

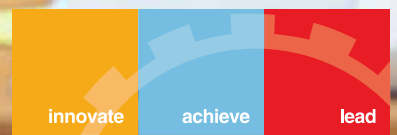


BITS Pilani

Pilani | Dubai | Goa | Hyderabad | Mumbai

**WORK INTEGRATED
LEARNING PROGRAMMES**

Post Graduate Diploma in Business Analytics for Working Professionals



innovate

achieve

lead

INDEX

Programme Introduction	01
Who Should Apply	02
Programme Highlights	03
Programme Objectives	04
WILP Presence and Impact	05
Student Learning Outcomes	06
Mode of Learning	07
Experiential Learning	09
Continuous Assessment	
Case Studies and Assignments	
Dissertation/Project Work	
Programme Curriculum	10
Eligibility Criteria	11
Fee Structure	12
Remote Lab	13
Mode of Examination	15
How to Apply	16
Students Speak	19

Program Introduction

- A report from the Bureau of Labor Statistics, the US has estimated the need for business analysts to increase 14% by 2024. Business Analytics is clearly among the fastest growing occupations.
- The Post Graduate Diploma 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?

Analysts who wish to hone their technical skills in:



The programme is designed for management and technology professionals. Professionals who wish to build specialised skills in decision sciences and empowers them to use analytics in making strategic business decisions or recommendations.



Programme Highlights



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



The programme also exposes the students to quality management in the context of digital products, digital processes, and data-driven decision making



This programme is of 2 semesters and can be pursued only by working professionals. You can pursue the programme without any career break



Optional preparatory courses in Mathematics (covering key concepts in arithmetic, algebra, calculus, matrices)



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



The programme uses a Continuous Evaluation System to assess the learners



Blend of classroom and experiential learning



Become a part of elite and global BITS Pilani Alumni community



State-of-the-art data analysis/ visualization tools such as R, Python, and Tableau; and to Excel-based modelling



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



Programme Objectives



Business Analytics enables organizations to effectively leverage data from multiple sources in a seamless manner



This programme is intended to impart the knowledge and skillsets essential for data-driven decision-making



The programme can benefit professionals working in a variety of manufacturing and services industries that leverage big data and data analytics deliver better solutions to clients and/ or improve the performance of internal functions such as marketing, finance, HR, supply chain, and operations



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



Provide requisite conceptual foundation, and contextual understanding of real-world workplace Performance



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




Student

Learning Outcomes


After attending this program, the students will be able to:




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 a diverse set of stakeholders, and effectively manage teams/ projects



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.





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.



Experiential Learning

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



Data analysis/ visualization tools such as    python, Excel Solver, and for Linear Optimization, Descriptive Statistics, Multivariate Analysis, Machine Learning & Mining Algorithms.



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



Programme Curriculum

First Semester

- Quantitative Methods
- Data Visualization and Communication
- Advanced Statistical Methods
- Foundations of Data Science

Second Semester

- Predictive Analytics
- Analytics for Competitive Advantage
- Elective 1
- Elective 2

Electives

- Financial Analytics
- Project Management
- 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. Students' choice will be taken as one of the factors while deciding on the Electives offered. However, Electives finally offered will be at the discretion of the Institute.



Eligibility Criteria

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 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 or equivalent 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 minimum two years of relevant work experience after the completion of the degree.



Fee Structure

The following fees schedule is applicable for candidates seeking new admission during the academic year 2025-26.



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 for July 2025 session

[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.



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





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



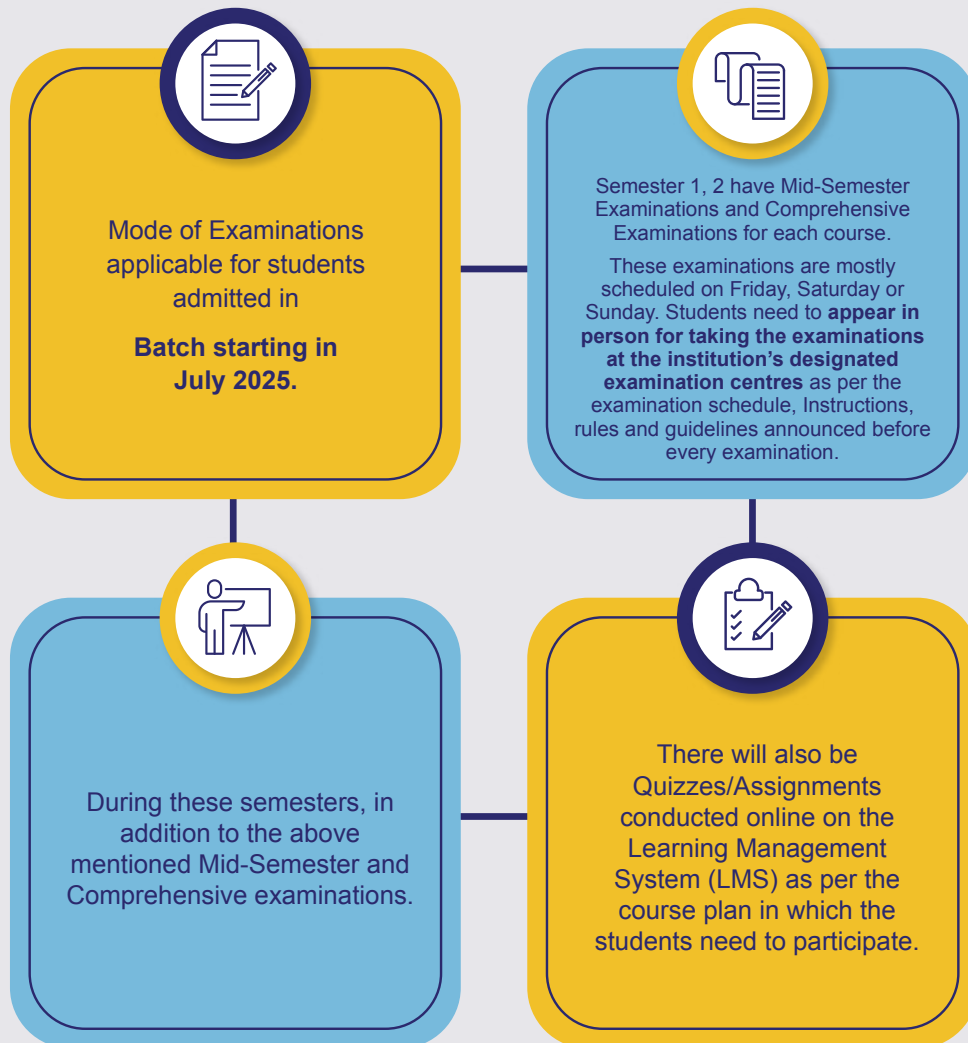
With the Microsoft Project software, the students can plan, schedule, track, collaborate to successfully execute projects



Students get access to the digital collection of professionally produced multimedia



Mode of Examination



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, Madurai, Coimbatore.
- **North Zone:** Delhi NCR, Gurugram, Noida, Faridabad, Jaipur, Chandigarh, Lucknow, Udaipur, Pilani.
- **West Zone:** Mumbai, Pune, Ahilya Nagar, Goa, Ahmedabad, Vadodara, Surat, Indore, Nagpur, Bhopal, Raipur.
- **East Zone:** Kolkata, Guwahati, Jamshedpur, Bhubaneswar.

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



How to Apply



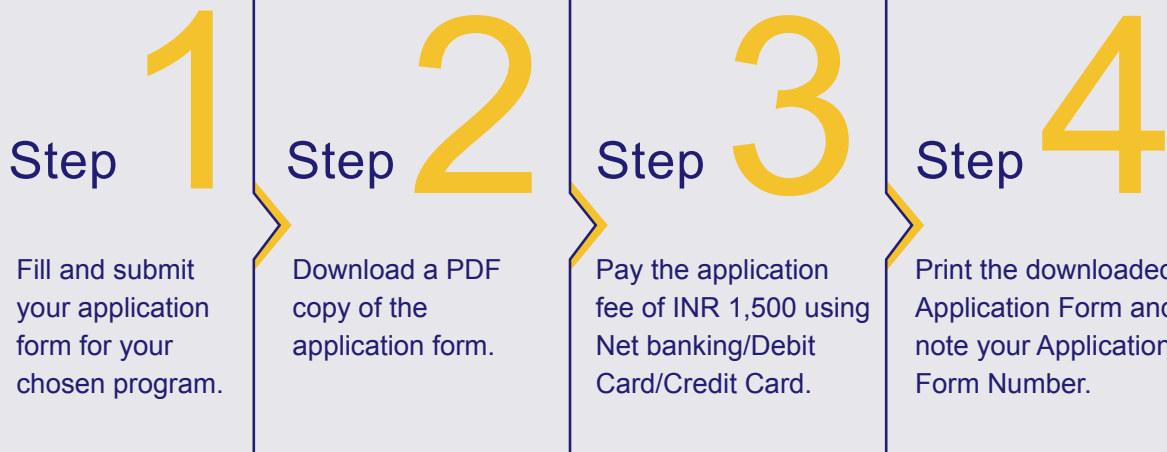
[Click here to Apply now](#)



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:



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](#).



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.



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.



Students **Speak**



The practical insights gained here have already made a significant impact on my professional journey. The weekend online lectures and recorded lectures helped me pursue my higher goals without taking any career break. If you're seeking to harness the power of data in business decision-making, this programme from BITS Pilani WILP is a fantastic choice.

Shruti Kothadia

Senior QA Engineer, eQ Technologic
Participant of PG Diploma in Business Analytics



I was looking for a program where I could learn multiple things relevant to my work profile. I then heard of BITS Pilani WILP. My overall journey with WILP has been amazing. I've learned a lot and now I am more confident at my workplace. This programme also offered me much-needed flexibility and I could pursue it without taking a career break and compromising on my other work-life commitments.

Paroma

Business Analyst
Participant of PG Diploma in Business Analytics



My journey with WILP has been a revelation. It harnesses cutting-edge learning tools and technology, giving students a competitive edge. Beyond enhancing my career progression, it empowers me to grasp new concepts and apply them in real-world scenarios.

Sanjay Sonar

New Product Manufacturing Engineer
Participant of PG Diploma in Business Analytics



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 BITS Pilani 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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**WORK INTEGRATED
LEARNING PROGRAMMES**

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



<https://bits-pilani-wilp.ac.in>



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