BITS Pilani
Pilani | Dubai | Goa | Hyderabad | Mumbai

WORK INTEGRATED
LEARNING PROGRAMMES

46 Years of Delivering Excellence

MBA
in Strategy and Consulting

for working professionals

Learn. Work. Grow.



Programme Brochure

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BITS Pilani:
An Institute of Eminence

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

Programme Introduction

With a comprehensive curriculum, experiential learning, and flexible education methods, the MBA in Strategy and Consulting is designed for working professionals aspiring for rapid career progression in the consulting domain.

This prestigious Master's-level qualification equips learners with the knowledge, skills, and specialist expertise required to diagnose organisational challenges, propose effective solutions, and support successful implementation. The programme empowers professionals to build strong consulting capabilities and excel in strategy-driven leadership roles.

Programme Structure

Duration

4 semester programme to be completed in minimum 2 years

Course Structure

12 courses with 4 in each from 1st to 3rd semester

Industry Project

Project work in final semester / 4th semester

Programme Delivery

Live sessions
Lab exercises
Campus Immersion
Real Life Learning

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 CA/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

Highly driven and ambitious consulting professionals working across all levels such as Associate Consultants, Consultants, Senior Consultants and Principals.

Professionals/Aspirants in other industry verticals or functions seeking consulting projects.

Programme Objectives

Studies have shown that senior positions in the Consulting industry require

- Holistic understanding and capabilities that span multiple domains
- Critical thinking & problem-solving situations and Cross-functional collaboration
- The programme aims to equip learners with skills required to manage & deliver complex consulting projects
- These projects aim at transformation/ change, manage stakeholders, build consensus and manage conflicts
- Build and nurture the knowledge, skills, and aptitude for long-term career growth
- Provide requisite conceptual foundation, and provide contextual understanding of real-world applications

Career Outcomes

The programme will build you for aspirational career as

- Associate Consultants
- Consultants
- Senior Consultants
- Business Consultant
- Operations Consultant
- Process Improvement Consultant
- Corporate Strategy Consultant
- Management Advisor
- Board Advisor

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

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



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 I 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).

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 strategic consulting tools, business case analysis platforms, and change management simulators/simulations. Consulting frameworks, stakeholder analysis tools, strategic planning environments, and comprehensive business simulation platforms.

Hands-on Experience

Develop strategic recommendations, conduct business case analysis, design change management programs, and solve complex business problems. Participate in strategic consulting simulations and real-world business case studies. Work with tools and methodologies used by top consulting firms.

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.

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.

Programme Curriculum

First Semester

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

Second Semester

- Corporate Finance
- Operations Management
- Strategic Management and Business Policy Management
- Consulting: Tools, Techniques and Practice

Third Semester

- Managerial Economics
- Advanced Strategic Management
- Business Process Management
- Domain Elective-1

Fourth Semester

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

Note: 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.

Pool of Domain Electives

- Consulting and People Skills
- Consulting for Organizational Change and HR Strategy
- Digital Business Consulting
- Entrepreneurship in Consulting
- Family Business Management
- Mergers and Acquisitions Consulting
- Strategic Innovation and Business Design
- Supply Chain Consulting

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

Project

- Project

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) nd 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; corecompetency; 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.

Strategy and Consulting Domain Core Courses

Management Consulting: Tools, Techniques and Practice

Overview of the management consulting industry, Consulting engagement lifecycle and project phases, Problem structuring and issue trees, Hypothesis-driven consulting approach, Benchmarking and best practice research, Root cause analysis and diagnostic tools, Structured problem-solving frameworks (MECE, SCQA), Stakeholder management techniques, Workplan and deliverable development, Communicating recommendations with impact, Change management and implementation support, Proposal writing, Pricing Models; Procurement model; Consulting contracts; Internal consulting vs external consulting dynamics, Ethics and professional standards in consulting, Case studies and consulting simulations.

Business Process Management

Introduction to Business Process Management and its role in strategy, Process identification and lifecycle, Process modeling using BPMN (including branching and merging), Advanced modeling techniques, Process discovery methods, Qualitative and quantitative process analysis, Flow and queue analysis, Process redesign approaches, Basics of process automation and RPA, Introduction

to process mining and intelligence, Performance measurement and KPIs, BPM Applications in value creation and business outcomes; Governance and change management in BPM.

Advanced Strategic Management

Strategy at the intersection of innovation, organizational agility, and strategic leadership in a VUCA world. Diversity in strategic thinking; Strategic agility and dynamic capabilities; Building resilience; Business Model adaptation; Business strategy models for uncertainty; Adapting GE-McKinsey Matrix, Ansoff Matrix, Greiner Growth Model; Blue Ocean Strategy, OKRs (Objectives & Key Results), Hoshin Kanri Planning, Application of S-Curve analysis for innovation cycles, disruptive innovation theory, Sensemaking as a strategic tool; Innovation using ambidextrous organizations theory; Strategic decision-making using Strategic Foresight, Scenario Planning, and the role of Artificial Intelligence; Strategy execution using tools like strategy maps, balanced scorecards; Leadership capabilities for strategic transformation and learning organizations.

Strategy and Consulting Domain Core Courses

Consulting and People Skills

Introduction to the consulting profession and client service mindset, Delivering High Impact Consulting Projects, Stakeholder analysis and influence strategies, Active listening and questioning techniques, Conflict resolution and negotiation in consulting contexts, Managing client expectations and building trust, Handling ambiguity and resistance to change, Giving and receiving feedback effectively, Storytelling and presentation skills for consultants, Team dynamics and collaboration in consulting projects, Emotional intelligence and executive presence, Time management and consulting professionalism, Ethical dilemmas and decision-making in client engagements, Cross-cultural communication and global client contexts, Managing up and across in consulting teams.

Entrepreneurship in Consulting

Understanding consultants and consultancy; Why does anyone buy consultancy?; Your consulting service; Marketing consulting services; External and internal assessment; Creating Business Plan; Planning Growth; Processes of client-centric consulting; Building potential client base; Client prospecting; Assessing your clients; Proposal preparation; Pricing; Contracting; Delivering consulting engagements; Process consulting and facilitation; Closing engagements; Developing long-term engagements; Ethics; The language of consulting; Key consulting tips.

Digital Business Consulting

IT to Digital Strategy; Alignment with business goals and objectives; Digital Frameworks; Digital maturity assessment; Transformation roadmaps; Business model innovation;Business and Data Analytics-driven decision making; Optimizing digital operations; Risk Management; Agile approaches in digital consulting; Consulting Skills in Technology Domain; Governance, Legal and Ethical Considerations.

Mergers & Acquisitions Consulting

Strategic rationale for mergers and acquisitions, M&A deal lifecycle and consulting role, Target identification and screening, Synergy assessment and valuation drivers, Due diligence planning and execution, Financial modeling and deal structuring, Regulatory and legal considerations in M&A, Post-merger integration (PMI) strategy and planning, Cultural alignment and change management, Communication and stakeholder management, Risk assessment in M&A transactions, Cross-border and industry-specific M&A nuances, Private equity and venture- backed transactions, Divestitures and carve-outs, Case studies in M&A strategy and execution.

Consulting for Organizational Change and HR Strategy

Results-based management, managing for outcomes– objectives and targets; strategy; indicator, performance information; review - the (strategic) management cycle Models and theories of planned change, Strategic management: transformational leadership or change management (or learning),Strategic management in a context of joint action and networks, Participation and Empowerment, Teams and Teamwork, Parallel learning structures, OD Interventions, Team Interventions, Intergroup and third party interventions, Structural and Comprehensive interventions, Action research, Socio-clinical and Socio-technical Approaches, Issues in Consultant-Client Relations; Alignment and Measurement Model, Develop and Implement the Measurement Plan; Determine Return on Investment (ROI); Performance Consulting Pointers.

Supply Chain Consulting

Role of supply chain in competitive strategy, End-to-end supply chain diagnostics, Supply chain maturity assessment frameworks, Network design and footprint optimization, Inventory optimization and working capital analysis, Procurement and sourcing strategy, Demand forecasting and planning

processes, Logistics and distribution strategy, Technology enablement and digital supply chains, Risk assessment and supply chain resilience, Sustainable and green supply chain strategies, Performance measurement and KPIs, Change management in supply chain transformation, Client engagement and communication strategies, Case studies in supply chain consulting and transformation.

Strategic Innovation and Business Design

Strategic innovation frameworks and typologies, Design thinking for problem-solving and opportunity discovery, Business model innovation and reinvention,
Customer-centric value proposition design, Innovation portfolio and pipeline management, Disruptive innovation and emerging business models, Ecosystem strategy and platform thinking, Lean startup principles and agile experimentation, Strategic foresight and scenario planning, Organizational enablers and barriers to innovation, Innovation metrics and performance tracking, Role of consultants in driving innovation strategy, Commercialization of innovation and go-to-market design, Collaborative innovation and open innovation models, Case studies on breakthrough innovation and business redesign.

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 StageTeam 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 October 2025 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:

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

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

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

East Zone
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.



Fee Structure

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

Application Fees (one time)	Admission Fees (one time)	Semester Fees (per semester)
₹1,500	₹16,500	₹70,100

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 January 2026 Batch

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.

Click here to learn more



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.



Students Speak



One of my friends referred me this programme from BITS Pilani WILP and this turned out to one of the best career decisions so far. What really stood out to me is that I didn't need a career break to pursue my career aspirations with WILP. I really liked the faculty, and this programme truly empowered me with the right skills and knowledge to excel in my career.

B S Rajeswara Rao
Technical Lead, Tata Communications
Participant of MBA in Strategy and Consulting



Being a working professional as well as a mother, I felt fortunate that this programme provided me this opportunity to interact with BITS Pilani WILP's esteemed faculty at our convenience. Throughout the programme, I felt that faculty was extremely supportive and helpful. Taking online classes on weekends allowed me the much-needed flexibility.

Bhargavi Tatinada
Business Analyst, Koach Business Solutions
Participant of MBA in Strategy and Consulting



My journey with BITS Pilani WILP has been quite fantastic. I feel so proud to be a part of BITS Pilani WILP. BITS programme turned out to be everything that I wanted to achieve my career aspirations. This programme offered me an opportunity to not just upskill myself but also learning from the best mentors and faculty.

A Narasimha Prasad
Manager Consulting Services, Oracle Cerner Healthcare Solutions Pvt. Ltd.
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