



## MARKET STUDY FOR NEW PROGRAMMES IN EMERGING AREAS OF MANAGEMENT

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Business intelligence and Business analytics degrees prepare specialists who work with data to help companies make better business decisions. Business intelligence students take courses on business and dashboarding technologies, where they learn how to make complex data easy to understand. Business analytics students also work with data, but they also learn how to use analytical and software skills, like machine learning.

Organizations employ business analytics and business intelligence associates so they can make data-driven decisions. Business analytics gives businesses an excellent overview and insight on how companies can become more efficient, and these insights will enable such businesses to optimize and automate their processes. It is no surprise that data-driven companies, that make use of business analytics, usually outperform their contemporaries.

Here's the list of institutions offering Business intelligence and Business analytics degrees in India.

1. IIM Ahmedabad
2. IIM Bangalore
3. IIM Calcutta
  1. Executive Programme on Business Analytics (EPBA) and
  2. Post Graduate Diploma in Business Analytics
4. IIM Kozhikode
5. IIM Indore
6. XLRI Jamshedpur
7. SPJIMR-Mumbai-Executive Certificate Program in Big Data Analytics
8. NMIMS-Mumbai-MBA (Executive) with Specialisation in Business Analytics
9. SCMHRD-Pune-MBA-Business Analytics
10. IMT, Ghaziabad-PG Diploma in Management (Executive) Specialisation – Business Analytics
11. Great Lakes Institute of Management, Chennai
  1. PG Diploma in Business Analytics & Business Intelligence and
  2. MBA-Business Analytics
12. We School - Prin LN Welingkar Institute of Management- PGD in Research & Business Analytics
13. KIIT School of Management
14. Loyola Institute of Business Administration, Chennai- P G Program in Business Analytics
15. Chandigarh University- MBA-Business Analytics
16. Vel's Institute of Science, Technology & Advanced Studies-MBA Business Analytics
17. Amrita School of Business, Coimbatore- MBA in Business Analytics
18. Presidency University, Bangalore-MBA Business Analytics
19. XIME, Bangalore- PGD in Business Analytics
20. ISBR Business Schools- PGDM in Business Analytics
21. Gandhi Institute of Technology and Management Hyderabad Business School  
BBA in business analytics
22. The University of Petroleum and Energy Studies, Dehradun
  - Computer Science and Engineering – Business Analytics and Optimization
23. Bharathiar University, Coimbatore-Business Process and, Data Analytics
24. School of Management Studies (SMS), HCU-MBA, Business analytics
25. Indian Institute of Social Welfare and Business Management (IISWBM)  
Executive MBA business analytics
26. Hindustan Institute of Technology and Science, Tamil Nadu  
MBA with specialization in business analytics and optimization
27. Symbiosis Institute of Management Studies, Pune-Postgraduate diploma in business analytics
28. Wharton's Business Analytics Specialization (Offered by Coursera)
29. Data Analysis and Presentation Skills: the PwC Approach Specialization (Coursera)

30. Business Analytics Fundamentals by Babson College (Offered by edX)
31. Statistics for Business Analytics and Data Science A-Z (Offered by Udemy)
32. Business Analytics Micro-Masters Certification by Columbia University (Offered by edX)
33. Strategic Business Analytics Specialization by Essec Business School (Offered by Coursera)
34. IIT Madras
35. ISB

It is understood through Google that there are about 314 institutes that are offering Programmes related to Business Analytics.

Primary Data: The following information was gathered from the primary source, through Google forms.

The Market Study was conducted to know the market potential for the new programs in the emerging areas defined by AICTE. About 320 subjects were sent the google form to respond and 286 responses were received. The sample respondents includes the students, faculty, alumni, industry, and others. The data was collected online. The Questionnaire consists of 7 questions. The respondents were asked to express their opinion on the Programs like

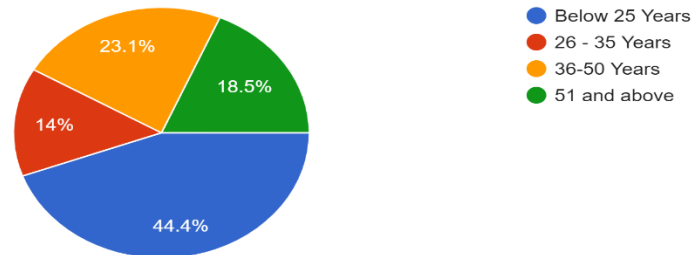
1. PG Diploma in Business Analytics
2. PG Diploma in Big Data Analytics
3. PG Diploma in Artificial Intelligence & Machine Learning
4. PG Diploma in Entrepreneurship & Management of Start-ups, and
5. PG Diploma in Technology Management.

The analysis of data gathered was analysed and presented here.

#### Total Number of 286 Responses:

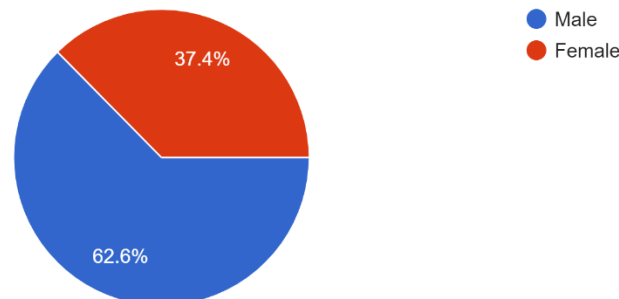
##### Age

286 responses



##### Gender

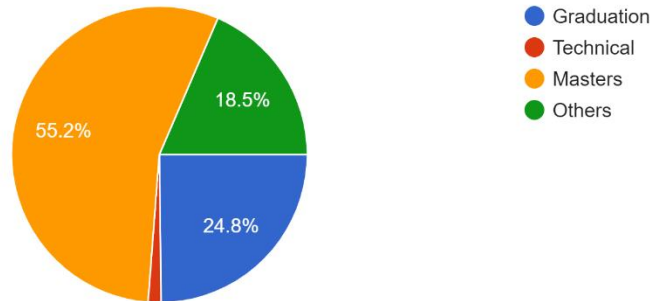
286 responses





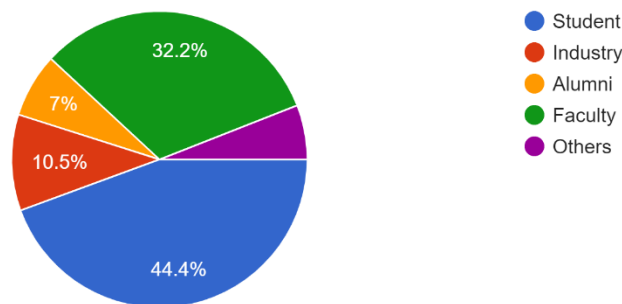
### Qualification

286 responses



### Occupation

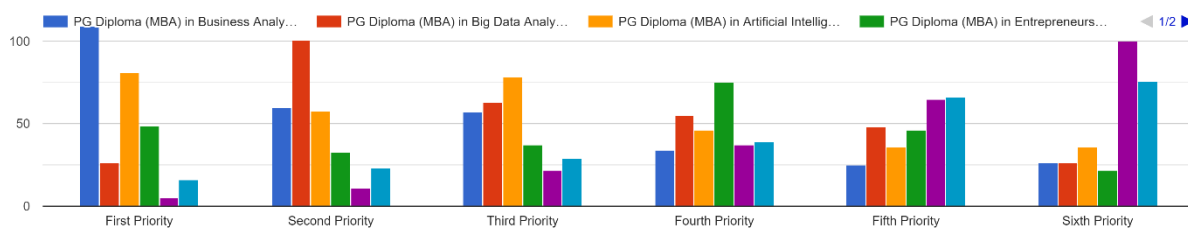
286 responses



### Sample by Occupation:

Sl.No.	Occupation	Number of Respondents	Percentage
1	Students	127	44.4
2	Industry	30	10.5
3	Alumni	20	7.0
4	Faculty	92	32.2
5	Others	17	5.9
	Total	286	100

Which of the following programmes have greater market potential?



**Market Potential for First Priority Programme**

Sl.No.	PG Diploma	Number of Respondents	Percentage
1	PGD-Business Analytics	109	38.5
2	PG D-Big Data Analytics	34	11.9
3	PG D-Artificial Intelligence & Machine Learning	78	27.3
4	PGD-Entrepreneurship & Management of Start-ups	45	15.7
5	PGD-Public Policy Management	02	0.7
6	PGD-Technology Management	17	5.9

In your opinion, Which one of the following Programmes have got the greater employment opportunities?

286 responses

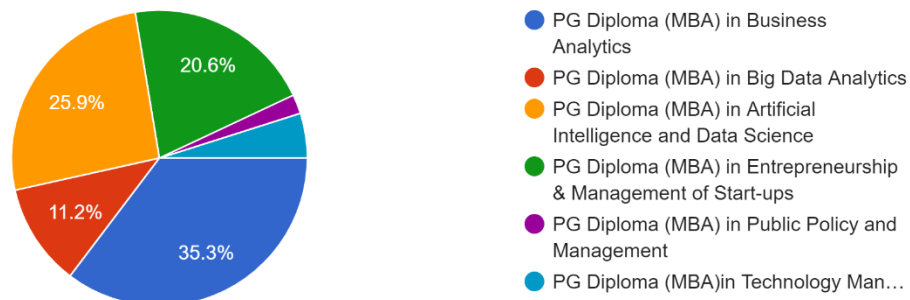


**Greater Employment Opportunities**

Sl.No.	PG Diploma	Number of Respondents	Percentage
1	PGD-Business Analytics	110	38.5
2	PG D-Big Data Analytics	34	11.9
3	PG D-Artificial Intelligence & Machine Learning	78	27.3
4	PGD-Entrepreneurship & Management of Start-ups	45	15.7
5	PGD-Public Policy Management	02	0.7
6	PGD-Technology Management	17	5.9
	Total	286	100

Given the choice, Which Programme do you prefer to join/ or advise your kith & kin from the following?

286 responses



**Preferred Choice of Admission into a Program**

Sl.No.	P G Diploma	Number of Respondents	Percentage
1	PGD-Business Analytics	101	35.3
2	PG D-Big Data Analytics	32	11.2
3	PG D-Artificial Intelligence & Machine Learning	74	25.9
4	PGD-Entrepreneurship & Management of Stat-ups	45	20.6
5	PGD-Public Policy Management	06	2.1
6	PGD-Technology Management	14	4.9
	Total	286	100

**Preference Ranking**

Sl. No.	PG Diploma	1 <sup>st</sup> Preference	2 <sup>nd</sup> Preference	3 <sup>rd</sup> Preference	4 <sup>th</sup> Preference	5 <sup>th</sup> Preference	6 <sup>th</sup> Preference
1	PGD-Business Analytics	1 <sup>st</sup>					
2	PGD-Big Data Analytics		2 <sup>nd</sup>				
3	PGD-Artificial Intelligence & Machine Learning			3 <sup>rd</sup>			
4	PGD-Entrepreneurship & Management of Start-ups				4 <sup>th</sup>		
5	PGD-Public Policy Management						6 <sup>th</sup>
6	PGD-Technology Management					5 <sup>th</sup>	