

ADMISSIONS OPEN

*We nurture tomorrow's
Business Leaders...*

The world is witnessing Adityans
conquering the modern corporate world.

A platform to become
A MANAGEMENT PROFESSIONAL

BACHELOR OF
BUSINESS ADMINISTRATION

BBA

**BUSINESS
ANALYTICS**

ELIGIBILITY

Students must have passed their 10+2
exam with at least 50% marks

If you believe there
is always a better way,
take the next step in
exploring your potentials
with ADITYA

**Hostel @ Kakinada and
Bus Facility Available**



Be an Adityan...

BUSINESS ANALYTICS

Business analytics is the process of
transforming data into insights to
improve business decisions.

Data management, Data visualization,
Predictive modeling, Data mining, Forecasting
simulation, and Optimization
are some of the tools used to create
insights from data.

Reinforce your
management and professional
foundation to build your dream career in
top MNCs

**100% Placements assistance only at
Aditya B-School**

ADITYA DEGREE COLLEGES

ANDHRA PRADESH | HEAD OFFICE: KAKINADA
aditya.ac.in/degree | 97042 76665, 96181 76661



Who We Are...

It is the Vision of the edupreneur **Dr. Nallamilli Sesha Reddy**, Founder Chairman of Aditya Educational Institutions, promoted the educational society in the name and style of Aditya Academy at Kakinada in the year 1984. The hopes and aspirations of many graduates have been fulfilled and proved that Aditya is the best degree college under the Universities. Aditya is the leader and pioneer in providing quality education in the coastal districts of Andhra Pradesh, for the past three decades with various institutions ranging from K.G to P.G along with professional colleges.

*Aditya Educational Institutions believes in
“A small dream transformed into
a flamboyant reality indeed.”*

Right choice for Bi.P.C. students

BBA (Business Analytics) course is a multi-disciplinary course which has a great career prospects. Management curriculum paves the path to the corporate world with lucrative pay structure. So students from Bio-Sciences are also eligible to do BBA, can also grab the opportunities in MNCs.

Further BBA students can also go for MBA/PGDBM program and pursue their dream of higher education. Joining in management course allows you to become more employable in the present job market.

HIGHLIGHTS :

- BBA-BA creates a VISION for future that enables growth.
- Equips with managerial skills.
- Allows creative decision making.
- Executive level jobs in MNCs.
- Develop innovative mind-set.
- Prepares for job ready market.
- Unstoppable career development.
- Battle readiness even in the situation of pandemic.



How Data Analytics Influence Decision Making?

According to a 2020 NewVantage Partners report, 64.8% of Fortune 1000 companies surveyed have invested at least \$50 million into their business analytics efforts, and 91.5% attempted to implement artificial intelligence (AI)-based technologies in some form. While these figures appear to illustrate progress, the other side of the coin is only 14.6% of all responding businesses used these technologies across their operations.

BBA-BA Career opportunities

- Data analyst
- Data architect
- Statistician
- Chief Data officer
- Data scientist
- Machine learning engineer
- Market research analyst



Aditya's Achievers Day Celebrations – 2022

The Rise in Demand for Business Analytics

1) *Massive quantities of data are being generated as a result of technological breakthroughs and novel firms coming into the market, and we are just getting out of the door with making better judgments.*

This is a result that we continue to witness the increase of mathematicians, computer scientists, and statisticians working in a variety of businesses to utilize all the existing data and make impactful decisions with it. Data analytics has tapped every aspect of business helping them to make better decisions in every business activity.

2) *The emergence of big data has led to an increased need for data scientists. Because of the increased volumes of data being examined and used to make impactful decisions, the importance of every business has emerged.*

Furthermore, new developments in Artificial Intelligence are increasing the need for data analytics and the professionals involved in it.

Classroom activities :

Classroom activities help the students to work with other students as a team. Through such activities the students can identify their hidden talents. It also helps the students to know about their strengths & weaknesses by engaging in various activities. They can build-up multiple skills which provide a better path for their career growth in future. Classroom activities include case studies, group discussions, debates, presentations, role plays etc.

Personality Development Session :

PD is important to energize the students so as to show-case their hidden talents. The essence of PD is to ignite new ideas among the students and implement them to develop their skills. It is relatively fascinating pattern of thoughts, feelings and behaviors that distinguish individuals from one another.

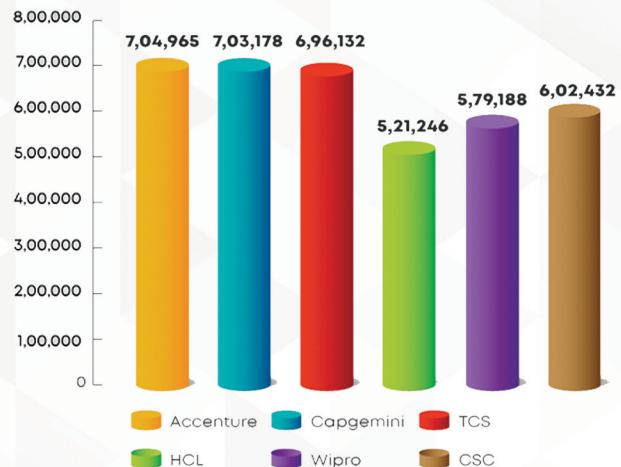
Industrial Visits :

- BBA students are taken to industrial visits which helps them to bridge the gap between the theory to the practical corporate world.
- These visits aid the students to gain in-depth knowledge on current scenarios in the business world.

Why BBA Business Analytics?

- Work across functional domains
- Gain most in-demand skills
- Booming sectors
- Evolve into a proficient communicator
- High-paying career path
- Highly sought-after professionals
- Global job opportunities

Business Analyst Salary trends by Companies



CRT (Campus Recruitment Training):

The students from the very joining of Aditya are provided with CRT classes and they are involved in:

- Interactive Sessions
- Comprehensive Training
- Mock Interviews
- Company specific training to meet the expectations of the industry
- Focus on quality as well as quantity of Placements.

The Written Aptitude Test, Group Discussions (GD), Just A Minute (JAM), Case Studies, Extempore, Psychometric Tests, Personal Interviews etc.,

Aditya Collaboration with Pearson MePro :

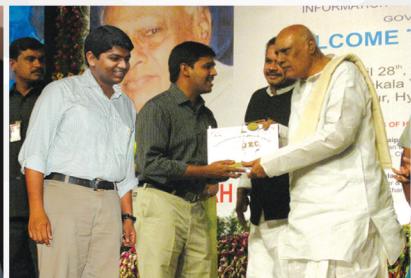
English language skills play a vital role to get selected in MNC companies. Students have to attempt Online Verbal Ability Test, Written English Test (WET), Group Discussion and HR Interviews. To crack all these rounds they need to acquire good language skills like Listening, Speaking, Reading and Writing (LSRW).



Awarded by Indian Brand & Leadership
Conclave 2022
ALL INDIA'S TOP POSITION
as most admirable Institution



For achieving Max.No. of Placements
OUTSTANDING PERFORMANCE AWARD
from TECH MAHINDRA



For achieving Max.No. of Placements
BEST PLACEMENTS AWARD
from Govt. of Andhra Pradesh

BBA Placements - 2023

10328+
CAMPUS SELECTIONS
in 2022-23 Academic Year

MAX. SALARY:
Rs. 15.00 LPA

AVG. SALARY:
Rs. 3.86 LPA

Company wise No.of Placements

NAME OF THE COMPANY	TOTAL
INFOSYS BPM	4065
WIPRO WILP	1731
TCS BPS	526
ILM	431
GLOBALLOGIC	406
HETERO DRUGS	335
SUTHERLAND	279
HEXaware	241
LTI MINDTREE	216
ACCENTURE	148
PALLE TECHNOLOGIES	146
RADHARAM	128
ACMEGRADE	117
DIVIS LABS	94
HDIFC	92
UN SCHOOL	88
MPHASIS BPS	72
ARICS AI	54
L&T ECC CONSTRUCTIONS	51
MILEKAL	49
TCS IT	37
ADP	33
KEKA TECHNOLOGIES	26
AMAZON	20
TECH MAHINDRA	14
COHANCE LIFE SCIENCES PVT LTD	14
DELOITTE RADC	13

and many more...

Students who have achieved 3 and more PLACEMENTS 2022 - 23 Batch														
6		N.DIVYA SRI RANI	5		N. CHANDANA SRI NIKITHA	4		I. RISHITHA	4		K. INDU	4		FALGUNI SHARMA
KEKA TECHNOLOGIES, INFOSYS BPM, UNSCHOOL, GLOBAL LOGIC, PLANTE SPARK, ACCENTURE	INFOSYS BPM, UNSCHOOL, GLOBAL LOGIC, MILEKAL, ACMEGRADE	SUTHERLAND, INFOSYS BPM, ACMEGRADE, UNSCHOOL	KEKA TECHNOLOGIES, ADP, ACMEGRADE, INFOSYS BPM	INFOSYS BPM, UNSCHOOL, MILEKAL, ACMEGRADE										
4		G. PRANATHI	4		D. UDAY SAMEER	4		V. GANESH BABU	4		A. BHAVANA	3		K. SRAVANI
INFOSYS BPM, GLOBAL LOGIC, MILEKAL, ACMEGRADE	UN SCHOOL, SUTHERLAND, INFOSYS BPM, ACMEGRADE	UN SCHOOL, INFOSYS BPM, ACMEGRADE, FRUGAL	SUTHER LAND, INFOSYMS, MILEKAL, GLOBEL LOGIC HITACHI	INFOSYS, ACMEGRADE, GLOBAL LOGIC										
3		P. TANUSHA	3		SNEHITHA PANDA	3		P.K. NAGA SUDHA	3		RETHIKA SINGH	3		PRINCY AGARWAL
INFOSYS, ACMEGRADE, MILEKAL	UN SCHOOL, INFOSYS, ACMEGRADE	INFOSYS BPM, GLOBAL LOGIC, ACMEGRADE	INFOSYS BPM, UNSCHOOL, ACMEGRADE	INFOSYS BPM, UNSCHOOL, MILEKAL										
3		SHARTYA SHABNAM	3		A. NANI	3		V. PAVAN TEJA	3		K. PRAVEEN	3		CH. SRAVANI
KEKA TECHNOLOGIES, INFOSYS BPM, ACCENTURE	INFOSYS BPM, TRILINUM, PAYTM	INFOSYS BPM, PAYTM, INFOSYS BPM	PAY TM, INFOCLURIS, BAJAJ FINANCE	UN SCHOOL, ACMEGRADE, INFOSYS BPM										
3		CH. TEENA	3		J. V. MADHURI	3		K. DIVYA SREE	3		K. RAMYA	3		B.L. PRIYA
SUTHERLAND, INFOSYS BPM, ACMEGRADE	SUTHERLAND, INFOSYS, ACMEGRADE	KEKA, ADP, ACMEGRADE	ADP, INFOSYS BPM, ACMEGRADE	SUTHERLAND, INFOSYS BPM, ACMEGRADE										



PLACEMENT is not a chance... it is a choice for Adityans...!

ADITYA DEGREE COLLEGES

ANDHRA PRADESH

ADITYA SCHOOL OF MANAGEMENT STUDIES
KAKINADA
CELL: 9989176661, 9866666131

ADITYA GLOBAL BUSINESS SCHOOL
SURAMPalem
CELL: 96762 72663, 77319 06667

ADITYA BUSINESS SCHOOL
RAJAHMUNDRY
CELL: 73966 61277
73966 62337

VISAKHAPATNAM
CELL: 85019 86665
79970 86668

ADITYA DEGREE COLLEGE
VIJAYAWADA
CELL: 99492 76665, 91337 16667