MBA in
Business Analytics
for Working
Professionals

innovate   achieve   lead

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Program Introduction

- 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.

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Who Should Apply?

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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Programme Highlights

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

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

This programme is of 4 semesters and can be pursued only by working professionals. You can pursue the programme without any career break

Become a part of elite and global BITS Pilani Alumni community

The programme will also enable working professionals to attend contact classes from anywhere over a technology-enabled platform. The contact classes will be conducted mostly on weekends or after business hours

Fee submission option using easy - EMI with 0% interest and 0 down payment

The programme uses a Continuous Evaluation System to assess the learners

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Programme Objectives

Business Analytics enables organizations to effectively leverage data from multiple sources in a seamless manner to make smart managerial decisions
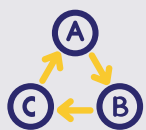
This programme imparts the knowledge and skill sets essential for data-driven decision-making

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 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

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

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WILP Presence and Impact

45+
Years of Educating Working Professionals

1,26,169
Working Professionals Graduated

46,178
Working Professionals Currently Enrolled

1100+
Faculty Members

47
Programmes

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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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Mode of Learning

The Mode of Learning used in this programme is called - Work Integrated Learning. Internationally, Work Integrated Learning (WIL) is defined as "An educational approach involving three parties - the student, educational institution, and employer organization(s) - consisting of authentic work-focused experiences as an intentional component of the curriculum. Students learn through active engagement in purposeful work tasks, which enable the integration of theory with meaningful practice that is relevant to the students' discipline of study and/or professional development*.

An education model can be considered as WIL if and only if:

1. The programs are designed and developed by the institute in collaboration with industry.
2. Work-focused experiences form an active part of the curriculum.
3. The program structure, pedagogy and assessment enable integration of theory-with relevant practice.

The innovative **Work Integrated Learning Programs (WILP)** of BITS Pilani are quite aligned with the above definition and requirements. The programs are designed in collaboration with its industry partners, subject matter experts from industry and academia that enable the students to remain relevant in their chosen profession, grow in their career and retain the habit of lifelong learning. The continued availability of workplace related experiences along with the weekly instruction sessions promote integration of theory with practice. An active participation of the organization mentor in the learning process of the student plays a key role. Case studies, simulation exercises, labs and projects further strengthen this integration.

The **WILP** of BITS Pilani is comparable to its campus-based programs in terms of structure, rigor, instruction, labs, assessment, faculty profile and learning support. The pervasive adoption of technology in all its academic processes makes the same high-quality education of BITS Pilani available to the aspirants at scale with the required flexibility.

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Key Benefits of BITS Pilani WILP

- Can pursue the programme without any career break and along with the job.

- The programme curriculum is highly relevant to sectors, industries and organisations they work for.

- In addition to the institute, the learning experience of working professionals in the programme is also supported by the employer organisation and Industry Mentors.

- Effective use of technology to deliver a range of learning interventions at the location of the working professional such as faculty contact sessions, asynchronous learning materials, remote, virtual and cloud labs, Learner support, peer to peer collaboration etc.

- Contact sessions with faculty take place mostly over weekends or after business hours and are conducted over a technology platform that can be accessed from anywhere.

- Mid semester and End semester examinations for every semester are conducted mostly at designated examination centres distributed across the country (for details refer to link mode of examinations).

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

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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

Continuous Assessment
The assessment includes graded assignments/quizzes, mid-semester and comprehensive exam

Case studies & 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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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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Eligibility Criteria

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

Employed professionals holding B.E./ B.Tech./ M.Sc./ Integrated First Degree ofBITS or its equivalent with at least 60% aggregate marks, and minimum one year relevant work experience after the completion of the degree

OR

Employed professionals holding a three year undergraduate degree such as B.Sc./ B.Com./ BCA with at least 60% aggregate marks, and having studied at least one course in mathematics or statistics at the high school or higher level, and with minimum two years of relevant work experience after the completion of the degree

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Fee Structure

The following fees schedule is applicable for candidates seeking new admission during the academic year 2024-25.

Application Fees (one time)
₹1500

Admission Fees (one time)
₹16,500

Semester Fees (per semester)
₹66,750

Easy Monthly Payment Option with 0% Interest and 0 Down Payment

Instant EMI option with 0% interest and 0 Down Payment is now available that allows you to pay programme fee in an easy and convenient way.

- Instant online approval in seconds
- No Credit Cards/ CIBIL score required
- Easy & Secure online process using Aadhaar and PAN number
- Anyone with a Salary Account with Netbanking can apply Option to submit fee using easy- EMI with 0% interest and 0 down payment

Admissions open. Last date to apply is January 06, 2025.

Click here to learn more

All the above fees are non-refundable.

Important: For every course in the programme, institute will recommend textbooks, students would need to procure these textbooks on their own.

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Remote Lab

- Students enrolled in the WILP management programs have remote access to the labs in the areas of finance, analytics, and general management.

- These labs play a vital role in enhancing student engagement and enriching the "learning by doing"- cornerstone of BITS Pilani WILPD programs.

Analytics Lab

The Analytics Lab hosts software packages such as Tableau, SPSS, Stata, @risk, StatTools, Eviews, Anaconda Navigator, R, Python, and Power BI among others

These packages help the students perform basic, advanced workplace related analytics exercises

Students can perform descriptive, predictive, and prescriptive analytics related to all the functional areas of finance, marketing, supply chain management, HR management

Adequate suite of packages to equip the students to work on different types of data- numeric or text, structured or unstructured

Finance Lab

The Finance Lab hosts state-of-the-art Bloomberg Terminals that capture real-time information

The Financial markets as well as the financial statements and valuable business information of the industry

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The databases such as "Prowess" are also made available to the students so that they can download the information

The Lab also hosts a simulation on working capital management that gives the students rich experience in managing the working capital and increases their absorption through experiential learning

Management Lab

The Management Lab is equipped with software, simulations, and digital resources that students can leverage in core areas of management

The simulations help improve the decision-making skills, business competence and integrating the application of learnings from various courses

With the Microsoft Project software, the students can plan, schedule, track, collaborate to successfully execute projects
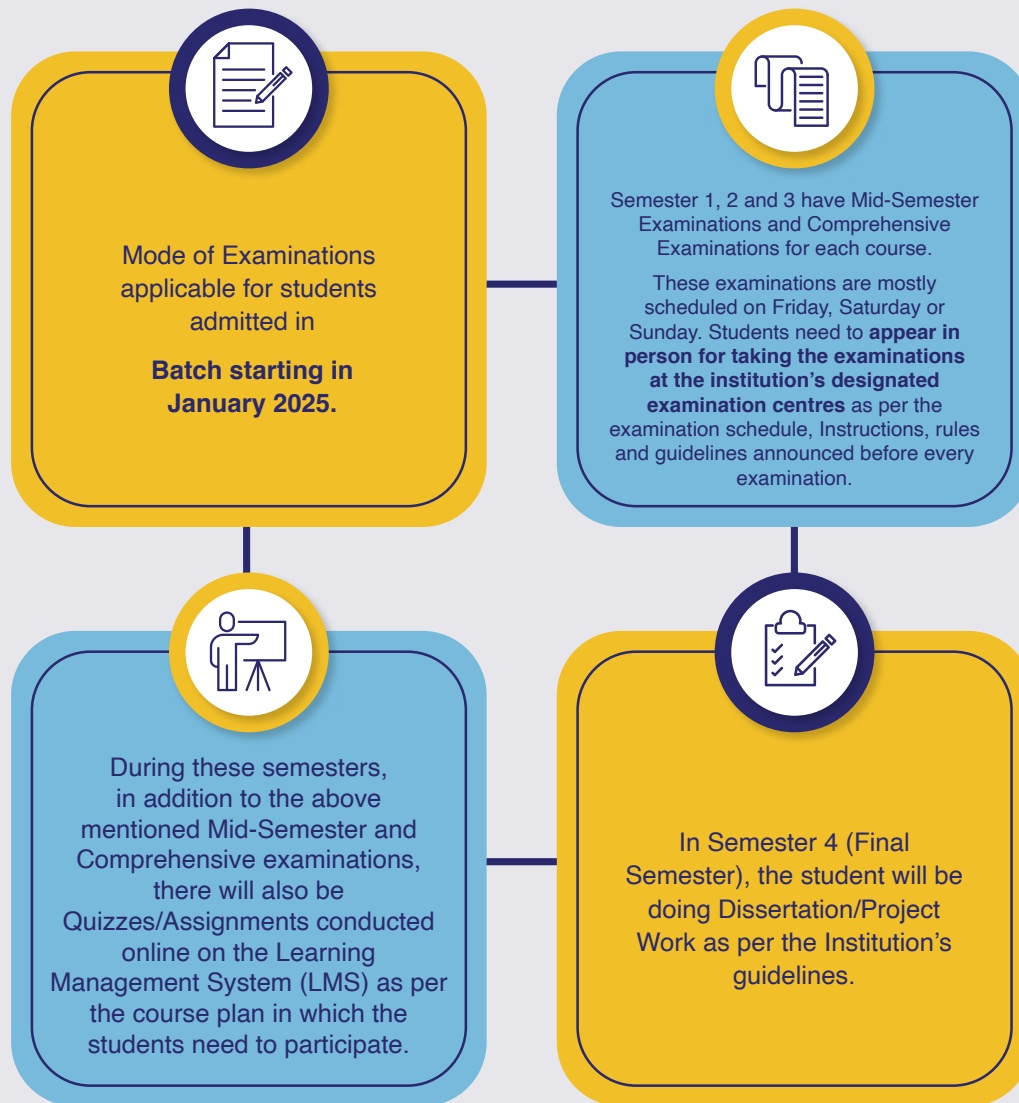
Students get access to the digital collection of professionally produced multimedia

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Mode of Examination

Mode of Examinations applicable for students admitted in

Batch starting in January 2025.

Semester 1, 2 and 3 have Mid-Semester Examinations and Comprehensive Examinations for each course.

These examinations are mostly scheduled on Friday, Saturday or Sunday. Students need to **appear in person for taking the examinations at the institution's designated examination centres** as per the examination schedule, Instructions, rules and guidelines announced before every examination.

During these semesters, in addition to the above mentioned Mid-Semester and Comprehensive examinations, there will also be Quizzes/Assignments conducted online on the Learning Management System (LMS) as per the course plan in which the students need to participate.

In Semester 4 (Final Semester), the student will be doing Dissertation/Project Work as per the Institution's guidelines.

Students can take their examination at any of our **34 designated** examination centres in India at the following locations:

- **South Zone:** Bangalore, Chennai, Hyderabad, Mysore, Vijayawada, Visakhapatnam, Kochi, Thiruvananthapuram, Hosur, Madurai, Kancheepuram and Coimbatore.
- **North Zone:** Delhi NCR, Faridabad, Jaipur, Chandigarh, Lucknow, Bhilwara, Udaipur and Pilani.
- **West Zone:** Mumbai, Thane, Pune, Ahilya Nagar, Goa, Ahmedabad, Vadodara, Surat, Indore and Nagpur.
- **East Zone:** Kolkata, Guwahati, Jamshedpur, and Bhubaneswar.

  In addition to these locations, the Institution also has a designated examination centre in **Dubai.**

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For International Students:

- In addition to the above locations, the institution also has a designated international examination centre, located in **Dubai.**

- To facilitate the learning of international students, applying from any other location except India and Dubai, the mode of examinations will be online, which can be availed by meeting the requirements of the institute.

a). Scanned copy of the visa for the country in which you are currently residing. The visa should be currently valid. No expired visas shall be considered,

b). Scanned copy of government-issued ID from the residing country

c). HR recommendation or endorsement letter from the employer, stating the location of your work.

- Indian students, who are temporarily based out of India, can also avail of online examinations **on request** by meeting the above-mentioned requirements of the institute.

How to Apply

Click here to **Apply now**

Create your login at the Application Center by entering your unique Email id and create a password of your choice.

Once logged in, follow four essential steps:

Step 1
Fill and submit your application form for your chosen program.

Step 2
Download a PDF copy of the application form.

Step 3
Pay the application fee of INR 1,500 using Net banking/Debit Card/Credit Card.

Step 4
Print the downloaded Application Form and note your Application Form Number.

In the printout of the downloaded Application Form, you will notice on page no. 3 a section called the Employer Consent Form. Complete the Employer Consent Form. This form needs to be signed and stamped by your organisation's HR or any other authorised signatory of the company.

Important: In view of work-from-home policies mandated by many organisations, a few candidates may not be able to get the physical forms signed by their HR/other authorised organisational representative. Such candidates may instead request an email approval to be sent to their official email ID by the HR using the format available **through this link.**

On page 4, complete the Mentor Consent Form, which needs to be signed by your Mentor.

Due to remote work policies, some candidates may struggle to get physical mentor signatures. They can request email approval using a **provided format**.

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Who is a mentor:

- Candidates applying to Work Integrated Learning Programmes must choose a Mentor, who will monitor the academic progress of the candidate, and act as an advisor & coach for successful completion of the programme.

- Candidates should ideally choose the immediate supervisor or another senior person from the same organisation. In case a suitable mentor is not available in the same organisation, a candidate could approach a senior person in another organisation who has the required qualifications. Wherever the proposed Mentor is not from the same employing organization as that of the candidate, a supporting document giving justification for the same should be provided by the candidate's employer.

- Candidates applying to B.Tech. programmes should choose a Mentor who is an employed professional with B.E./ B.S./ B.Tech./ M.Sc./ A.M.I.E./ Integrated First Degree of BITS or equivalent. Candidates applying to M.Tech., M.Sc., MBA, M.Phil programme should choose a Mentor who is an employed professional with:

- B.E./ M.Sc./ M.B.A./ M.C.A./ M.B.B.S. etc. and with a minimum of five years of relevant work experience.

  OR

- M.E./ M.S./ M.Tech./ M.Phil./ M.D./ Higher Degree of BITS or equivalent.

Page 5 of the downloaded Application Form includes a Checklist of Enclosures/Attachments.	Photocopies of these documents should be made, and applicants need to self-attest academic mark sheets and certificates.	In the final step (Step 4), upload your printed Application Form, Mentor Consent Form, Employer Consent Form, and mandatory documents one by one.
Accepted file formats for uploads include .DOC, .DOCX, .PDF, .ZIP, and .JPEG.	The Admissions Cell will review your application for completeness, accuracy, and eligibility.	Selected candidates will receive email notifications within two weeks of submitting their application with all required documents.
	You can also check your selection status by logging in to the Online Application Centre.	

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Students Speak

The programme from BITS Pilani WILP has been nothing short of remarkable for me. From the moment I entered the programme, I was impressed by the depth of knowledge and expertise that the faculty brought to the table. I found this programme quite aligned with my current job role and equipped me with the right administrative and management skills.

Avinash Balivada
Lead Administrator, WIPRO Technologies
Participant of MBA in Business Analytics

This programme was recommended by one of my friends as I was looking forward to gaining some expertise in digital business domain. I embarked on this journey of pursuing a programme from BITS WILP with high hopes. Little did I know that this programme would not only meet but far exceed my expectations. The programme is well-structured and has remarkable faculty.

Sneha Ramachander
Digital Marketer, Adobe
Participant of MBA in Business Analytics

As I work for numbers, I was looking for a programme that would help me expand my career. When I came across this programme from BITS Pilani WILP, I knew this is what I really needed to achieve my career goals. This programme has steered me towards acquiring expertise in the field which has greatly contributed to my current role within my organization and enabled me to master critical skills without taking any career break.

Sylvester Jayan P R
Digital Marketing Analyst, Zoho Corporations
Participant of MBA in Business Analytics

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UGC Approval

BITS Pilani is an Institution of Eminence under UGC (Institution of Eminence Deemed to be Universities) Regulations, 2017. The Work Integrated Learning Programmes (WILP) of BITS Pilani constitutes a unique set of educational offerings for working professionals. WILP are an extension of programmes offered at the BITSPilani Campuses and are comparable to our regular programmes both in terms of unit/credit requirements as well as academic rigour. In addition, it capitalises and further builds on practical experience of students through high degree of integration, which results not only in upgradation of knowledge, but also in up skilling, and productivity increase. The programme may lead to award of degree, diploma, and certificate in science, technology/engineering, management, and humanities and social sciences.

On the recommendation of the Empowered Expert Committee, UGC in its 548th Meeting held on 09.09.20 has approved the continued offering of BITS Pilani's Work Integrated Learning programmes.

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BITS Pilani
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**WORK INTEGRATED
LEARNING PROGRAMMES**

Let's start a conversation
to ignite the change you desire

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✉ admission@wilp.bits-pilani.ac.in