

ANALYTICS



Qlik Academic Program improves university students' employability



About Christ University

Christ University Bangalore, India offers a range of courses and degrees in its efforts to make students employable and industry-ready. The university offers a specialized MBA program in Business Analytics, led by Dr. Lakshmi Shankar Iyer, to meet evolving industry needs.

The two-year program integrates technologies like Qlik, which is highly demanded by employers, boosting graduates' marketability. Success stories, such as Radhika Rajendra's, who is an alumna of Christ University, showcase the program's effectiveness in preparing students for successful careers in data science and analytics.

“Qlik fits the bill right now. As an educator, I keep exploring new technologies in demand by industry and if they are suitable for my students, I encourage them to pursue the same.”

Prof Dr. Lakshmi Shankar Iyer, Head of MBA (Business Analytics), School of Business and Management, Christ University, Bengaluru



Customer Name
Christ University, Bengaluru

Industry
Public Sector

Geography
India

Function
IT

Challenges

- Seek relevant academic learning technologies to produce market-ready graduates
- Support students on their journey to a successful academic conclusion

- Expand relevant learning tools for wider student use

Solution
Deployed the Qlik Academic Program in post-graduate courses to equip students with data analytics skills.

Results

- Easy-to-learn solution makes students market-ready
- User-friendly platform enables academic staff to deliver industry knowledge
- Increased student employability

Enhancing employability for India's data analytics graduates

At Christ University in India, ensuring that graduates are equipped with the skills needed for successful, fulfilling careers is a top priority. In its post-graduate programs, the university focuses on enabling students to analyze data and make informed business decisions across a wide range of industries.

With over 30 years of experience in delivering industry-specific education, the management program at Christ University has refined its curriculum to meet the ever-evolving demands of the market, catering to more than 1,000 students under the university's two-year MBA program currently. About 10% of them are enrolled in a specialized course – the MBA Business Analytics program. This program was established in 2018 by Prof Dr. Lakshmi Shankar Iyer, Head of MBA (Business Analytics) at the School of Business and Management and designed to meet the evolving needs of the industry.

"If I teach the same content for many years, it will become irrelevant when the students enter the industry. I have to visualize what's going to happen after three or four years," she explains.

The MBA course at Christ University focuses on experiential learning with case methods, simulations, gamification, industry projects and field studies which encourage active participation and discussions. Students take on real-world business cases in class, fostering critical thinking, problem-solving and decision-making skills.

The program is open to students from all backgrounds. Some students possess technical know-how or have computer science backgrounds, while others have commerce, management, arts, finance or psychology qualifications – all with good analytical acumen.

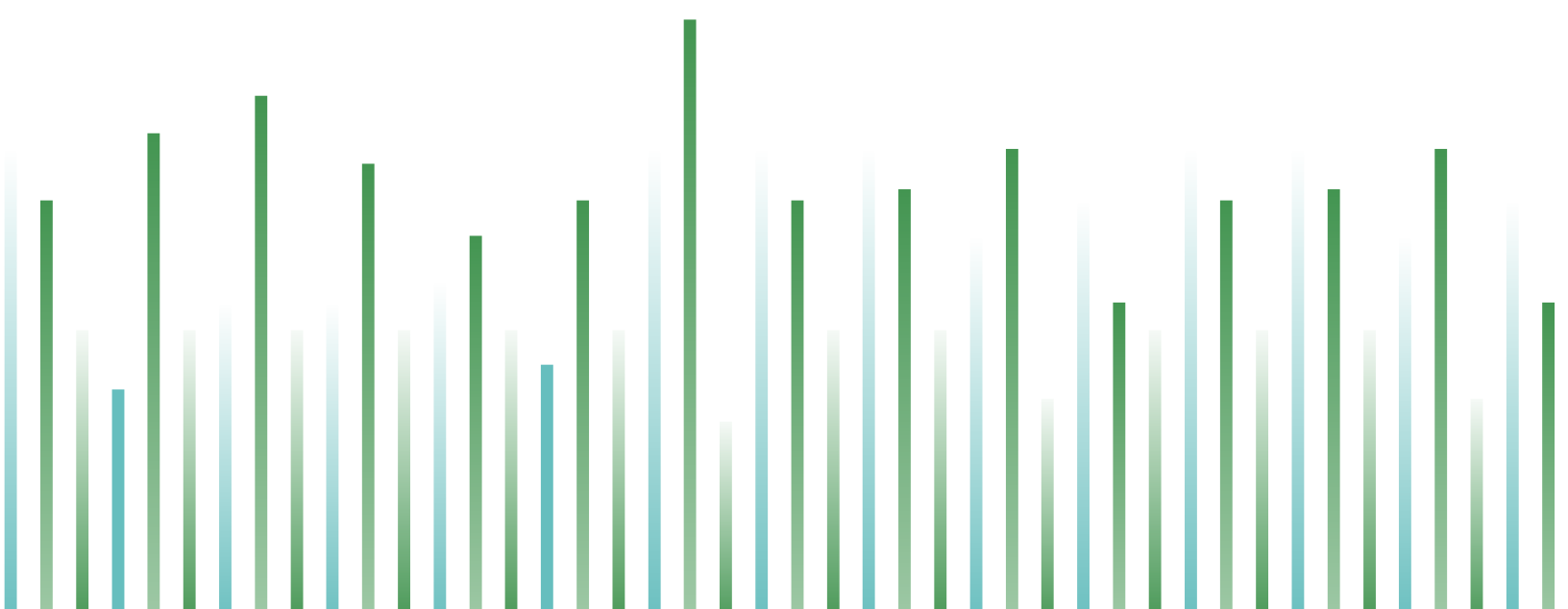
Christ University needed to offer a learning platform that taps into the students' diverse skills, with adequate technical foundation to build their IT skills, while ensuring they produce data-literate graduates ready to excel in the workforce.

Complete offering of professional tools fit for education and the market

With Qlik being used extensively by small and large enterprises globally and increasingly demanded by recruiters, Dr. Lakshmi says enrolling in the Qlik Academic Program was an obvious choice. Having students' skills matched in the market with subjects taught in the MBA program is a win for the school.

Through the Qlik Academic Program, educators and students are provided free, full year access to Qlik software, training and other learning resources, including the ability to earn Qlik Sense qualifications.

Based on student feedback, she says, "The moment Qlik qualifications get onto their resume, the chance of them getting shortlisted for a placement opportunity is high."





The program is designed to introduce students – especially those with limited technical experience – to the capabilities of Qlik. Its user-friendly interface ensures students quickly grasp key concepts, and its practical applications allow them to tackle real-world business challenges.

Students develop versatility to solve business problems in the renewable energy sector, unemployment issues and other topics aligned to the 17 UN Sustainable Development Goals.

The adaptability of the Qlik Academic Program not only enhances students' skills but also opens the door to global opportunities. Many students have gone on to specialize in the United States with partner institutions such as Western Michigan University and Virginia Commonwealth University.

The self-paced learning platform of the Qlik Academic Program has made it easier for educators to incorporate Qlik into their teaching regime. "The program content and design has been pretty easy to learn and I didn't have to put in much effort as an educator," says Dr. Lakshmi.

The program's ease of use makes it attractive to other faculty members, including from the computer science school, and teachers are keen to incorporate Qlik into their teaching. There are plans to expand its use to Christ University's 3,000 undergraduate students.

Improving employability and taking on on in an analytics career

By their second year, students in the MBA Business Analytics program are well-prepared for internships and job placements, thanks to their strong foundation in data visualization and business intelligence. Qualifications gained from the Qlik Academic Program give them an edge in the competitive job market, with recruiters actively seeking candidates with these skills.

This was one of the key factors that helped Radhika Rajendra, a Christ University MBA Business Analytics graduate, secure a job and build a successful career path during the Covid-19 pandemic – standing in contrast to the challenges faced by many young graduates at the time.

She notes that her marketability increased significantly having been part of the Qlik Academic Program because it equipped her with the building blocks of business analytics. "As I was really familiar with this technology, it gave me an edge over the others," she explains.

She credits access to the content on the learning platform as it gave her an advantage compared to other candidates who had to rely on YouTube tutorials to upskill themselves technically.

Her experience during job interviews points to employers' interest in a candidate's attitude toward learning and their approach to business problems – skills that she learned during the MBA program. With the chance to hone the right management and soft skills during her studies, her outcome was a boost in confidence and better jobs.

Now a Qlik Sense® Developer with a leading global investment and financial services company, she tells today's data science graduates to be agile to changing technologies and to always have the aptitude to learn.

Added knowledge is vital too, she says, "It is very important to have strong data architecture knowledge – having that basic knowledge of a data cloud editor, how it works and how to build a proper schema, also they must learn about best practices. In addition, in my role as a Qlik Sense Developer, I am tasked with building models, preparing documentation, streamlining processes, data extraction, transformation and data loading."

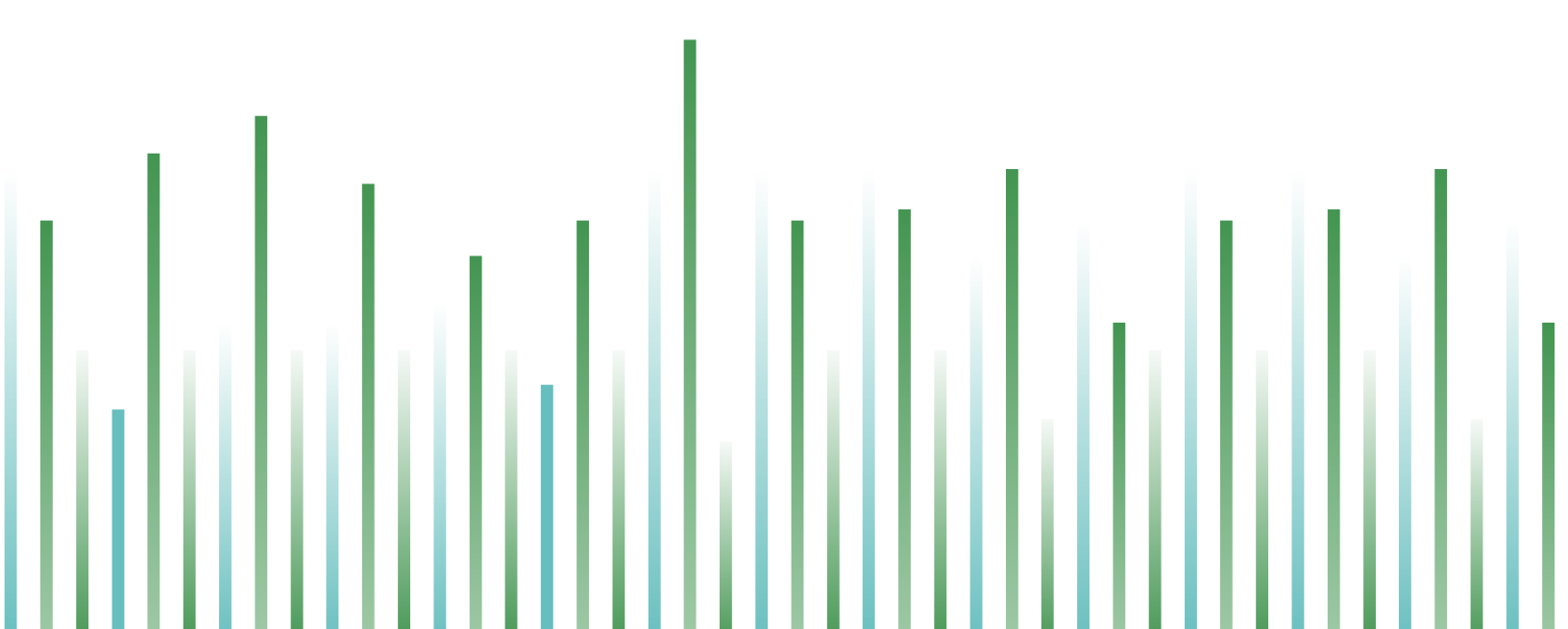
Radhika says that students must have soft skills for a data analytics career and those skills include communication, presentation, marketing, a willingness to learn and staying updated on technology and industry trends.

Success stories like Radhika's lend credibility to the program, says Dr. Lakshmi, while adding that the integration of industry-specific content in the MBA curriculum has boosted the university's reputation and ranking.

In 2023, Analytics India Magazine ranked Christ University's MBA program in the top five post-graduate data science or analytics courses in India. Under this ranking, courses are judged for their certification value, return on investment, program success, teaching curriculum and student engagement.

Ultimately, being a zero code technology, the simplicity of Qlik is what makes it unique and applicable for new users as well those keen on leveling up, explains Dr. Lakshmi.

"When I get in touch with alumni, I tell them why don't you learn Qlik to upskill and your chances of switching jobs or getting a promotion will increase. I think that Qlik plays a good role in accelerating their career path [in their studies]."



Qlik Academic Program boosts students' employability

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About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio leverages advanced, enterprise-grade AI/ML and pervasive data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

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