

**B2K** analytics

BYTES TO KNOWLEDGE



# EDUCATION Sector Consulting

## About B2K

B2K Analytics is a boutique consulting firm that helps clients profit from analytical insights. B2K provides services and solutions in the areas of Risk Management, Research, Analytics, Investment Management, Education, and Infrastructure.

The B2K team has experienced domain experts and industry practitioners who have provided such services and implemented solutions across institutions in different countries. As such, team members are experts in regulatory and management practices in these areas and have helped many clients in adopting best practices.



## Education Sector

Education has always remained a driving force in the Indian society. In the next few decades, a younger and ambitious demographic and global talent scouting will only increase its criticality. This has attracted many businesses, investors, and entrepreneurs to venture into the field of education, with institutes mushrooming and growing exponentially. However, the quality of teaching and infrastructure are neither standardised nor authenticated. With every educational institution clamouring for the best and brightest students, it is becoming increasingly difficult for student, investors and other stakeholders to evaluate the institutions objectively.

B2K Analytics has been a market leader in providing various types of education services over the years. B2K Analytics' expertise lies in placement auditing and reporting, grading, and consulting in the educational sector. Our intervention aims to solve the issues of quality, capability, and industry credibility irrespective of institutional experience and pedigree. We help institutions identify the parameters that will increase their brand value and make them compelling choices for their target market.

## Profit from Analytics

Return on Investment for higher educational institutions depend on various factors such as brand value, placement record, course curriculum, faculty quality, internships, finance and budgeting controls, technology, infrastructure and much more.

Putting the student at the centre of their focus and boosting the students' ROI is also very critical to attracting students and increasing revenues. B2K's analytics will work with you to answer critical questions and provide tangible and quantifiable insights that add value to your students and investors.

### Interesting Facts of top B-Schools in India



22% increase in  
average salaries in  
2022



Top recruiters are  
Consulting firms  
followed by BFSI and  
FMCG sectors



Delhi / NCR, Mumbai,  
and Bangalore account  
for nearly 73% of the  
jobs





## Placement Reporting

Placement Reports measure and report the value addition that an institute provides to its students. Our reports underline the strengths of the institute and give insights to the management through relevant data and analysis. The service, coming from an independent source, provides a mark of authenticity to the details provided in the report. Our placement reports give a detailed analysis on placement data including type of recruiting organisations, industry and salary breakup through:

- » Innovative data analysis
- » Trend analysis
- » Peer benchmarking
- » Independent assessment

## Placement Audit

We conduct Placement Audits based on IPRS (Indian Placement Reporting Standards) that are a mark of integrity and transparency of institutions. Such audits involve a rigorous methodology to verify the placement data of educational institutions, that provide authenticity to institutional claims and marketing messages.

- » Audits based on the following data
- » Admission details
- » Offer letter verification
- » Verification of documents

### BENEFITS

- » Insights to Management and Students
- » Benchmarks against peers and the industry
- » Verified data for marketing
- » Validation of placement claims
- » Integrity of institutional data
- » Attracts the best pool of talent
- » Easier decision making for recruiters



## Grading of Educational Institutes

National level and State level grading involves elaborate assessment of various qualitative and quantitative factors of institutes that determine their quality and creditworthiness.

### Rating parameters

- » Infrastructure setup
- » Faculty profile
- » Curriculum and pedagogy
- » Student profile
- » Placement and Alumni performance
- » Research and Internships
- » Governance and management structure

### BENEFITS

- » Independent and unbiased opinion
- » Enhanced reputation and branding
- » Helps students in evaluation
- » Attracts investors for funding
- » Establishes and develops corporate tie-ups

## Consulting Services in Education sector

This is a customized and dynamic consulting framework that provides strategic insights and future direction into the operations, governance and marketing. Our consulting services can be customized to give an overall opinion to deep-dive analysis of specific problem areas of the institution.

### BENEFITS

- » Improve competitive advantage
- » Establish institutional credibility
- » Increase student enrolment
- » Improve Return on Investments

### Consulting services

- » Competitive analysis of peer institutions
- » Viability reports
- » Analyse of operational efficiency and profitability
- » Craft industry & employment focused curriculum
- » Develop framework to measure faculty efficiency
- » Overall analysis to increase resilience in challenging times
- » Develop marketing and recruitment strategies
- » Strategies to leverage technology
- » Improve student selection criteria and evaluation processes

## Our Clients



**IIM Ahmedabad**



**XLRI Jamshedpur**



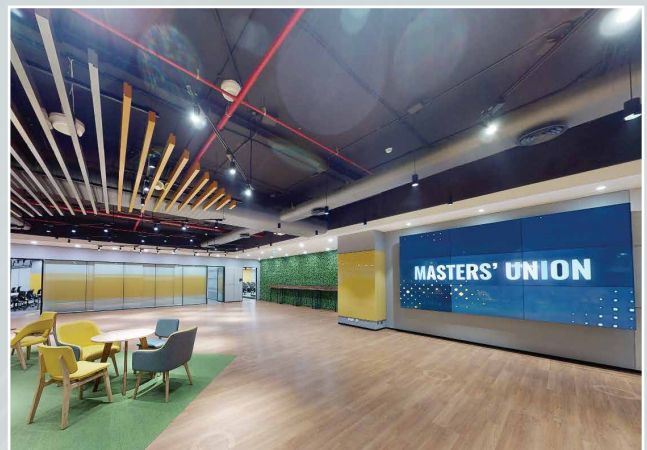
**MDI Gurgaon**



**IIM Bodh Gaya**



**Goa Institute of Management**



**Masters' Union School of Management**



## B2K Analytics Products and Services



**Enterprise Risk  
Management**



**Risk Models  
and Systems**



**Credit  
Assessment**



**Research  
Analytics**



**Portfolio  
Analytics**



**Appraisal  
Services**



**Regulatory  
Compliance**



**Infrastructure  
Advisory**





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