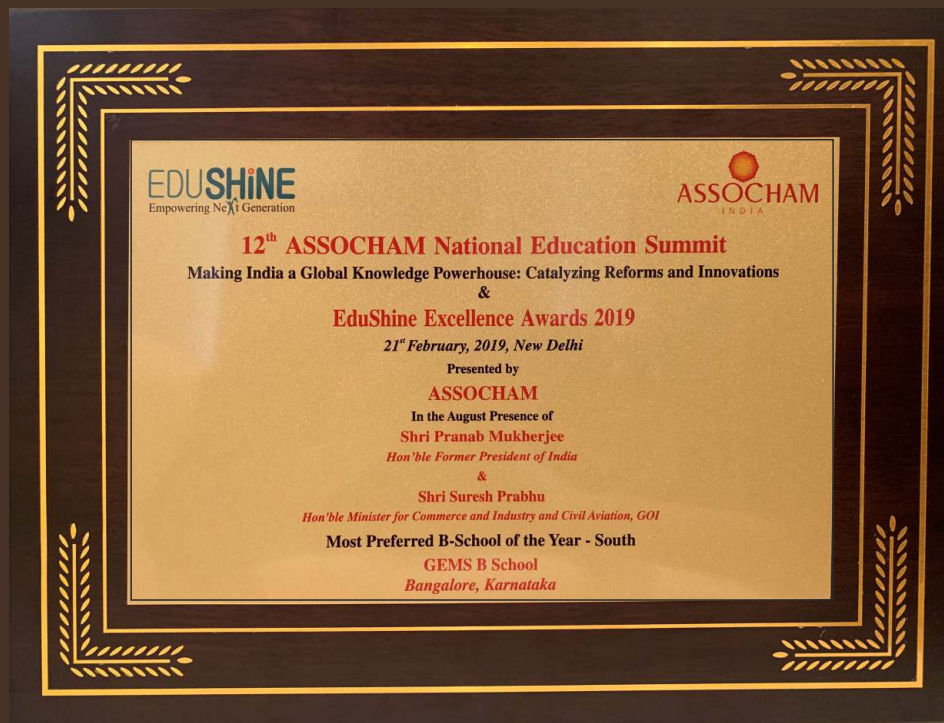
Offers industry Specific Certification Programs in areas of Information Security, Business Analytics, Digital Marketing, Financial Analytics, Human Resources Management, Airport Operations, Logistics & Supply Chain etc.



GEMS B SCHOOL-Bangalore has been Ranked No. 4 with A+++ Grade in India, No. 7 in Academic Excellence, No. 5 in Placements, No. 7 in infrastructure and No. 7 in Alumni Network in India, in Silicon India's 'What If Not IIMs' B School Survey 2023.

AWARD

GEMS B SCHOOL-Bangalore, in Feb 2019, received the prestigious **ASSOCHAM** award for **'The most preferred B School of the year in South India'** from Sri. Suresh Prabhu, Central Minister for Industry and Commerce and Civil Aviation and in the presence of Sri. Pranab Mukherjee, former president of India, in New Delhi.



AWARD

GEMS B SCHOOL received the prestigious **ASSOCHAM** award for 'The most preferred B School for Placements' Nationally, at the **ASSOCHAM 13th Higher Education, Skill and Livelihood Conclave** conducted on 25th and 26th Feb-2020 in New Delhi. The award was received from one of India's tallest Business Leaders, **Dr. Niranjan Hiranandani**, The Founder and Managing Director of Hiranandani Group.



AWARD

GEMS B SCHOOL was recognised as 'The Most Innovative Business School in South India' at the **Times Business Awards 2020**, organised virtually by Times of India on 5th October 2020.



AWARD

GEMS B SCHOOL was recognised as the '**B School of the year**' at the **ASSOCHAM 15th International Education Leadership & Skill Development Summit**

held on the 13th of May 2022 in New Delhi.

This Coveted 'B-School of the year' award of ASSOCHAM was received by us from the Honourable Minister of State for Defence and Tourism, Govt. of India, Shri. Ajay Bhatt.



AWARD

GEMS B SCHOOL takes great pride in being recognised as one of the **Best Education Brands in India 2023** by The Economic Times. We were felicitated by the Honourable Education Minister of the Government of Nagaland, Shri. Temjen Imna Along at **The Economic Times Best Education Brands 2023** Event organised at the Hyatt Regency, New Delhi, on 29th June 2023. Coming from India's No. 1 Business & Financial Newspaper, TV Channel and Website, this recognition is absolutely special and motivating. We were also thrilled to find out that we were recognised among highly prestigious Institutions such as IIM – Indore, BITS – Pilani etc.



DEGREE AWARDING UNIVERSITIES



**University of
Sunderland**



LA TROBE
UNIVERSITY



**AMERICAN HERITAGE
UNIVERSITY**
OF SOUTHERN CALIFORNIA

About KPMG in India



KPMG in India, a professional services firm, is the Indian member firm affiliated with KPMG International and was established in September 1993. Our professionals leverage the global network of firms, providing detailed knowledge of local laws, regulations, markets and competition. KPMG in India has offices across India in Ahmedabad, Bengaluru, Chandigarh, Chennai, Gurugram, Hyderabad, Jaipur, Kochi, Kolkata, Mumbai, Noida, Pune, Vadodara and Vijayawada.

KPMG in India offers services to national and international clients in India across sectors. We strive to provide rapid, performance-based, industry-focussed and technology-enabled services, which reflect a shared knowledge of global and local industries and our experience of the Indian business environment.



Programme Concept

- ◆ This is a 2 year work-study MBA program in Business Analytics offered by GEMS B SCHOOL in collaboration with KPMG.
- ◆ In the Beginning of the course, the student is placed with a company in a Domain of his/her choice. Monday to Friday the student works in this company. Saturday and Sunday attends classes in the college. At the end of 2 years, the student gets an MBA in Business Analytics and a PGP in Business Analytics from KPMG with 2 years of relevant Domain experience. The student will be paid a salary and will be in a full time job.
- ◆ The entire delivery of Business Analytics modules will be done by KPMG.
- ◆ The student will be awarded an MBA degree and a PGP certification in this program. The MBA degree will be awarded by a UGC recognised and NAAC 'A' grade accredited Indian University and the PGP certification by KPMG. On the strength of these qualifications students can apply for employment in the Private sector, Public sector and Overseas as well.
- ◆ Fees is payable in 8 easy instalments. Hostel accommodation available in the campus. Students will be taken on an outbound workshop as a part of the course curriculum.
- ◆ GEMS B SCHOOL currently has International Pathway agreements with University of Sunderland – UK, Roosevelt University – USA and La Trobe University – Australia.
- ◆ Students can complete the first year of their MBA at GEMS B SCHOOL and progress to one of these Universities for the final year to get an MBA from that respective University.
- ◆ The International progression is only for students who are interested in this option and is not mandatory for all. Students enrolling for the Industry synergised MBA have time upto one year to decide whether they would like to choose this option or not.

International Progression (Optional)

- ◆ GEMS B SCHOOL's strategic partnerships with reputed International Universities enables students enrolling for the Industry Synergised MBA program for a course progression into an MBA program at one of these International Universities.



MBA in Business Analytics

Curriculum

SEMESTER –I

- 1 Spreadsheet Modelling using Advanced Excel
- 2 Data Wrangling and Analysis using R
- 3 Management Concepts & Theories
- 4 Organizational Behaviour
- 5 Business Environment
- 6 Managerial Communication
- 7 Managerial Accounting
- 8 Managerial Economics
- 9 Statistics for Management

SEMESTER –II

- 1 Database Visualisation using Tableau and Power BI
- 2 Introduction to Additional Business Tools
- 3 Marketing Management
- 4 Human Resource Management
- 5 Corporate Finance
- 6 Quantitative Methods
- 7 Legal aspects of Business
- 8 Operations Management
- 9 Management Information Systems

SEMESTER –III

- 1 Introduction to Data Science
- 2 Statistics for Data Science
- 3 Python for Data Science
- 4 Entrepreneurship
- 5 Project Management
- 6 Project Work Diary
- 7 Summer Internship Report

SEMESTER –IV

- 1 Machine Learning
- 2 Big Data Analytics
- 3 Cloud Computing
- 4 Advanced Database Management Systems
- 5 Strategic Management
- 6 Project Report
- 7 Project Viva-voce



Why is this '**THE**' Analytics Programme to go for?

Offered in collaboration
with KPMG in India

One of the only Programmes
in Analytics offered by Industry
& Academia Collaboratively

Extensive programme that
Equips the learner with all the
In-Demand Analytics Skills
the Industry requires

Programme Delivered by
Analytics experts from
KPMG in India

Hands-on practical
programme

Programming Skills not
required

Job Placement Assistance

Certification from
KPMG in India

What do you learn?

Business Statistics

SQL and MongoDB

Advanced Excel

Business Analytics using R and Python

Visualisation using Tableau

Machine Learning Using Python

Time Series Forecasting

Natural Language Processing

Web Scrapping

Marketing Analytics

Financial Analytics

HR Analytics

SAAS

Mini Tab



Data Analytics: The trend

Interest over time



Interest by region



Region		
1. Singapore	100	
2. India	76	
3. Ireland	51	
4. Hong Kong	32	
5. United States	26	
6. Australia	25	

In the next few years, the size of the analytics market will evolve to at least one-thirds of the global IT market

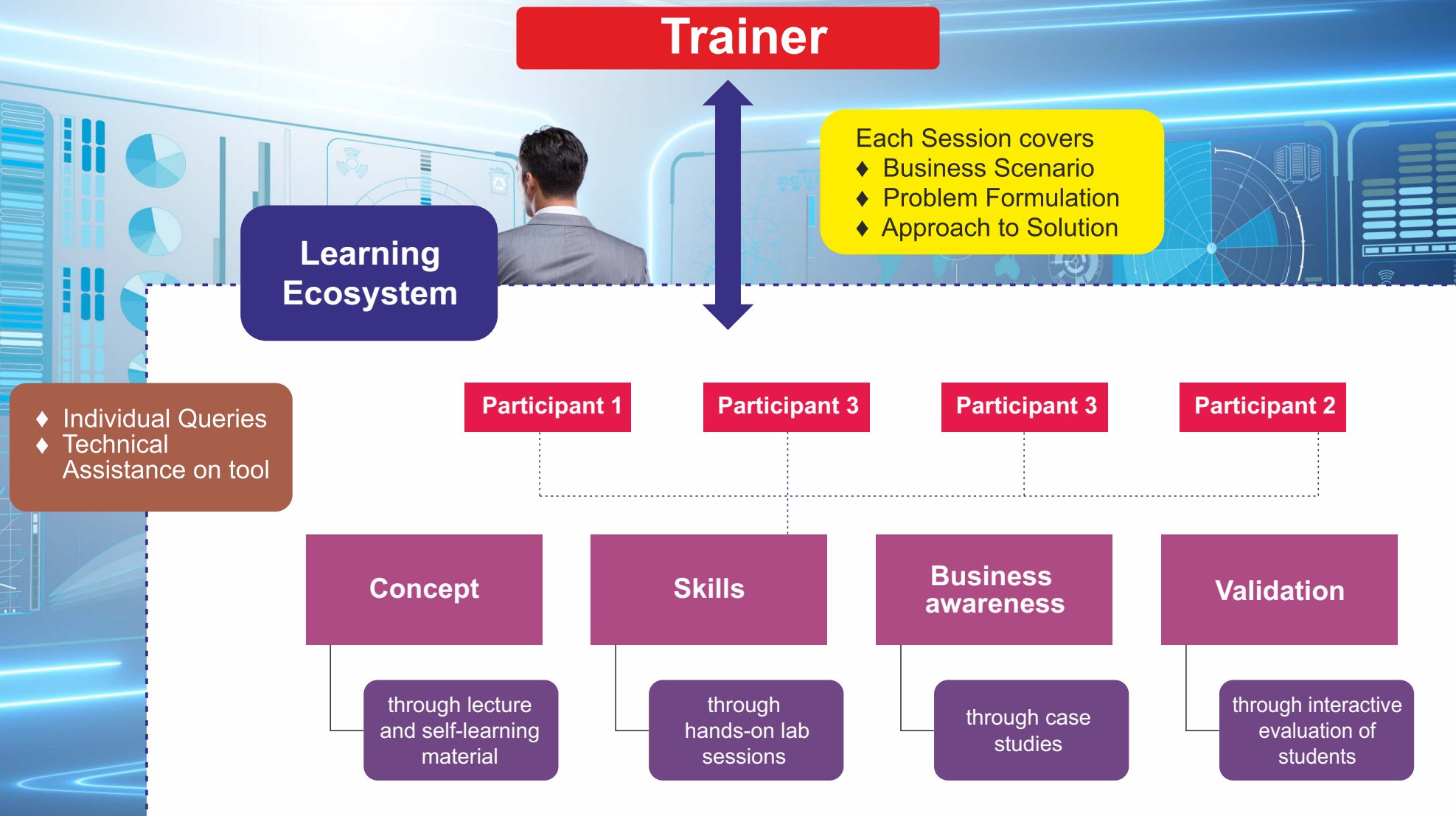
The current demand for qualified data professionals is just the beginning

The number of job postings related to Analytics in portals is increasing substantially

Learning approach

Business Analytics Training is a technical concept and as such requires lot of interaction between participants and trainers.

Our Learner centric approach follows Scenario Based Integrated Training.



Potential Benefits of GEMS+KPMG in India Business Analytics courses

Competitive edge

Competitive edge during campus recruitments

Wider career potential

Increased visibility in the job market

Skills enhancement

Improves skills as an analyst which play a vital role supporting products and services

Leadership development

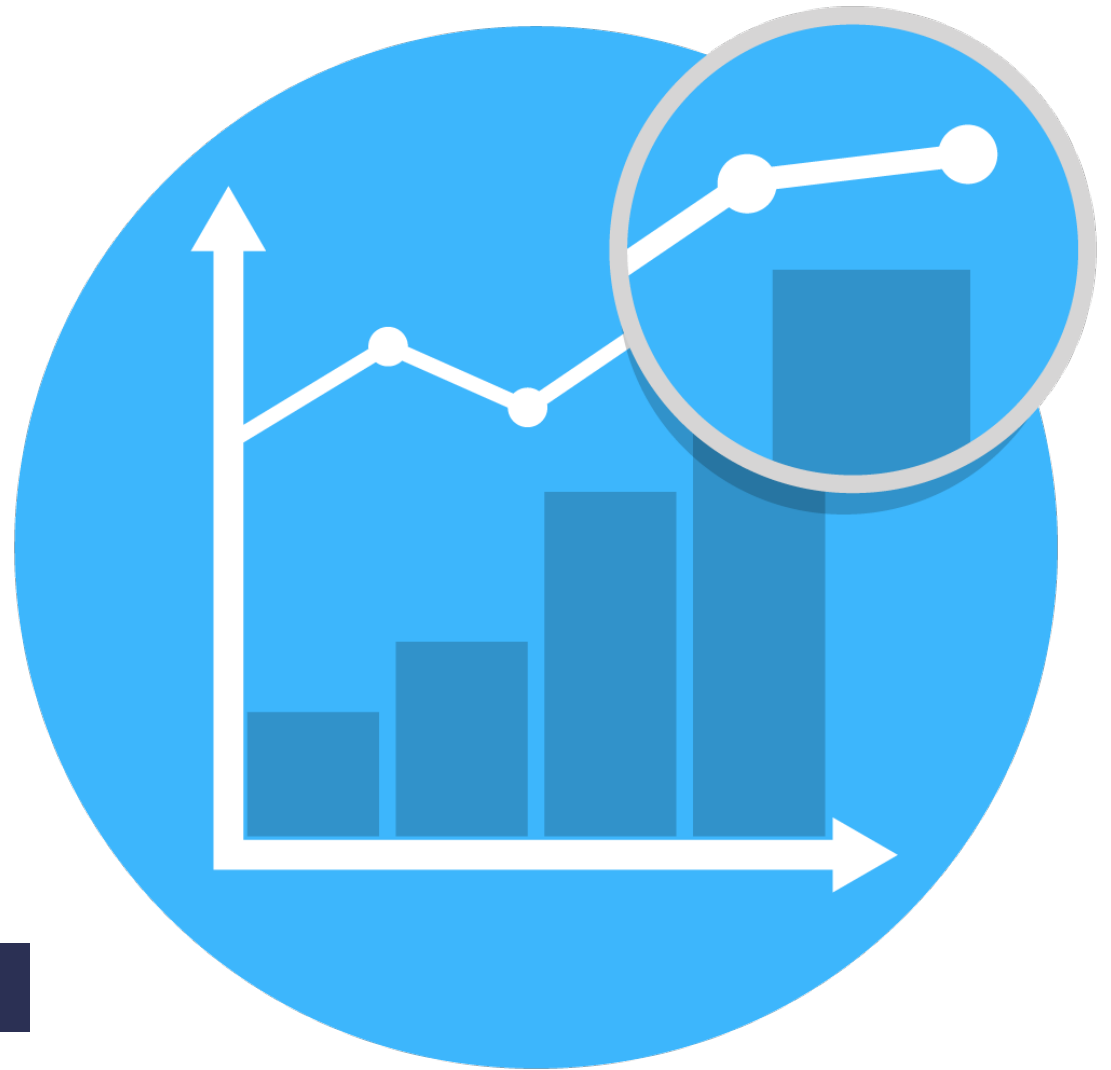
Develop leadership qualities by understanding business challenges



Course Evaluation & Logistics

Logistics

- ◆ Students will need to have their own Laptops for this course. Softwares such as R, Python, Tableau etc will be installed by the institution
- ◆ Course will be taught using R, Tableau, SQL & Python



Eligibility

Students with Graduation in any stream can apply. Students awaiting their final year results can also apply. Students will have to clear the GEMS online admission test @ www.gemsadmissiontest.com.

Duration

2 Years

Classes

Weekends

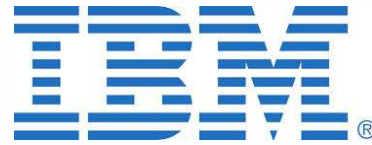


Fee Structure

The total fee structure of this course is **Rs. 8,40,000/-** payable in 8 instalments once every 3 months.

Installment	GEMS B SCHOOL (Payable to GEMS B SCHOOL)
1	INR 1,80,000/-
2	INR 1,50,000/-
3	INR 1,35,000/-
4	INR 1,35,000/-
5	INR 60,000/-
6	INR 60,000/-
7	INR 60,000/-
8	INR 60,000/-

A Few Recruiting Companies



Contact us: _____



The Royal Cottage, Bangalore Palace, Vasanthanagar, Bangalore - 560 052. **Tel: 080 23560387 / 23560389**

E-mail: scalinggreaterheights@gemsbschool.com www.gemsbschool.com

• **Bangalore** • **Mysore** • **Pondicherry** • **Coimbatore** • **Vizag** •