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MBA IN

Digital Transformation For Working Professionals



BITS Pilani
Pilani | Dubai | Goa | Hyderabad | Mumbai

**WORK INTEGRATED
LEARNING PROGRAMMES**

HCLTech



The global Digital Transformation market is projected to reach USD 966.42 billion by 2028, growing at a Compound Annual Growth Rate (CAGR) of 13.0%, driven by the rapid adoption of cloud, IoT, AI, and XaaS technologies across industries, according to Valuates Reports. Organizations across industries are undergoing rapid digital transformation driven by emerging technologies such as Artificial Intelligence (AI), Cloud Computing, Data Analytics, Internet of Things (IoT), Blockchain, and Automation. These technologies are reshaping business models, enhancing operational efficiency, and creating new opportunities for innovation and growth. As businesses accelerate their digital initiatives, there is a growing demand for professionals who can lead transformation efforts, leverage digital technologies strategically, and manage change in a dynamic business environment. This program enables learners to understand, analyze, and effectively implement digital transformation strategies, preparing them to become future-ready leaders in an increasingly technology-driven world.

MBA in Digital Transformation is a BITS Pilani Work Integrated Learning Programme (WILP). BITS Pilani Work Integrated Learning Programmes are UGC approved.

WHO SHOULD APPLY?

- ▶ Designed for employed professionals who are working either in digital transformation organizations or in roles related to the digitalization of business processes.
- ▶ Perfect for professionals from diverse roles looking to understand digital transformation's potential in their organizations.
- ▶ Aspirants of digital startup ecosystem or in digital transformation consulting, either as employees or as entrepreneurs.

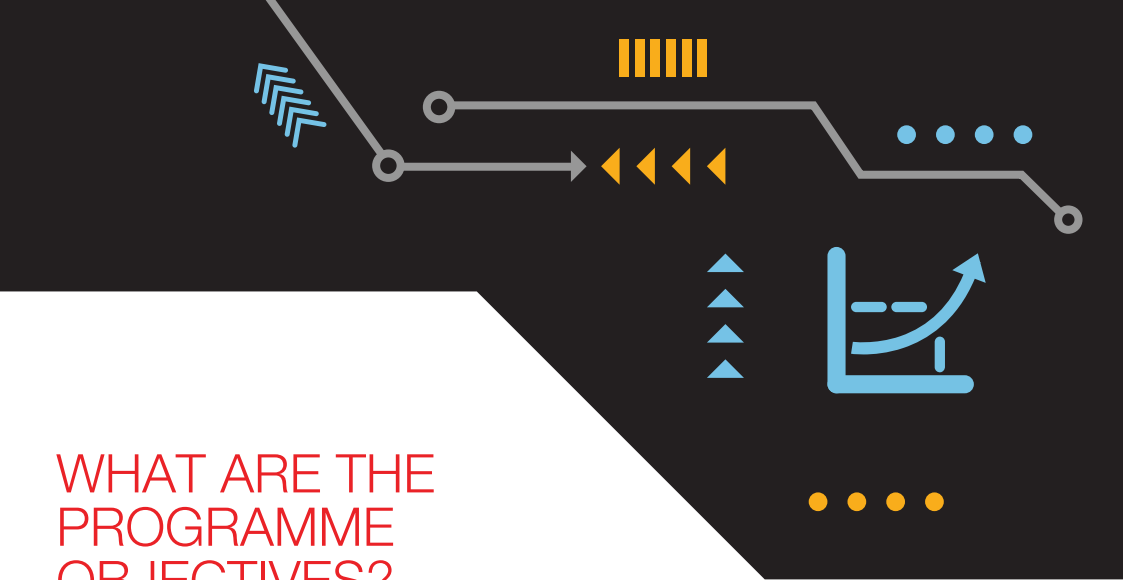


WHAT ARE THE MAIN HIGHLIGHTS OF THE PROGRAMME?

- ▶ MBA in Digital Transformation 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.

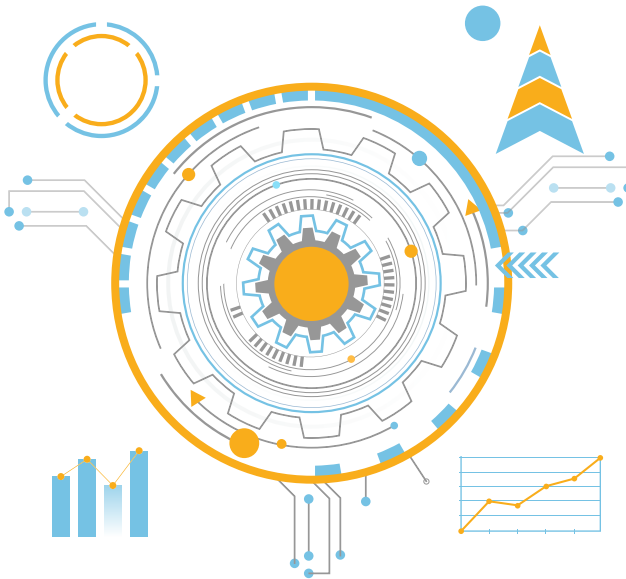


Classes are conducted by a pool of faculty members comprising of academicians from BITS Pilani, and guest faculty who are experienced industry professionals.



WHAT ARE THE PROGRAMME OBJECTIVES?

- ▶ Developing understanding of digital transformation practices, processes, design, strategies.
- ▶ Data-driven decision making for digital transformation.
- ▶ Designed for entrepreneurs, Digital startup employees and aspirants.
- ▶ Customer centricity and customer experience management in the digital world.
- ▶ Emerging tech for operational enhancements.



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.





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 in relevant domains.

OR

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

OR

Employed professionals holding a three-year undergraduate degree in such areas as Mathematics, Statistics, Science, Economics, Commerce, Humanities, and Business Management, with at least 60% aggregate marks and with minimum of two years 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

PROGRAMME CURRICULUM

First Semester

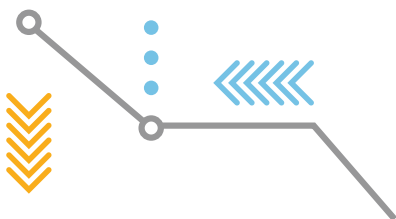
- Business Statistics
- Managerial Accounting
- Managing People and Organizations
- Marketing Management

Third Semester

- Managerial Economics
- Strategic Management and Business Policy
- Digital Marketing
- Domain Elective 1

Pool of Domain Electives

- Advanced Digital Marketing
- Analytics for Digital Business
- Artificial Intelligence and Machine Learning
- Cloud Technology Management
- Digital Banking and Payment Systems
- Digital Manufacturing and Logistics
- Digital Product Management
- Digital Technologies for Business
- Information Security and Risk Management



Second Semester

- Corporate Finance
- Operations Management
- Digital Strategies and Transformation Roadmap
- Digital Transformation Design

Fourth Semester

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

Pool of General Management Electives

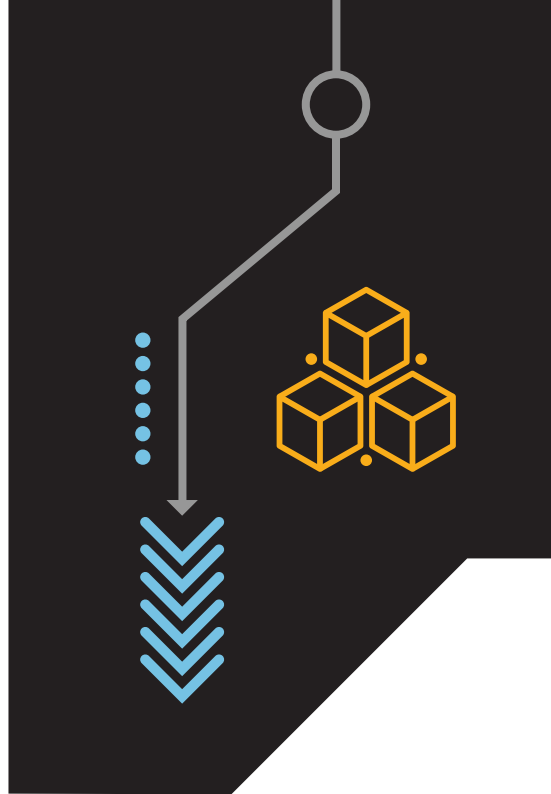
- Advanced Marketing Management
- AI for Competitive Advantage
- Business Environment, Laws, and Ethics
- Business Research Methods
- Data Visualization and Communication
- Decision Analysis
- Entrepreneurship and New Ventures
- Entrepreneurial Finance
- Enterprise Risk Management
- Indian Ethos in Management
- 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.

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.to the Online Application Centre.





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.

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