



**M.Sc.**

**BUSINESS  
ANALYTICS**



**WORK  
INTEGRATED  
LEARNING  
PROGRAMMES**





The US BLS forecasts an 11% growth in demand for management analysts from 2021 to 2031, significantly exceeding the average for all occupations.

M.Sc. Business Analytics, a five-semester Work Integrated Learning Program by BITS Pilani, is designed for ambitious professionals seeking rapid career advancement in Business Analytics and Big Data, aiming to distinguish themselves in competitive workplaces with a prestigious master's qualification.

## WHO SHOULD APPLY?

Analysts who wish to hone their technical skills in Statistics and IT:

- ▶ Statisticians who want to pick up programming skills and domain knowledge.quantitative knowledge and domain understanding.
- ▶ IT professionals seeking to enhance their quantitative knowledge and domain proficiency.



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## WHAT ARE THE MAIN HIGHLIGHTS OF THE PROGRAMME?

- ▶ 5 Semester M.Sc. Business Analytics programme.
- ▶ Pursue the programme without any career break.
- ▶ Remote labs for advanced data analysis and visualization with cutting-edge software tools.
- ▶ The final semester includes a practical Dissertation (Project Work) for real-world application.
- ▶ Become a part of Elite and Global BITS Pilani Alumni community.
- ▶ Fee submission option using easy - EMI with 0% interest and 0 down payment.
- ▶ UGC approved programme for Working professionals.
- ▶ Online classes conducted mostly on weekends.
- ▶ Gain practical insights from industry experts to solve real-world challenges using advanced analytical techniques.
- ▶ The programme uses a Continuous Evaluation System to assess the learners.
- ▶ Blend of classroom and experiential learning.



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## WHAT ARE THE PROGRAMME OBJECTIVES?

Equip professionals for challenging business analytics roles by:

- ▶ Building foundations in Statistics, IT, and chosen business domains
  - ▶ Training in latest industry analytics across verticals
  - ▶ Foster skills and knowledge for long-term career growth and higher workplace responsibilities.
- ▶ Provide requisite conceptual foundation, and contextual understanding of real-world applications that enable a learner to enhance workplace performance and stand out among peers for growth opportunities



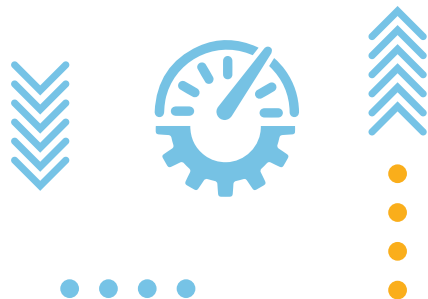
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## WHAT ARE THE STUDENT LEARNING OUTCOMES?

Upon program completion, learners will be able to:

- ▶ Apply Quantitative and Analytical techniques effectively to tackle business challenges.
- ▶ Utilize data visualization techniques for clear communication of analysis outcomes.
- ▶ Implement data wrangling frameworks proficiently.
- ▶ Leverage technology to deliver cutting-edge solutions.
- ▶ Utilize advanced tools and technologies for analyzing Big Data.



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# LEARNING METHODOLOGY



## ATTEND ONLINE LECTURES OVER WEEKENDS

Lectures are conducted live via online classes. These lectures can be attended via the internet using a computer from any location. These online classrooms offer similar levels of interactivity as regular classrooms at the BITS Pilani campus.

The class schedule is announced within 1 week of completion of the admission process.

The online lectures are conducted usually over weekends for a total of 7-8 hours per week. If you miss a lecture, you can also access the recorded lecture on the internet.



## EXPERIENTIAL LEARNING

The program prioritizes experiential learning, enabling learners to apply classroom concepts in simulated and real work scenarios.

This is achieved through the exposure to contemporary software packages in the Analytics Lab that can be accessed remotely by the students.



## CONTINUOUS ASSESSMENT

Continuous Assessment includes graded Assignments/ Quizzes, Mid-semester exam, and Comprehensive Exam.



## DIGITAL LEARNING

Learners can access engaging learning material at their own pace which includes recorded lectures from BITS Pilani faculty members, course handouts and recorded lab content where applicable.



## PROJECT WORK

During the final semester participants carryout a semester-long intensive project work applying the various concepts learnt throughout the program guided by the organisation mentor and supervisor. Participants are provided access to virtual labs where applicable, and faculty expertise to support the project work.

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# WHAT IS THE ELIGIBILITY CRITERIA?

Minimum eligibility to apply: Working professionals holding B.E./ B.Tech./ M.Sc./ MCA with atleast 60% aggregate marks or more in their qualifying exam and minimum 18 months of work experience within HCL in relevant domains are eligible to apply.

The programme is designed for:

- Analysts who wish to hone their technical skills in Statistics and IT.
- Statisticians who want to pick up programming skills and domain knowledge.

# FEE STRUCTURE

The following fees schedule is applicable for candidates seeking new admission during the academic year 2024-2025:

Application Fees  
(one time) :INR **1,500**

Admission Fees  
(one time) :INR **16,500**

Semester Fees  
(per semester) :INR **66,750**

- IT professionals who need to hone their quantitative knowledge and domain understanding.
- The above are only the minimum criteria to apply. The final decision to offer admission to an applicant rests with BITS Pilani which will be made based on an overall review of your application information.

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# PROGRAMME CURRICULUM

## First Semester

- Marketing
- Management Information Systems
- Models and Applications in Operational Research
- Introduction to Statistical Methods

## Third Semester

- Advanced Statistical Methods
- Big Data Analytics
- Predictive Analytics
- Optimization Methods for Analytics

## Fifth Semester

- Elective 4
- Project Work

## Electives

- Advanced Financial Modeling
- Data Visualization
- Financial Risk Analytics
- HR Analytics
- Investment Banking Analytics
- Marketing Analytics
- Marketing Models
- Retail Analytics
- Supply Chain Analytics
- Real-time Analytics
- Text Analytics

## Second Semester

- Financial Management
- Business Data Mining
- Supply Chain Management
- Introduction to Data Science

## Fourth Semester

- Analytics for Competitive Advantage
- Elective 1
- Elective 2
- Elective 3

*Choice of Electives is made available to enrolled students at the beginning of each semester. A limited selection of Electives will be offered at the discretion of the Institute.*

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# HOW TO APPLY

- ▶ [Click here](#) to visit the Online Application Center. Create your login at the Online Application Center by entering your official HCL Email ID only and create a password of your choice. Once your login has been created, you can anytime access the Online Application Center using your official email ID and password.
  - ▶ Begin by clicking on Step 1 - 'Fill/ Edit and Submit Application Form'. This will enable you to select the programme of your choice. After you have chosen your programme, you will be asked to fill your details in an online form. You must fill all details and press 'Submit' button given at the bottom of the form.
  - ▶ Now, click on 'Pay Application Fee' to pay INR 1,500/- using Netbanking/ Debit Card/ Credit Card.
  - ▶ Finally, click on 'Upload & Submit All Required Documents'. This will allow you to upload one-by-one all the mandatory supporting documents such academic certificates and transcripts, photograph, etc. and complete the application process.
- Acceptable file formats for uploading these documents are .DOC, .DOCX, .PDF, .ZIP and .JPEG
- ▶ Upon receipt of your Application Form and all other enclosures, the Admissions Cell will scrutinise them for completeness, accuracy and eligibility.
  - ▶ Admission Cell will intimate selected candidates by email within two weeks of submission of application with all supporting documents. The selection status can also be checked by logging in to the Online Application Centre.

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## DISCLAIMER

Ever since it was declared as a Deemed to be University in 1964, BITS Pilani has been offering higher education programmes in science and technology, and has earned an enviable reputation for its innovations in this sphere. The Work Integrated Learning Programmes (WILP) of BITS Pilani constitutes a unique set of educational offerings for working professionals. These programmes, which BITS began to offer in 1979, have, over the years, evolved along the lines envisaged in the National Policy on Education, 1986.

The WILP are rigorous higher education programmes in technology areas, designed keeping the evolving needs of industry in view, and meant for working professionals in their respective domains. The very intent is to deliver the education at the workplace, in order that the greatest degree

of work integration of the education is achieved, and thus the WILP are very distinct in philosophy and pedagogy from open, distance learning programmes. Though it is incorrect and improper, at times the WILP are compared to ODL programmes. Accordingly, it has been our constant endeavor to engage with the regulator, and provide all necessary information about these programmes.

The WILP have been well received, and accepted by industry, because of the high quality of the programmes in terms of the curriculum and the instruction, and also because of the high degree of work integration, which results not only in up gradation of knowledge, but also in up skilling, and productivity increase.