



**RAMAIAH**

# Post Graduate Program in Business Analytics (PGPBA)

**12 MONTHS IN - CAMPUS PROGRAM**

Academic Partner  in India

Learn Top Tools like



Excel



python™



Power BI





# RAMAIAH

Ramaiah Institute of Management is one of the most preferred Business schools in Bengaluru.

Being located in the heart of the city the institute is acclaimed as one of the best Business School providing quality management education through its PGDM program.

It has been consistently ranked as one among the **Best 100 Business Schools** in India by several ranking partners.



INSTITUTIONAL CATEGORY - DIAMOND  
SUBJECT RATING - GOLD

KARNATAKA TOP 25 EDUCATIONAL INSTITUTES 2023  
INNOVATIVE BUSINESS SCHOOL OF THE YEAR



THE EMERGING B- SCHOOL AWARD

DIAMOND BAND  
TOP INSTITUTION FOR CAMPUS LIFE



IN 2023, IT RANKED 63RD AMONG  
INDIA'S TOP 100 BUSINESS SCHOOLS

AAA\* RANKING 2023





**RAMAIAH**

## **XCEED EMPOWERING EXECUTIVES**

Ramaiah Institute of Management's Xceed program is a specially crafted program devised by industry veterans and esteemed faculty from Ramaiah Institute of Management.

It aims to equip mid and senior-level executives with the necessary skills to thrive in an ever-evolving business landscape. With a focus on upskilling, Xceed program ensures participants stay relevant in their roles and adapt to changing market dynamics.

### **THE XCEED ADVANTAGE**



**STRONG  
LEADERSHIP  
DEVELOPMENT**



**DYNAMIC  
ADAPTABILITY  
SKILLS**



**COMPREHENSIVE  
EXPERTISE  
BUILDING**



**STRATEGIC  
NETWORKING  
OPPORTUNITIES**



**SUBSTANTIAL  
CAREER  
GROWTH**



**ADVANCED CRITICAL  
THINKING  
CAPABILITIES**





## ABOUT KPMG IN INDIA

As part of one of the Big Four professional services firms, KPMG in India provides Risk, Financial & Business Advisory, Tax & Regulatory Services, Internal Audit, and Corporate Governance Services.

Additionally, KPMG in India provides integrated model-based software process improvement and assessment services to help organizations achieve business excellence.

In today's rapidly changing landscape of technological innovations, success is driven by continually improving processes and leveraging their effectiveness. KPMG in India services help organizations prepare for this challenge and take steps towards achieving their goals.

KPMG in India has access to a global network of resources who possess the extensive professional experience to chart a value-added sustainable process improvement. It is based on contemporary models and methodologies such as:

LIFECYCLE & PROJECT

PEOPLE MANAGEMENT

GOVERNANCE & VALUE

SERVICE MANAGEMENT

BUSINESS PERFORMANCE

SOFTWARE DEVELOPMENT

MANAGEMENT ADVISORY PEOPLE



**RAMAIAH**

## PROGRAM HIGHLIGHTS

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### EXPERIENTIAL LEARNING LEADERSHIP

Experience-driven curriculum empowers graduates to integrate knowledge and skills, emerging as dynamic leaders in the realm of Business Analytics.

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### GLOBAL PERSPECTIVE

Gain insights into the diverse opportunities & challenges spanning local, regional, national, & international landscapes, fostering a comprehensive understanding essential for developing actionable solutions.

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### ANALYTICAL PROFICIENCY

Develop critical thinking, problem-solving, and analytical prowess, leveraging cutting-edge technology to effectively address complex organizational and societal issues.

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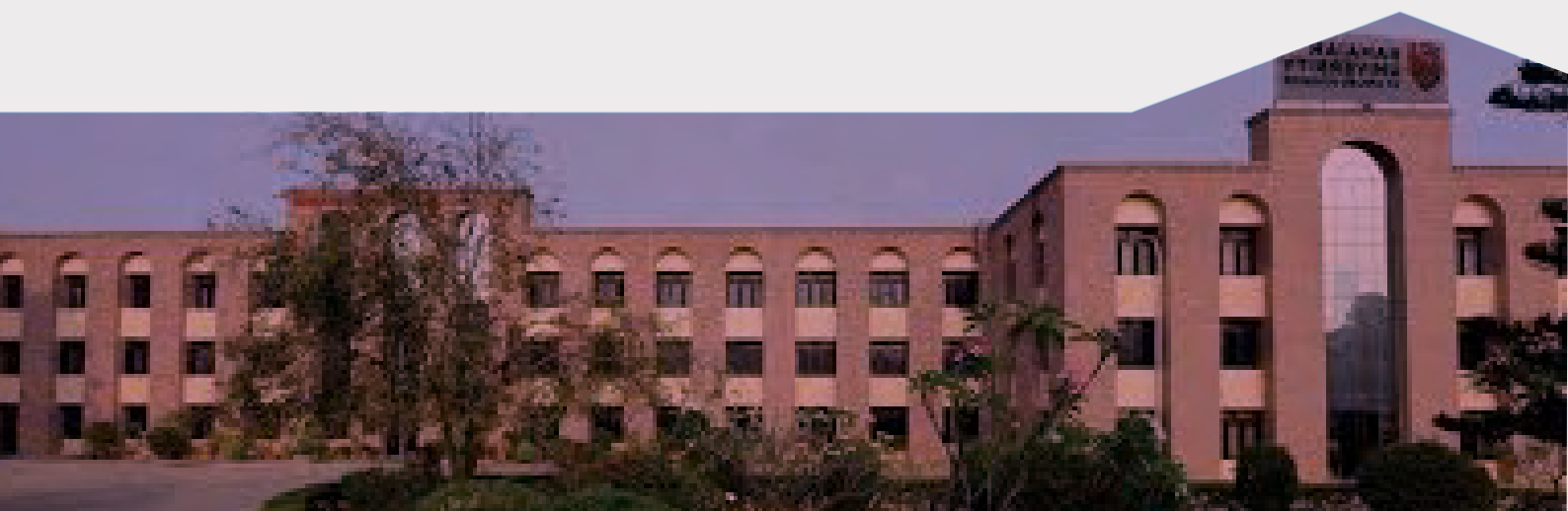
### FINANCIAL ASSISTANCE

We offer a range of financial assistance options to make your education more accessible, ensuring your financial situation won't limit your academic pursuits.

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### PLACEMENT SUPPORT

Our dedicated Career Services team strives to provide 100% placement assistance to the students to kickstart their careers in analytics.





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## SPECIALIZED CAREER-ORIENTED PLACEMENT TRAINING



CAPSTONE PROJECTS  
BY **KPMG**



CAREER  
SUPPORT



MOCK  
INTERVIEWS



**LinkedIn**  
MASTERCLASS



RESUME WRITING  
WORKSHOPS



BUSINESS - COMM.  
WORKSHOP



WEBINARS BY  
INDUSTRY EXPERTS

## WHY ANALYTICS IS THE NEXT BIG THING?

1.

India is projected  
to have over

↑ **11 M**  
JOB  
OPENINGS

BY 2026 ACC.  
TO LINKEDIN

2.

India is set to claim

**32%**  
OF THE GLOBAL  
BIG DATA MARKET,  
GENERATING ABOUT  
**\$20 BILLION**

BY 2026,  
REPORTED BY TOI.

3.

On a Global Scale  
DEMAND FOR  
DATA ANALYSTS  
IS EXPECTED TO  
SOAR BY

**200%**

BY 2026,  
HIGHLIGHTED BY TOI

4.

DATA ANALYSIS AND  
COMPUTER INFO. RESEARCH  
to grow at a rate of

**22%** FROM  
2020-2030

Triple the average  
profession's growth rate  
ACC. TO LINKEDIN

## JOB ROLES WITH AVERAGE SALARIES

ANALYTICS MANAGER - ₹ 12 - ₹ 25 LPA

LEAD BUSINESS ANALYST - ₹ 10 - ₹ 20 LPA

PROJECT MANAGER - ₹ 10 - ₹ 20 LPA

SR. BUSINESS ANALYST - ₹ 7 - ₹ 15 LPA

BUSINESS ANALYST - ₹ 5 - ₹ 12 LPA

## COURSE ELIGIBILITY

The opportunity is exclusively open to graduates and working professionals from all streams. Final year students may be considered on a case-by-case basis.

No minimum percentage requirement. However, each applicant will have to go through a personal interview process.

## COURSE FEES

**TOTAL FEES INR 195,000/- (ALL INCLUSIVE)**  
**SPECIAL SCHOLARSHIPS & EMI OPTIONS AVAILABLE.**







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## MODULE

## TOOL

Spreadsheet  
Data Modeling



Database Management  
using SQL



Business Analytics  
using R & Python



Statistics for  
business managers



Art of Storytelling  
using Visualization



Supervised & Unsupervised  
Machine learning



Introduction to  
Time Series forecasting



Natural Language Processing  
& Web Scraping



HR & Finance analytics



Marketing & Retail Analytics









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## SAMPLE CERTIFICATE

 **RAMAIAH**  
M S RAMAIAH  
INSTITUTE OF MANAGEMENT  
Bengaluru - 560 054, Karnataka, India.



**(Student Name)**



has been awarded certificate in  
**POST GRADUATE PROGRAM IN BUSINESS ANALYTICS**  
in recognition of the completion of all the requirements of the  
One Year Post Graduate Program in Business Analytics  
in association with KPMG in India.

Reg. No: ..... Year of Completion .....

Date: .....

Dr. Sankaran Venkataraman (Partner)  
Transformation, Business Excellence  
KPMG in India

Director  
(Academics, Research & Administration)





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## COURSE DURATION & DAYS

It is a 12-month course delivered by a team of professionals.  
It will be interactive & entirely offline, for working professionals over the weekends.

## COURSE FACULTY

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### LIJIN

**Senior Consultant,  
KPMG in India**

Lijin is a postgraduate in marketing with 11 years of work experience, specializing in teaching Advanced Excel, Visualization using Power BI & Tableau & HR Analytics.

With notable contributions to projects at RBS, RCMAS, Christ, and MIT, Lijin has worked across Kochi, Noida, Chennai, Coimbatore, and Bangalore.



### VARSHA PAI K

**Senior Consultant,  
KPMG in India**

Varsha has nine years of experience in training & operations, specializing in E-Learning & Training-Project Management.

She holds a BE in Information Science and CSM certification, excelling in Data Visualization, Excel Modeling, and Strategy Analysis.

Varsha's expertise includes designing & implementing engaging training programs, applying Adult Learning Theory, and ensuring effective learning experiences.





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## **KAUSHIK SWAROOP**

**Consultant,  
KPMG in India**

Kaushik is a highly skilled professional with a B.E in Electrical and Electronics Engineering and a PGDM in Business Analytics and Finance.

With 3.5 years of experience, he has led projects at prestigious institutions such as IIM Rohtak, BITS Pilani, IIM Kashipur, IIFT Delhi, Christ University, and KPMG UK.

He teaches courses like Artificial Intelligence & Financial Modelling, having taught across India, as well as internationally in the Netherlands & the UK.



Excel



Power BI



## **BHARAT SHARMA**

**Consultant,  
KPMG in India**

Bharat is a Physics (H) graduate and Lean Six Sigma Green Belt certified professional.

With expertise in Six Sigma consulting and analytics automation, Bharat has led process optimization projects at EIL and implemented analytics capability chains at GATI using Python.

He also teaches courses in Data Visualization, Machine Learning, and HR Analytics, offering training programs that bring a global perspective from his experience in India and Bahrain (GCC).

Elevate your skills with Bharat's courses.



Power BI



Excel







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## **PRANAB H DAS**

**Consultant,  
KPMG in India**

Pranab is a Btech and MBA graduate with 3.5 years of experience, contributing to projects at MDI Gurgaon, IIFT Delhi, and Christ University.

With extensive teaching and consulting experience across PAN India, including cities like Bangalore, Kolkata, Noida, Kochi, Delhi, and Gurgaon, Pranab teaches courses like AIML, BIGDATA, Python, ML, Advanced Excel, Database Management, and Data Visualization.



## **DR. ARAVINDA REDDY M N**

**Associate Professor and HOD of Business Analytics  
& Data Science Ramaiah Institute of Management**

With over 22 years in academia and qualifications like MBA, MSc, MPhil, Dr Reddy is a seasoned professor of Business Analytics & Data Science. He holds a PhD in "E-Business and its Impact on Retail Sector Area," recognized as a "Distinguished Thesis" at an international conference. His research focuses on Business Analytics and Data Science, with applications spanning Management Information Systems, E-Commerce, and Mobile Commerce.

Dr. Reddy has published in top international journals and presented at prestigious conferences. Dr. Reddy teaches courses like Management Information Systems, Business Analytics, & Artificial Intelligence,





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## APPLICATION PROCESS

- Graduates and working professionals from all streams can apply.
- All eligible learners will undergo a personal interview before final admission

Note : Final year students can also apply and each case will be considered individually

## OUR ALUMNI

OUR STUDENTS COME FROM COMPANIES LIKE



**MMTC-PAMP**  
Swiss Excellence. Made in India.



**NATIXIS**  
BEYOND BANKING



A COMPASS GROUP COMPANY



**HSBC**



**AXIS BANK**



## ADMISSIONS ARE CLOSING FAST!

CONNECT TODAY WITH OUR EXPERT COUNSELORS ON  
**70041 36280**

📍 MSRIT Post, M S Ramaiah Nagar  
MSR Nagar, Bengaluru, Karnataka 560054

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