



MBA IN

**AI for Business
For Working Professionals**



BITS Pilani
Pilani | Dubai | Goa | Hyderabad | Mumbai
**WORK INTEGRATED
LEARNING PROGRAMMES**

HCLTech



The global Artificial Intelligence in Business market size is projected to reach USD 1,254.1 billion by 2032 from USD 350 billion in 2025, growing at a Compound Annual Growth Rate (CAGR) of 20.0%, according to Valuates Report. In today's rapidly evolving business landscape, Artificial Intelligence (AI) is transforming the way organizations innovate, compete, and create value. From enhancing customer experiences and streamlining operations to enabling smarter decision-making, AI is becoming a critical driver of business success across industries. As AI continues to reshape traditional business functions, there is a significant demand for professionals who possess both business acumen and a strong understanding of AI technologies and their strategic applications. This program enables learners to understand, analyze, and effectively implement AI-driven business solutions, preparing them to become future-ready leaders in an increasingly intelligent and technology-driven global economy.

MBA in AI for Business is a BITS Pilani Work Integrated Learning Programme (WILP). BITS Pilani Work Integrated Learning Programmes are UGC approved.

WHO SHOULD APPLY?

- ▶ Employed professionals holding a degree such as B.E. or M.Sc. in relevant disciplines, or a three-year undergraduate degree in fields such as Mathematics, Statistics, Science, Economics, Commerce, Humanities, or Business Management.

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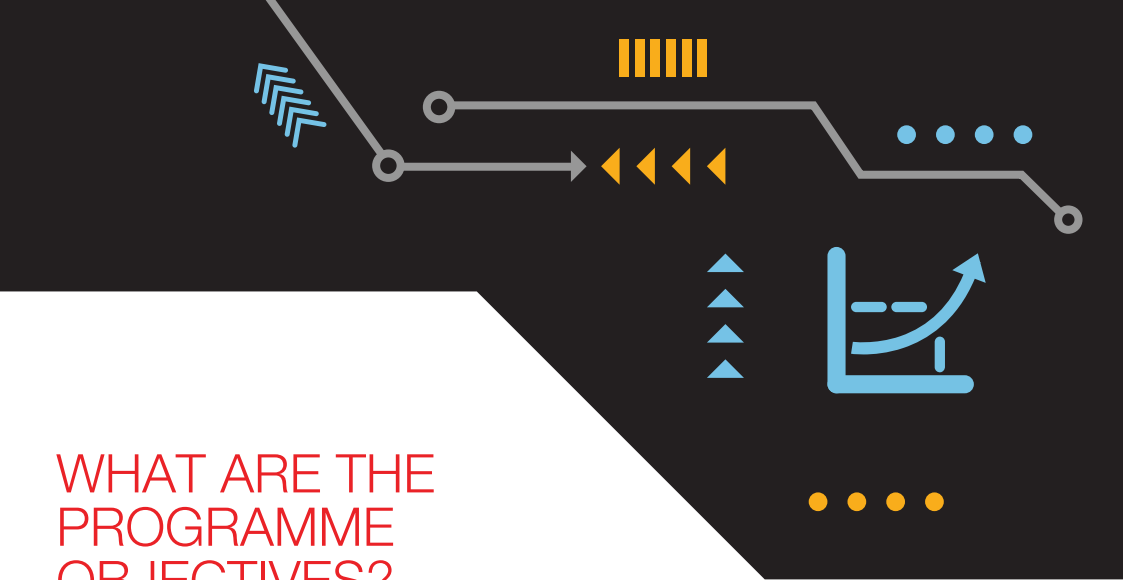
WHAT ARE THE MAIN HIGHLIGHTS OF THE PROGRAMME?

- ▶ MBA in AI for Business is a BITS Pilani Work Integrated Learning Programme (WILP). BITS Pilani Work Integrated Learning Programmes are UGC approved.
- ▶ The programme is of four semesters, with online classes conducted mostly on weekends or after business hours. You can pursue the programme without any career break.
- ▶ The programme has a special emphasis on experiential learning through Simulations, Lab exercises, Work integrated learning activities, Data Analytics, Illustrations, Hands-on modelling, Case studies and problem solving.
- ▶ Practitioner-oriented insights from the industry experts will help you develop solutions to real-world problems using cutting-edge analytical techniques.
- ▶ The project in the final semester allows students to apply concepts and techniques learned during the programme to real-world situations.
- ▶ The programme entails a Continuous Evaluation System that assesses the learners, over convenient and regular intervals. Such a system provides timely and frequent feedbacks and helps busy working professionals to stay on track with the programme.
- ▶ The education delivery methodology is a blend of classroom and experiential learning.
- ▶ Participants who successfully complete the programme will become members of the prestigious global community of BITS Pilani Alumni.
- ▶ Option to pay fees using an easy EMI with 0% interest and 0 down payment.



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Classes are conducted by a pool of faculty members comprising of academicians from BITS Pilani, and guest faculty who are experienced industry professionals.



WHAT ARE THE PROGRAMME OBJECTIVES?

This programme enables students to:

- ▶ Strategically leverage AI technologies to transform business models, enhance decision-making, and drive competitive advantage across industries.
- ▶ Apply AI-driven solutions across functional domains such as marketing, finance, operations, and human resources to optimize performance and efficiency.
- ▶ Effectively communicate AI-enabled strategies and innovations to diverse stakeholders while adapting to evolving business and technology landscapes.
- ▶ Analyze and interpret complex data to build effective AI models that deliver actionable insights for solving business challenges.
- ▶ Ensure the ethical, transparent, and responsible implementation of AI systems, addressing societal and legal considerations.



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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.



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.

CASE STUDIES AND ASSIGNMENTS

Carefully chosen real-world cases & assignments are both discussed and used as problem-solving exercises during the programme.



CONTINUOUS ASSESSMENT

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



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WHAT IS THE ELIGIBILITY CRITERIA?

Employed professionals holding an Integrated First Degree of BITS or its equivalent such as B.E./M.Sc. in relevant disciplines, with at least 60% aggregate marks and minimum of one year work experience.

OR

Employed professionals holding a three-year undergraduate degree in such areas as Mathematics, Statistics, Science, Economics, Commerce, Humanities, and Business Management, and having studied at least one course in mathematics or statistics at 10+2 or higher level, with at least 60% aggregate marks and with minimum of two years work experience in relevant business domains.

OR

Employed professional holding recognized professional qualifications such as CA/CS/CWA/CMA/CPA, and having studied at least one course in Mathematics or Statistics at 10+2 or higher level, with at least 60% aggregate marks and with minimum of one year work experience in relevant business domains.

FEE STRUCTURE

The following fees schedule is applicable for candidates seeking new admission during the academic year 2026-27.

Application Fees (one time)	:INR 1500
Admission Fees (one time)	:INR 18,500
Semester Fees (per semester)	:INR 73,100

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PROGRAMME CURRICULUM

First Semester

- Business Statistics
- Managerial Accounting
- Managing People and Organizations
- Marketing Management

Third Semester

- Managerial Economics
- Strategic Management and Business Policy
- Applied Machine Learning and Deep Learning
- Domain Elective 1

Pool of Domain Electives

- AI in Finance
- AI in Human Resource Management
- AI in Marketing
- AI in Operations and Supply Chain
- AI Strategy, Ethics and Governance
- Computer Vision for Business
- Disruptive Applications of AI and Emerging Technologies
- FinOps for AI
- Human-centric AI
- Management of AI Products
- NLP and GenAI for Business

Second Semester

- Corporate Finance
- Operations Management
- AI Applications and Ecosystem
- Applied Data Science

Fourth Semester

- Domain Elective-2
- Domain Elective-3 / General Management Elective
- Project

Pool of General Management Electives

- Advanced Marketing Management
- AI for Competitive Advantage
- Business Environment, Laws, and Ethics
- Business Research Methods
- Data Visualization and Communication
- Decision Analysis
- Entrepreneurship and New Ventures
- Entrepreneurial Finance
- Enterprise Risk Management
- Indian Ethos in Management
- International Business and Trade
- Leadership and Managing Change
- Management Control Systems
- Project Management
- Strategic Human Resource Management
- Technology Management in Business

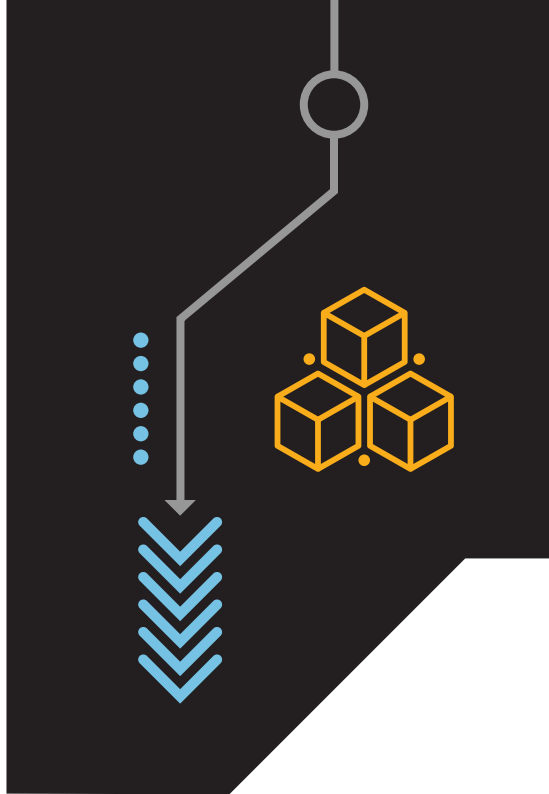
For more information on programme curriculum download the programme brochure.

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.
- ▶ Upon receipt of your Application Form and all other enclosures, the Admissions Cell will scrutinise them for completeness, accuracy and eligibility.
- ▶ 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.
- ▶ 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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