innovate   achieve   lead

14%

58%

28%

26%

MBA in

BUSINESS ANALYTICS FOR WORKING PROFESSIONALS

BITS Pilani
Pilani | Dubai | Goa | Hyderabad | Mumbai

**WORK INTEGRATED
LEARNING PROGRAMMES**

HCLTech

As per a report by Allied Market Research, the Global Big Data and Business Analytics Market is expected to grow at a CAGR of 10.9% to reach $420 Billion by 2027.

MBA in Business Analytics is designed for working professionals, who are aspiring for rapid career progression in the high-growth areas of Business Analytics and Big Data.

Prestigious Master's-level qualification from a premier institution.

WHO SHOULD APPLY?

▶ The programme is designed for The programme is designed for employed professionals working in diverse business functions.

▶ Professionals who aspire for roles that require a strong understanding of data science concepts.

▶ The programme also addresses the learning needs of IT professionals who wish to gain a solid foundation in management science and business practices and the application of analytics to deliver enhanced value to business teams and the organization.

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WHAT ARE THE MAIN HIGHLIGHTS OF THE PROGRAMME?

- ▶ 4 Semester MBA in Business Analytics programme.

- ▶ Pursue the programme without any career break.

- ▶ The programme uses a Continuous Evaluation System to assess the learners.

- ▶ The students have access to the state-of-the-art remote labs that can help the students perform data analysis and visualization using latest contemporary software tools.

- ▶ 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.

- ▶ Blend of classroom and experiential learning.

- ▶ Become a part of Elite and Global BITS Pilani Alumni community.

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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.

- ▶ 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.

- ▶ Participants can learn and understand the underlying technologies and their applications to make data-driven business decisions and deliver value to their organizations.

- ▶ This programme imparts the knowledge and skill sets essential for data-driven decision-making.

- ▶ The programme also gives the students exposure to the applications of business analytics in different sectors such as investment banking, retail, optimization consulting, risk advisory and assessment, fintech, etc.

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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 transform data efficiently and effectively into sound business decisions that give a competitive edge.
- Explain and communicate with a diverse set of stakeholders, and effectively manage teams/projects.

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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.

CONTINUOUS ASSESSMENT

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

EXPERIENTIAL LEARNING

The programme emphasises on Experiential Learning.

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

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?

To apply, candidates must possess one of the following qualifications:

Employed professionals holding B.E./ B.Tech./ M.Sc./ Integrated First Degree of BITS or its equivalent with at least 60% aggregate marks, and minimum 18 months of relevant work experience within HCL are eligible to apply.

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.

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

Admissions are open now.
Last date to apply is
Monday, 13th January 2025.

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PROGRAMME CURRICULUM

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 & Business Policy

Third Semester

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

Fourth Semester

- Elective 1
- Elective 2
- Project

Pool of 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

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
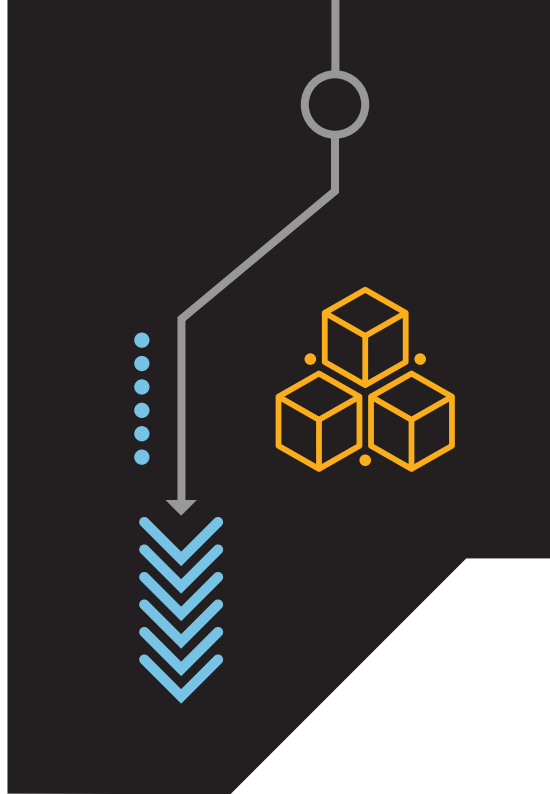
▶ Admission Cell will intimate selected candidates by email within two weeks of submission of application with all supporting documents. The selection status can also be checked by logging in to the Online Application Centre

Admissions are open now. Last date to apply is Monday, 13th January 2025.

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D ISCLAIMER

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.

MBA in Business Analytics