



**BITS Pilani**

Pilani | Dubai | Goa | Hyderabad | Mumbai

**WORK INTEGRATED  
LEARNING PROGRAMMES**

**46**  
*Years*  
of Delivering  
Excellence

# MBA

## Digital Transformation

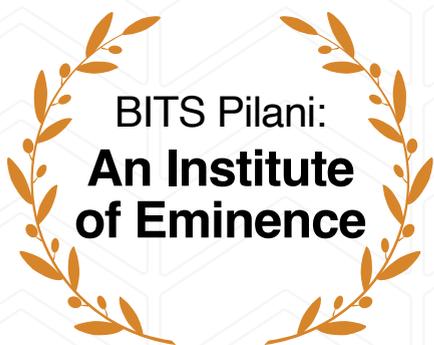
for working professionals

**Learn. Work. Grow.**

Programme Brochure

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# BITS Pilani:

Since 1964, BITS Pilani has been a pioneer in higher education, recognised as an Institute of Eminence by the UGC and Ministry of Education. Known for academic excellence, it has grown into a globally respected institution and was the first Indian university to establish an international campus in Dubai.

## Welcome to BITS Pilani's Work Integrated Learning Programmes (WILP)

At BITS Pilani WILP, we blend education with professional growth through tailored programmes aligned with both business and learner goals. Professionals gain new skills, adopt best practices, and make a meaningful impact, while organisations benefit from increased productivity, retention, and a motivated workforce. Our UGC-approved programmes offer real-world, practical knowledge, ensuring lasting success.



**46**

Years of legacy

**1,36,904**

Working Professionals  
Graduated

**353**

CEOs and  
Founders

**4,997**

Global Heads,  
Presidents & Directors

**367**

Organisations Trust Us  
As Learning Partner

**50,117**

Working Professionals  
Currently Enrolled



**APPLY NOW**

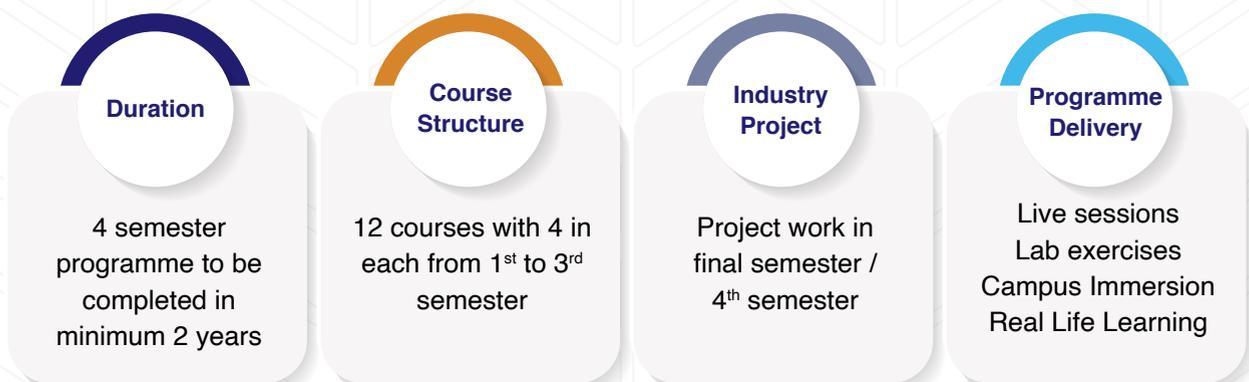
MBA in Digital Transformation

# Programme Introduction

With a comprehensive curriculum, experiential learning, and flexible education methods, the MBA in Digital Transformation is a four-semester Work Integrated Learning Programme designed for working professionals who are driving or aspiring to build careers in digital transformation, e-commerce, and related domains.

The programme equips participants with a deep understanding of digital business practices, strategies, and technologies that are reshaping industries today. It enables professionals to lead digital initiatives, optimise business processes, and drive innovation by integrating technology with organisational goals, empowering them to succeed in an era where digital expertise defines business leadership.

## Programme Structure



## 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, Humanities, and Business Management, with at least 60% aggregate marks and with minimum of two years work experience in relevant business domains.  
OR
- Employed professional holding recognized professional qualifications such as CS/CWA/CMA/CPA, with at least 60% aggregate marks and with minimum of one year work experience in relevant business domains.

## 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.



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# Programme Objectives



Developing understanding of digital transformation practices, processes, design, strategies.



Customer centricity and customer experience management in digital world.



Data-driven decision making for digital transformation.



Emerging tech for operational enhancements.



Designed for entrepreneurs, Digital startup employees and aspirants.

# Career Outcomes

The programme will build you for aspirational career as

Digital Transformation Manager

Digital Strategy Consultant

Technology Transformation Lead

Business Transformation Analyst

Innovation Manager / Innovation Strategist

Digital Program Manager

Enterprise Digitalization Lead

Chief Digital Officer (CDO)

IT Project Manager / Program Manager

Digital Solutions Architect

Product Manager (Digital Products & Platforms)

Automation Consultant / RPA Specialist

ERP / CRM Transformation Consultant



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# Key Benefits of BITS Pilani WILP



## Unlock Cutting-Edge Technologies & Industry Practices

Stay ahead of the curve with future-ready tools, methods, and frameworks used by leading professionals worldwide.



## Master Hands-On Learning Skills

Apply real world concepts in virtual & remote labs, case studies and simulations that build practical mastery.



## Be a Top-Notch Professional in Your Field

Sharpen your expertise, build leadership skills, and accelerate your career growth with industry-relevant learning.



## Learn from Best Minds & Industry Experts

Gain insights and mentorship from top faculty and experienced professionals who shape the future of industries.



## Grow Without a Career Break

Continue your learning alongside your job, upgrading your skills without taking a career break.



## Become Alumni of a Top Institution

Earn credentials from a globally recognised institution and join a powerful, lifelong alumni network



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# Student Learning Journey

Our programmes are designed to help you grow, excel, and advance in your career. By combining industry-relevant skills with academic excellence, we ensure that your learning journey leads to real, measurable progress. Whether you're looking to boost productivity, stay motivated, or take the next step in your professional path, our courses empower you to achieve more. Invest in yourself today and build a future where you're not just keeping up but leading the way.



**Programme Orientation**



**Live Sessions from BITS Experts**



**Lab Sessions for Practical Learning**



**Assessment & Mentoring**



**Campus Immersion Programme**



**Workplace Project or Dissertation**



**Convocation & Degree Award**



**Become a BITS Alumni**



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05

# Live Interactive and Engaging Learning Methodology



## Live Learning

Live sessions for each course

32 hours of live instruction of each course on weekends in an interactive mode.

Faculty-guided | hands-on learning

Solve real life case studies, assignments & more and receive feedback on the same from the faculty members.

## Experiential Learning

Experiential Learning Centres

Learning centres at major cities will go live in 2025 that will have physical labs and faculty members at one place for learners to conduct experiments & practical.

Campus Immersion Programme

Opportunity to visit the BITS campus to learn, experience labs, network with peers and get mentored by BITS leadership.



## Project Based Learning

Final Semester Project

Learners pick project from their workplace or industry dissertation to apply their learning and suggest improvements.

Develop Problem Solving Skills

Identify, analyse, and effectively find solutions utilising critical thinking & analytical reasoning.

## Self-Learning

Flexible learning with access to digital resources

Learners can access e-learning content, recorded sessions, and assignments on our LMS anytime, anywhere.

Library access to books & journals.

Learners get subscription to the world's largest collection of eBooks and other reading resources through OpenAthens.



## Flexible Learning

You can take a break to attend personal or professional commitment. Come back & join from where left (Please take advise from your programme co-ordinator on details).



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# Labs & Practical Session

Our programmes are designed for real-world impact. With hands-on simulations and remote labs, you don't just learn you apply. Gain practical experience, sharpen problem-solving skills, and master industry-relevant techniques in a dynamic, immersive environment.



## Virtual Labs

Software (for design, analysis, modelling, and simulation) hosted on the cloud and accessible online from anywhere.



## Remote Labs

Physical lab equipment operated & controlled by students from remote locations.



## Simulation, AR / VR & Web Based

Manipulate parameters to understand their impact in a real-world system.

## Lab Infrastructure

Access digital transformation platforms, e-business simulation tools, and digital marketing analytics.

Customer experience platforms, digital strategy tools, online business management systems, and digital business simulation environments.

## Hands-on Experience

Design digital business strategies, prepare digital transformation roadmaps, implement digital transformation initiatives, analyze digital customer journeys, and optimize online business operations. Engage in digital transformation simulations and e-business case studies. Work with digital business tools and analytics platforms.



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# Campus Immersion Programmes



Learners have the opportunity to visit BITS Pilani campuses for specially curated immersion modules. These sessions offer face-to-face interactions with faculty, hands-on lab experiences, peer networking, and a glimpse into the vibrant campus life.

## Earn a Prestigious Degree and Alumni Status of BITS Pilani



Upon successful completion of the programme, learners are awarded a formal degree during the convocation ceremony, just like on-campus students. This degree comes with the prestigious BITS Pilani alumni status, unlocking lifelong recognition and connection to a global network.



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# About BITS Alumni Association



Graduates can join BITSAA (BITS Alumni Association), a thriving global community of BITSians. Membership offers access to alumni events, mentorship opportunities, and a range of career and networking benefits. The registration process is simple and can be completed online post-graduation.



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# Programme Curriculum

## First Semester

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

## Second Semester

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

## Third Semester

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

## Fourth Semester

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

## Pool of Domain Electives Course Title

- Advanced Digital Marketing
- Analytics for Digital Transformation
- 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



### **Pool of General Management Electives Course Title**

- 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

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### **Project Course Title**

- Projects

*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.*



# Courses Wise Syllabus

## Management Core Courses

### Managerial Economics

The firm and its environment, Introduction to basic principles & methodology; Revenue of the firm, Demand analysis & estimation, Production, Cost and profit maximization, Production analysis, Cost of production, Profit analysis of the firm; Markets and behaviour of the firm (Perfect competition, Monopoly, Monopolistic competition, oligopoly), Factor markets & profit maximizing employment of variable inputs, Games, information and strategy, pricing and profit analysis; Sectoral Economics, Introduction to Macro Economics - Definition of GDP, GNP at market prices and factor costs, money supply and banking.

### Business Statistics

Introduction to Business Statistics, Descriptive and Inferential Statistics, Data vs Information, Describing the data through graphs, different data scales, measures of central tendency, measure of skewness, kurtosis, quartiles, percentiles, etc., Measures of dispersion, Concept of Probability, Conditional Probability, Bayes Theorem, Probability distributions - discrete (uniform discrete, binomial, poisson) and continuous (uniform continuous, normal, exponential), Finding mean and variance of probability distributions, Sampling estimation, Central Limit Theorem, Estimation of population mean and population proportion, Hypothesis testing related to equality of population means and population proportion against a reference, Comparing the means of two dependent and related populations, Comparing the variance of two populations, Comparing the proportion for more than 2 populations, comparing the population mean for more than 2 populations, checking for association between two categorical variables, Non-parametric tests (such as Sign Test, Wilcoxon Rank-Sum Test or Mann Whitney U Test, Kruskal-Wallis Test, Spearman Rank Correlation), Correlation Coefficient, Covariance, Regression, Validating the assumptions of regression (checking for heteroscedasticity, autocorrelation, normality of residuals, etc.), Tests of normality (Anderson Darling, Shapiro Wilk, Kolmogorov-Smirnov), Linear Programming and its applications in business, Performing descriptive statistics, inferential statistics and simple linear regression using Python.



## Managerial Accounting

Basic concepts, double entry accounting, journal, ledger, trial balance, profit & loss account, balance sheet, cash flow statement, financial statement analysis, ratio analysis, cost-volume profit analysis, inventory valuation, cost accounting and budgetary control systems, financial analysis and forecasting.

## Marketing Management

Definition and scope, consumer behavior, competitive behavior, demand estimation, new product introduction, product/brand management, pricing policies, channels of distribution, credit management, advertising and other sales promotion, positioning, marketing regulation, market research basics of industrial marketing.

## Corporate Finance

Concepts and techniques of financial management decisions; concepts in valuation - time value of money; valuation of a firm's stock, capital asset pricing model; investment in assets and required returns; risk analysis; financing and dividend policies, capital structure decision; working capital management, management of cash, management of accounts receivable; inventory management, short and intermediate term financing, long term financial tools of financial analysis, financial ratio analysis, funds analysis and financial forecasting, operating and financial leverages.

## Managing People and Organizations

Fundamental concepts and principles of management as applied to a variety of organizations; elementary study of managerial roles, styles, activities and decision making; relationship with organizational effectiveness; basic concepts relating to planning activities, manpower development; basic concepts relating to organizational behaviour.

## Operations Management

Productivity - Operations for Goods and Services, History of Operations Management, Competitive Advantage through Operations. Operations Strategy - Global Operations Strategy. Product Life Cycles, Product development, Quality Function Deployment (QFD), Value Engineering, Defining a Product, Documents for Production, Service Design. Process strategies - Selection of equipment, Process Analysis and Design, Production technology, Capacity,



Bottleneck analysis and Theory of Constraints. Facility location - Methods of evaluating location alternatives, Service location strategy, Geographic Information Systems. Facility Layouts - Types of layouts, Labor planning, Job design, Ergonomics, Methods analysis, Labor standards. Inventory - ABC Analysis, EOQ Model. The planning process - Sales and Operations Planning (S&OP) and Aggregate planning strategies, Dependent inventory model requirements, MRP Structure, Lot-sizing techniques, Extensions of MRP. Scheduling- Scheduling process-oriented facilities, Job loading, Sequencing jobs, Finite capacity scheduling, Scheduling services. Quality - Definitions, Cost of Quality, QC Tools, TQM, Service Quality. Lean operations - Just-in-time, Toyota Production System. Project Management - PERT/CPM.

## Strategic Management and Business Policy

Strategic management concepts and process; environmental scanning using the EFAS/IFAS Tables, SWOT analysis, STEEP, PESTLE, TOWS Matrix; industry analysis with Porter's Five Forces Model and Strategic Group Mapping; internal audit through Value Chain Analysis, Resource-Based View (RBV), and VRIO framework; core competency; assessment of strategic factors and corporate capabilities; formulation of corporate, business, and functional-level strategies using the BCG Matrix, 7S McKinsey Matrix, and Directional Policy Matrix; startup strategy and competitive tactics; International strategy formulation, strategic leadership and governance; strategy implementation via structure, culture, and HR alignment; strategic evaluation and control. New/Modified Course Descriptions - Digital Transformation Domain Core.

## Digital Transformation Domain Core Courses

### Digital Marketing

Intro to Digital Marketing, Website Planning and Development (HTML, CSS, Wordpress, UX and UI Design, landing pages and conversion optimization), Search Engine Optimization, Search engine marketing (google ads), social media marketing (creating social media strategies, paid advertising on social media, influencer and community marketing, google ads), content marketing and blogging (blogging for SEO and engagement, content planning and content calendar, video marketing and YouTube SEO), Affiliate marketing, email marketing, online monetization, Understanding digital customer experience, digital customer journey, reaching out to customer, marketing automation, marketing through emails and INTERNET, customer experience engineering, 3C Framework, Content Marketing, Marketing Spends Optimization,



Pay-per-click, Their advantages and disadvantages, Link building campaigns, Online Reputation Management, Sponsored content, Push notification, In-game advertising, Sharing economies in digital marketing.

## Digital Strategy and Transformation Roadmap

Digital transformation of conventional enterprises, mastering disruption, Digital Transformation, Culture for Digital Transformation, Business Process Re-engineering, Frameworks to invent/reinvent business models for a digital world, Big Data and How to Build Data as a Strategic Asset, Translating the lean start-up to enterprise scale innovation, Applications of these frameworks through case studies, Creation of Digital Transformation Roadmap: Assessment of current state, Strategy and Technology considerations, Execution and Implementation, Stakeholder Management and Communication, Change Management.

## Digital Transformation Domain Core Electives

### Digital Banking and Payment Systems

Transformation of banking models -New Operating Models for Banking, Embedded Banking, Designing Digital Banks Without Branches, From Products and Channels to Experiences; Digital Engagement and Customer Experience- Reframing Identity Through Technology, Banking Chatbots, Building Relationships Through Digital Banking; Enabling Technologies and Infrastructure- Open banking APIs, cloud computing, artificial intelligence (AI); Foundations of Payment Systems - Payment systems, paper-based traditional systems of payment, electronic payments (e-payments), card-based e-payment, non-card e-payment, internet banking, mobile banking. Governance, Risk, and Compliance - Regulation vs. Innovation, Cyber Attacks and Cyber Security, Data Protection Strategies and Technologies.

### Digital Technologies for Business

Introduction to core business technologies: Cloud Computing, SaaS applications, CRM systems, Cyber-security, BI technologies, Digital Marketing Technologies, Communication tools (such as Slack, Zoom, Team, etc.), mobile app development platforms (such as flutter, React Native, etc.), software for managing projects and finance. Intro to emerging technologies such as AI, ML, IoT, Blockchain, Big Data Technologies, AR, VR, Digital twins, etc. Potential of each of these technologies to disrupt the business models.



## Advanced Digital Marketing

Web Analytics and data-driven marketing ( Google Analytics & Google Tag Manager, Tracking Website Traffic & User Behavior, KPI Metrics & Conversion Rate Optimization, Data Visualization & Reporting), ecommerce and drop shipping (ecommerce business models, setting up an online store, product listing optimization, payment gateway management), Mobile marketing (SMS marketing, mobile advertising), online reputation management (handling reviews, managing brand image online, etc.), building a digital marketing plan with budgeting and ROI computation, Case studies, Hands-on project.

## Analytics for Digital Transformation

Types of analytics used in digital transformation, Various supervised and unsupervised machine learning techniques used in digital transformation, Use of analytics in digital transformation for understanding customer behavior, improving marketing campaigns, enhancing SEO and content strategy, personalization of products and service offerings, predicting trends and demand forecasting, boosting conversion rates, sentiment analysis on social media, fraud detection and security, customer retention and loyalty programs, creating dashboards to make it easier for insights generation.

## Digital Product Management

Introduction to Digital Product Management, Difference between digital products and traditional products, Digital Product Strategy & Roadmap, defining product vision and mission, understanding market trends and competitor profiling, Customer Research & User-Centered Design, Agile & Lean Product Development (scrum framework, sprint planning, MVP development), Data-Driven Decision Making, Product Pricing & Monetization Strategies, Go-To-Market Strategy & Product Launch, Technology & Product Development Lifecycle, Digital Marketing & User Acquisition, Product Lifecycle Management & Scaling, Stakeholder Management & Communication, Emerging Trends & Future of Digital Products.

## Information Security and Risk Management

Introduction to Information Security, Importance of Information Security in Business, CIA Triad (Confidentiality, Integrity, Availability), Types of Cyber Threats , Case Studies of Major Cybersecurity Incidents, Risk Management & Security Governance, Enterprise Risk Management (ERM) and Information Security, Business Impact Analysis (BIA) & Risk Assessments, Security



Policies & Frameworks, Governance, Risk, and Compliance (GRC) in Organizations, Cybersecurity Laws & Compliance, Global & Industry-Specific Regulations, IT Infrastructure & Network Security, Firewalls, VPNs, & Intrusion Detection Systems (IDS/IPS), Cloud Security & Challenges (AWS, Azure, Google Cloud), Secure Remote Work & BYOD Policies, Zero Trust Architecture, Data Security & Privacy, Data Encryption, Data Masking & Anonymization, Secure Data Storage & Backup Strategies, Identity & Access Management (IAM), Incident Response & Cyber Resilience, Disaster Recovery & Business Continuity Planning (BCP), Emerging Trends & Technologies in Cybersecurity, AI & Machine Learning in Security, Blockchain for Secure Transactions, Quantum Computing & Cryptography.

## Cloud Technology and Management

Cloud Computing Fundamentals, Types of Cloud (Public, Private, Hybrid, Multi-Cloud), Cloud Service Models (IaaS, PaaS, SaaS), Major Cloud Providers (AWS, Azure, Google Cloud), Cloud Strategy & Governance, Cloud Adoption Strategy & Business Alignment, Cloud Cost Optimization & Budgeting, Compliance & Regulatory Considerations (GDPR, HIPAA, SOC 2), Cloud Service-Level Agreements (SLA), Cloud Infrastructure Management, Cloud Security & Risk Management, Cloud DevOps & Automation, Cloud Migration & Integration, Cloud Migration Strategies (Rehost, Refactor, Rebuild), Legacy System Integration with Cloud, Hybrid & Multi-Cloud Management, API Management & Cloud-Native Development, AI & Machine Learning on Cloud Platforms, Big Data Processing (Hadoop, Spark, Google BigQuery), Edge Computing & IoT Integration with Cloud, Future Trends in Cloud Technology, Cloud Sustainability & Green Cloud Computing, Quantum Computing & Cloud Innovations.

## General Management Electives

### Leadership and Managing Change

Foundations of leadership and leadership styles, Emotional intelligence and self-awareness, Leading high-performing teams, Building trust and influencing without authority, Change management models (Kotter's 8-step, Lewin's model), Leading through uncertainty and crisis, Organizational culture and leadership alignment, Resistance to change and overcoming barriers, Communication strategies during change, Stakeholder engagement and change readiness, Adaptive leadership and agility, Leading transformation in digital and global contexts, Role of leadership in innovation and growth, Developing leadership presence and authenticity, Case studies on leadership and organizational change.



## Project Management

Project Life Cycle, Drivers of Project Management. Project Selection - Portfolio Management System, Selection Criteria, Managing the Portfolio System. Organization: Project Management Structures and Organization Culture. Investment Criteria - NPV, IRR and Payback period, Project Cash Flows. Defining the Project - Project scope, Work Breakdown Structure, Process Breakdown Structure, Responsibility Matrices. Estimating Project Times and Cost- Top-down and Bottom-Up estimates. Developing a Project Plan - CPM/PERT, Scheduling Resources and Costs, Resource Levelling, Reducing Project Duration and costs. Progress and Performance Measurement and Evaluation - Earned Value Analysis, Forecasting Final Project Cost. Leadership and Managing Project Teams- Managing vs. Leading a Project, Managing Project Stakeholders, Social Network Building, Five Stage Team Building Model. Outsourcing - Best Practices, Art of Negotiating. Managing Risk - Risk Management Process, Contingency Planning, Handling Risks, Change Control Management. Project Closure - Wrap-up closure activities, post implementation evaluation. International Projects - Cross-Cultural Considerations, Selection and Training for International Projects. Agile Project Management - Traditional v. Agile PM, Agile PM in Action: Scrum.

## Decision Analysis

Introduction to quantitative techniques and statistics, Decision making, intelligence design and choice phases, basic theory of decision making under uncertainty; decision trees, qualification of judgments and preferences, Bayes theorem, the structuring of complex decisions, and multi-attribute utility theory. Statistical estimation and forecasting.

## Data Visualization and Communication

Need for visualization, Presentation and visualization of data for effective communication, the importance of context and audience, choosing an effective visual, Visual Perception theories, Displaying relative performances, Visualizing survey results, Visualizations for Ranking and Branching, Visualizations for parts of a whole, Visualizing regression and clustering, Visualizing Qualitative Data, Visualizing Trends, Tree-based visualizations, Visualizing Geo Data, Techniques for visualization of high dimensional data & discovered patterns, Create interactive Dashboards and Stories.



## International Business and Trade

Introduction to international business and globalization, Key differences between domestic and international operations, Classical and modern trade theories (e.g., Comparative Advantage, Porter's Diamond), Foreign Direct Investment (FDI) and Multinational Enterprises (MNEs), Global business environment and PESTLE analysis, Cultural dimensions and ethics in cross-border business, International market entry strategies (exporting, licensing, franchising, joint ventures, wholly owned subsidiaries), Role of global trade organizations (WTO, IMF, World Bank) and regional agreements, Free trade vs protectionism, Basics of international financial management, exchange rate risk, and global capital flows, Global supply chain and international sourcing, International marketing and HRM strategies, Cross-cultural negotiations and communication, Impact of technology, digital transformation, and geopolitical risks on international business.

## Entrepreneurship and New Ventures

Innovation, Entrepreneurship and Intrapreneurship; Creativity & Lateral Thinking; Design Thinking; Effectual Thinking; Market Validation; Development and Evaluation of Business Idea; Introduction to Business Model Generation; Developing Lean Business Model for the Business Idea; Developing Prototype and Evaluating assumptions in Business Model using prototype cheaply; Presentation of Business Model; Raising Finance; NDAs and Term Sheets; Exit Strategies; Scaling up the venture; Developing Business Plan; Business Fair.

## Entrepreneurial Finance

Principles of entrepreneurship, Changing landscape in raising capital, characteristics of the venture capital and private equity markets, specialized services provided by VC's and PE funds, stages in VC investing, deal flow, deal sourcing, evaluation, risk return trade off of VC / PE investments, valuation of VC / PE transactions, structuring and execution of deals, exit options, distributions, Early stage funding, Integrated Financing tech Solutions - Case Studies, Legal, Regulatory, Capital and Investment for new businesses, Enterprise Innovation.

## Advanced Marketing Management

Market Research, Consumer Behavior, Market Planning and Management, Marketing Strategy, Development of new market offerings, Personal Selling and Direct Marketing, Business to Business Marketing, Digital Marketing, Marketing Analytics, Service Marketing, Socially Responsible Marketing.



## Strategic Human Resource Management

Context of Strategic Human Resource Management - An Investment Perspective of Human Resources Management, Social Responsibility and Human Resource Management, Strategic Management, The Evolving/Strategic Role of Human Resource Management, Strategic Workforce Planning, Design and Redesign of Work Systems, Employment Law. Implementation of Strategic Human Resource Management - Staffing, Talent Management, Performance Management and Feedback, Compensation, Labor Relations, Employee Separation and Retention Management, Global Human Resource Management.

## Business Environment, Laws, and Ethics

Overview of Business Environment, Global Business Environment, Fundamentals of Business Law, Contract Law, Business Organizations and Corporate Law, IBC, Sale of Goods Act, Intellectual Property Rights, Competition and Consumer Protection Act, Cyber laws, Alternate Dispute Resolution Mechanisms, Ethics in business decision making, Role of Law in Ethics.

## Business Research Methods

Introduction to Business Research, Ethics in Business Research, Types of Research: Exploratory, Descriptive, and Causal; Research Design, Qualitative vs. Quantitative Research, Cross-sectional vs. Longitudinal Studies, Experimental and Non-experimental Research, Case Study and Action Research, Literature Review, Importance of Literature Review in Research, Sources of Literature (Journals, Books, Databases), Identifying Research Gaps, Research Problem Formulation & Hypothesis Development, Sampling Techniques and errors, Data Collection Methods, Types of Scales, Reliability and Validity in Research, Validity of Measurement Tools, Designing Questionnaires, Role of AI and ML in Business Research.

## Enterprise Risk Management

Introduction to Enterprise Risk Management (ERM); Need for ERM; ERM Value Proposition; ERM Governance; ERM Standards - The COSO Framework and ISO/IEC 31000:2018; Key Risk categories and Risk dimensions; Fraud risks; Cyber Risks; Compliance Risks; Developing the ERM Framework for the organization: Key Risk Indicators (KRIs); Approach for implementation of ERM Framework; Role of Directors, Board, and Chief Executives in ERM; Case Studies.



## Indian Ethos in Management

Indian Ethos, Management Lessons from Scriptures, Work Ethos, Values, Stress Management, Indian Systems of Learning. Modern Approach towards Indian Ethos, Managerial Performance-Indian Context, Era in Knowledge Economy, Learning and Education System in India, Human Values and Its Implications, Work Ethics and Motivation, Value-oriented Holistic Management, Indian Styles of Leadership, Top Leaders as Role Models, Value-based Leadership-Consciousness, Social Harmony and Social Morality, Inspiration on Innovation and Technology Management from Ancient Indian Wisdom, Case Studies.

## Management Control Systems

The nature and types of management control systems, organizational behaviour and strategies, goal congruence, responsibility centres - revenue, expense and profit centres, transfer pricing, planning and budgeting for management control systems, analyzing financial performance - variance analysis, ROI vs RI vs EVA, holistic performance measurement: importance of non-financial measures.

## AI for Competitive Advantage

Artificial Intelligence (AI) for Competitive Advantage is a course designed to provide learners with insights into established and emerging developments in AI, focusing on big data, machine learning, Generative AI, and the operational changes AI brings to various industries. Key topics covered include: AI for Competitive Advantage Introduction, Big Data Overview, Big Data Analytics, Data Management Infrastructure, Extracting Intelligence from Big Data, Introduction to Artificial Intelligence, A Detailed View of Machine Learning, Specific Machine Learning Methods: A Deep Dive, Business Applications of Machine Learning and Personalization, Personalization: Impacts on Markets, Personalization: Addressing the Challenges, AI/ML Applications, Challenges to Adoption.

## Technology Management in Business

Overview of managing innovation and emerging technologies in business, Creating competitive advantage through digital tools and information systems, Trends disrupting and reshaping industries, Strategic planning for R&D and innovation lifecycles, Forecasting, evaluation, and adoption of new technologies, Integration and absorption of digital solutions into business operations, Managing technology transfer, intellectual property, and regulatory compliance, Sustainability and resilience in tech-enabled environments, and addressing strategic and operational challenges in innovation-led transformation.



# Assessment Methodology



## Continuous Assessment

Quizzes, assignments, mid-semester and comprehensive exam



## Case studies & Assignments

Real-world cases used as in-class problem-solving exercises



## Dissertation/ Project Work

- Apply learnings to a complex, real-world project
- Demonstrate understanding of learnt concepts

## Mode of Examination

- Applicable for students admitted from January 2026 batch onward.
- Semesters 1–3 include mid-semester and comprehensive exams for each course.
- In-person exams mostly held on Friday, Saturday or Sunday at designated centers.
- Quizzes/assignments conducted online via Learning Management System (LMS).
- Semester 4 includes Dissertation/Project Work as per guidelines.



# Exam Centre for Indian Students

Students can take exams at any of our **36 designated centres**, including:



Bangalore, Chennai, Hyderabad, Vijayawada, Visakhapatnam, Kochi, Thiruvananthapuram, Coimbatore, Madurai and Mysore.



Delhi NCR - Delhi, Delhi NCR - Faridabad, Delhi NCR - Greater Noida, Delhi NCR - Gurugram, Jaipur, Chandigarh, Lucknow, Pilani and Udaipur.



Ahilya Nagar (Ahmednagar), Ahmedabad, Goa, Indore, Bhopal, Mumbai, Mumbai - Navi, Mumbai - Thane, Nagpur, Pune, Raipur, Surat and Vadodara.



Kolkata, Guwahati, Bhubaneswar and Jamshedpur.

# Exam Centre for International Students

- A designated international exam centre is available in Dubai.
- Students outside India and Dubai can opt for online exams by submitting:
  - a) Scanned copy of valid visa for the country in which you are currently residing.
  - 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 temporarily based out of India can also avail online exams on request with the above-mentioned documents.



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# 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
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# How to Apply

Login to our Application Centre to apply for the programme. [Click Here.](#)

1



**Fill the Application Form**

2



**Review & Pay the Application Fee**

Verify your details and pay the application fee

3



**Submit Mentor & Employer Info**

4



**Upload relevant documents**

5



**Selection & admission offer**

Admissions cell will review your application to be offered the admission over email or application portal within 2-3 weeks.



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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



This programme was recommended by one of my friends as I was looking forward to gaining some expertise in digital transformation 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



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



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BITS Pilani WILP Head Office  
BITS Pilani Hyderabad Campus, Jawahar Nagar,  
Medchal District, Telangana, India – 500 078

Regional Offices  
Gurgaon, Mumbai, Pune, Hyderabad, Chennai and Bangalore



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