

## We train business champions

Expert coaching is as important in the boardroom as it is on the playing field. V V students receive support from faculty and instructors who offer an important balance between business theory and practical, real-world application. We help you face the tough challenges of today's more competitive business world, with a winning combination of encouragement and instruction that you will need to outlast and outperform the competition.

### We will train you for the sprint and the marathon

Vishwa Vishwani develops the skills you will need for making smart, data-driven decisions. From your first day in the institute, to when you're fulfilling the challenges in your job, our robust learning frameworks for problem solving offer the professional tools that you will rely on throughout your career.

Our alumni are engaged in your future success. As part of the V V experience, you will benefit from being part of the extensive Vishwa Vishwani network. Our alumni are some of the most successful executives and entrepreneurs in the country and elsewhere, and they regularly come back to the campus to share how they did it.



#### PARTIAL LIST OF RECRUITERS

Adroit
Asian Paints
Axis Bank
BNP Paribas
Capital IQ
Cipla
Colgate Palmolive
Deloitte India
Ernst & Young
IBM
ICRISAT
Indus Ind Bank
Infosys
Invesco
ITC
Johnson & Johnson
Max Life Insurance
Nestle
Pepsico
Vodafone
Tech Mahindra
TCS
Wipro

## Management Education - Destination Hyderabad

### Why MBA at Hyderabad?

#### Hyderabad – the futuristic city

Hyderabad with its vibrant economy and growth rate is offering a wide canvas of career opportunities for fresh management graduates when compared to cities like Mumbai, Delhi, Chennai, Kolkata, Bangalore and Pune.

#### Robust Infrastructure and a High Growth Destination

Hyderabad is one of the fastest growing cities with IT corridor, special economic zones, investment parks and new townships. The World Bank group ranked Hyderabad the second largest Indian city for doing business.

Hyderabad is home to more than 1300 IT and ITES firms, that includes Global conglomerates like Google, Apple, Microsoft, IBM, Infosys, Deloitte, Tech Mahindra, TCS, HSBC, Dell and many more.

Among the 22 Universities in Hyderabad there are 3 Central Universities (HCU, EFLU, MANUU), 3 National Institutes (IIT, NIT, IIIT), NALSAR Law University, BITS and 5 Top Business Schools (ISB, SMS-HCU, OU-CCMB, GMR Business School and Vishwa Vishwani Institute of Systems & Management)

The Information Technology Investment Region (ITIR), Hyderabad is an IT investment region jointly being developed by Govt of India and Govt of Telangana. The ITIR Project is aimed at providing direct employment to 1.5 million people. The Government proposed to develop the infrastructure for ITIR at an estimated cost of over Rs. 2.19 lakh crore.



Approved by All India Council for Technical Education  
Ministry of Human Resource Development, Govt. of India.

**Campus:** Boston House, Thumkunta (P.O), Shamirpet Road  
Hakimpet (Via), Hyderabad-500 078, Telangana, India.

Helplines: 09849 464 333 / 09849 247 333

**Admissions Office:** #601, Mahaveer Chambers, Above Stanza  
Liberty X Roads, Himayatnagar, Hyderabad - 500 029.

Phones: 040-2322 8333, 2322 8399

Helplines: 9849 715 333 / 9849 175 333

E-mail : info@vishwavishwani.ac.in, [www.vishwavishwani.ac.in](http://www.vishwavishwani.ac.in)



Nurturing Knowledge.  
Delivering Values.



Game Changer for Engineering Graduates

# Data Analytics MBA - PGDM

Cross-Functional Partnerships are the Keys to Success

Nurturing Knowledge.  
Delivering Values.



Estd. 1998

#### BUSINESS SCHOOL RANKING

- **Most Happening** Business school in Hyderabad
- **A+ + +** Category Business School
- **27<sup>th</sup>** Ranking Business School in India
- **3<sup>rd</sup>** Largest Business School in South India

## Welcome to Vishwa Vishwani that will change your life

Vishwa Vishwani Institute of Systems & Management, Hyderabad, approved by All India Council for Technical Education-New Delhi, Ministry of Human Resource Development, Government of India, offers a rich global business education experience in a state of the art environment.

Our Distinguished Faculty, drawn from Industry and other Institutions of Excellence help the students to understand the real world challenges in an academically collaborative environment. This global perspective, combined with individual attention and expert coaching, builds strong relationships and toughens up our students for the realities of the modern business world.

Explore for yourself what the impact of personal attention and a cutting edge curriculum can mean for your career and professional success.

We look forward to meeting you.

## Data AnalyticsMBA

### PGDM in Data Analytics

#### Eligibility Criteria

Graduation in Engineering / Mathematics / Pharmacy from a recognized university with a valid rank / score in CAT/ MAT/ XAT/ ATMA / GMAT/ CMAT / common entrance examinations (if any) conducted by the respective State Government / UT.

#### Admission Process

The candidates shall be shortlisted on the basis of the overall rank computed taking into account the following components:

- Score in the Entrance Test - 35 - 60%
- Score for Academic Performance in X Std., XII Std., Degree / Post Graduate Degree - 5 - 25%
- GD/ WAT / Interview. - 20 - 45%
- Weightage for participation in Sports, Extracurricular activities, Academic diversity, and Gender diversity 5 - 10%

#### Application Process

- Apply Online - [www.vishwavishwani.ac.in](http://www.vishwavishwani.ac.in)
- Application Fees Rs.1200/-

## Data AnalyticsMBA

### PGDM in Data Analytics

The PGDM in Data Analytics is a Two Year Full Time Course Approved by All India Council for Technical Education, Ministry of HRD, Govt. of India.

PGDM Data Analytics imparts essential analytical skills which help research, interpret and transform businesses based on data, no matter which management field one is pursuing – HR, Operations, Marketing, Finance or any other stream. Business Analytics, indispensable in today's age of Big Data, is an optimal mix of Data Collection, Data Visualization, Data Management, Statistics, Machine Learning, Operations Research, Critical Thinking and, most importantly, the Domain Knowledge. Being an interdisciplinary field, it creates insights and values in ways hitherto unheard of, to – Industry, Government and others - thereby providing a competitive advantage.

Business Analytics and Data Scientists are here to stay and the demand can only increase.

## Data Analytics in India

In a report on 'Industrialisation of Analytics in India: Big Opportunities, Bigger Outcomes' – prepared by NASSCOM in association with Blue ocean Market Intelligence – it was noted that “the digital bits captured or created each year in India is expected to grow from 127 exabytes to 2.9 zettabytes between 2012 and 2020. This highlights the scope of applying analytics to this mountain of data and the myriad insights that it could throw up to enable newer and more relevant services. However, the level of adoption in India among enterprises is still low. While there are significant precedents, mainly in the telecom, eCommerce and BFSI sectors, we have but scratched the tip of the iceberg. Industrialising analytics among enterprises in India - that is integrating it into the organisational fabric - is still a long journey ahead. There are challenges to be addressed both from the demand and the supply side – lack of awareness of what exactly is the return on investment, endorsement from top management, cost of investment, data veracity, etc.”

The demand arising from the projected growth of Indian Analytics market is USD 2 Billion by 2018 at a CAGR of ~25%.

## Objectives of Analytics

As most of the applications of Analytics are applied in the Business Decision Making, It goes without saying that a Business Manager possessing Analytics skills can take quick and more efficient decisions compared to someone who purely depends on domain knowledge and experience.

Management course with focus on Business Analytics imparts you with all the essential Skills required for a wonderful career progression in Analytics, like:

- Exposure to Business Environment
- Domain Knowledge by way of Case Study Analysis
- Quantitative Analysis and Optimization Techniques
- Mastery in Technologies like R
- Good Oral and Written Communication Skills
- Reporting Skills



"As you become Data-savvy Manager, you will be an Able Decision Maker and gradually you will start fitting into Strategy roles in your organization. Therefore, every Manager, in order to sustain, needs to acquire these skills."

## Career Opportunities in Business Analytics

There is acute shortage of Analytics Professionals in the World today. Individuals who have ability to analyze and draw insights from large pool of data are receiving higher pay than IT professionals. In India, the following industries are recruiting more of Analytics Talent:

- IT & Consulting
- Social Media Organizations
- E-Retail Companies
- Pharma Sector
- Defence & Government Agencies
- Manufacturing
- Banking & Financial Sector

## Career Progression

**The Analyst** – This is an entry level role wherein You get the chance to work on Projects in a Team

**The Senior Analyst** – In this role, You are expected to work independently on Projects

**The Team Lead** – This is a people management track. You can either choose to be Subject Matter Expert (SME) or can get engaged in Client Interactions

**The Manager** – This is a Thought Leadership role in which you lead a team of 5 to 30 Analysts and /or Team Leads

**The Senior Manager / The Associate Vice President** – This is a pure Leadership and Strategy role, where in the person directs and builds long time strategies for the Organization