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MBA

IN BUSINESS ANALYTICS

BITS Pilani
Pilani | Dubai | Goa | Hyderabad
Work Integrated Learning Programmes

HCL

A recent McKinsey Report suggested that "the United States alone could face a shortage of 140,000 to 190,000 people with deep analytical skills as well as 1.5 million managers and analysts with the know-how to use the analysis of big data to make effective decisions".

MBA in Business Analytics is a four-semester Work Integrated Learning Programme designed for working professionals, who are aspiring for rapid career progression in the high-growth areas of Business Analytics and Big Data, and wish to stand out in highly competitive workplaces by acquiring prestigious Master's-level qualification from a premier institution

WHO SHOULD APPLY?

The programme is designed for employed professionals working in diverse business functions who wish to build a strong foundation in modern business practices using advanced analytical approach. The programme will help management and technology professionals to transition into roles that involve extensive use of analytics to make critical business decisions or recommendations, in order to deliver enhanced value to business teams and the organization.

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WHAT ARE THE MAIN HIGHLIGHTS OF THE PROGRAMME?

▶ Learn without a career break with online classes conducted mostly on weekends or after-business hours.

▶ The programme offers exposure to state-of-the-art data analysis/ visualization tools such as R, SAS, Python and Tableau.

▶ Practitioner-oriented insights from industry experts will help you develop solutions to real world problems using cutting edge analytical techniques.

▶ The Dissertation (Project Work) in the final semester enables students to apply concepts and techniques learnt during the programme.

▶ The programme uses a Continuous Evaluation System that assesses the learners over convenient and regular intervals. Such a system provides timely and frequent feedback and helps busy working professionals stay on course with the programme.

▶ The education delivery methodology is a blend of classroom and experiential learning. Experiential learning consists of lab exercises, assignments, case studies and work integrated activities.

▶ Participants who successfully complete the programme will become members of an elite & global community of BITS Pilani Alumni.

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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?

Business Analytics enables organizations to effectively leverage data from multiple sources in a seamless manner to make smart managerial decisions. This programme is intended to impart the knowledge and skill sets essential for data driven decision-making. It helps the participants to determine which analytics approach is most appropriate for a particular situation, and enables them to leverage big data to deliver better business outcomes. The programme can benefit professionals working in a variety of manufacturing and services industries that leverage big data and data analytics to either deliver better solutions to clients and/or improve the performance of internal functions such as marketing, finance, HR, supply chain, and operations. Participants will be able to learn and understand the underlying technologies and how those can be effectively applied to make data driven business decisions and deliver value to their organizations.

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WHAT ARE THE STUDENT LEARNING OUTCOMES?

After attending this program, the students will be able to

- Apply critical thinking skills to solve Business Problems and make sound decisions
- Demonstrate empathetic leadership skills in a dynamically changing business world

- Operate in an ethically and socially responsible manner
- Effectively apply modern management techniques for the benefit of their firms and society in general
- Apply cutting edge frameworks, technologies and analytical methods to solve business problems
- Design solutions leveraging artificial intelligence, machine learning and digitization techniques
- Apply deep analytical skills, business knowledge and critical problem solving expertise to efficiently and effectively transform data into sound business decisions that give a competitive edge
- Explain and communicate with diverse set of stakeholders, and effectively manage teams/ projects

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WHAT IS 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

CONTINUOUS ASSESSMENT

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

EXPERIENTIAL LEARNING

The programme emphasises on Experiential Learning that allows learners to apply concepts learnt in classroom in simulated, and real work situations. This is achieved through:

Data analysis/ visualization tools such as R, Python, Excel, Excel Solver, and Tableau for Linear Optimization, Descriptive Statistics, Multivariate Analysis & Mining Algorithms

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

Dissertation/ Project Work: The fourth semester offers an opportunity for learners to apply their knowledge gained during the programme to a real-world like complex project. The learner is expected to demonstrate understanding of vital principles learnt across semesters and their ability to successfully apply these concepts

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WHAT IS THE ELIGIBILITY CRITERIA?

Minimum eligibility to apply

- Employed professionals holding an Integrated B.E./ B.Tech./ M.Sc./ First Degree of BITS or its equivalent with at leat 60% aggregate marks, and with minimum two years of relevant work experience within HCL.

FEE STRUCTURE

The following fees schedule is applicable for candidates seeking new admission during the academic year 2023-24:

Application Fees (one time)	:INR 1,500
Admission Fees (one time)	:INR 16,500
Semester Fees (per semester)	:INR 63,500

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SEMESTER-WISE PATTERN

First Semester

- Financial and Management Accounting
- Managerial Economics
- Quantitative Methods
- Managing People & Organizations

Second Semester

- Marketing
- Advanced Statistical Methods
- Foundations of Data Science
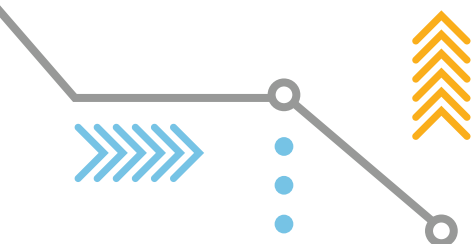- Strategic Management and Business Policy

Third Semester

- Predictive Analytics
- Analytics for Competitive Advantage
- Financial Management
- Operations Management

Fourth Semester

- Elective 1
- Elective 2
- Project

Electives

- Financial Analytics
- Project Management
- Data Visualization and Communication
- Analytics for HR
- Models in Marketing
- Supply Chain Analytics
- Analytics for Marketing
- Analytics for Retail Industry
- Operations Research Models
- Analytics for Investment Banking
- Financial Risk Models
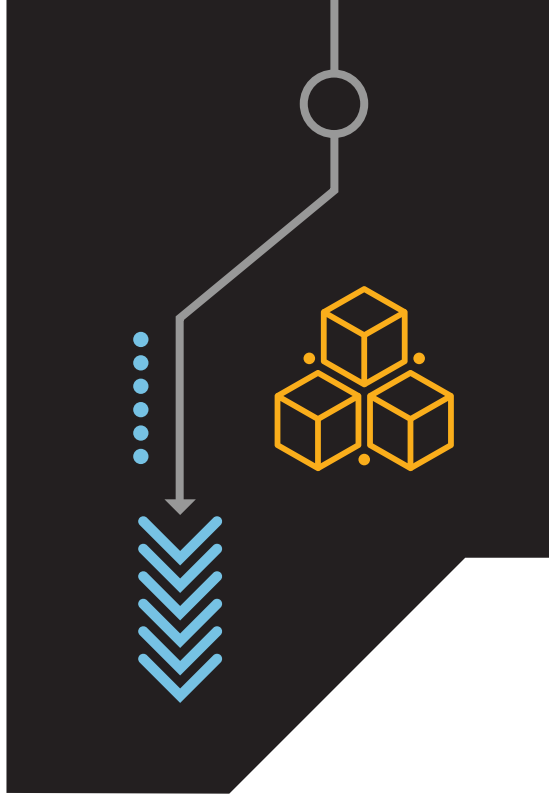- Analytical Models in Finance

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Electives finally offered will be at the discretion of the BITS Pilani, and will be decided in consultation with HCL. Offered electives will be made available to enrolled students at the beginning of each semester.

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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.