**`MBA in Business Analytics Overview Information**

**BP WILP Home Page:**

[MBA in Business Analytics | Bits Pilani (bits-pilani-wilp.ac.in)](https://bits-pilani-wilp.ac.in/hcl/mba/business-analytics.php)

**BP Registration Page:**

[BITS - Student Home (bits-pilani.ac.in)](https://wilpadmissions.bits-pilani.ac.in/registrations/view/)

**Programme Highlights**

* The programme is of four semesters, with online classes conducted by BITS Pilani faculty over weekends through live online sessions.
* The programme offers exposure to state-of-the-art data analysis/ visualization tools such as R, SAS, Python and Tableau
* Practitioner-oriented insights from industry experts will help you develop solutions to real world problems using cutting edge analytical techniques
* The Dissertation (Project Work) in the final semester enables students to apply concepts and techniques learnt during the programme.
* The programme uses a Continuous Evaluation System that assesses the learners over convenient and regular intervals. Such a system provides timely and frequent feedback and helps busy working professionals stay on course with the programme.
* The education delivery methodology is a blend of classroom and experiential learning. Experiential learning consists of lab exercises, assignments, case studies and work integrated activities
* Participants who successfully complete the programme will become members of an elite & global community of BITS Pilani Alumni

**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.

**Programme Curriculum**

**First semester**

* Financial and Management Accounting (MC)
* Managerial Economics (MC)
* Quantitative Methods (MC)
* Managing People & Organizations (MC)

**Second Semester**

* Marketing (MC)
* Advanced Statistical Methods (AC)
* Introduction to Data Science (AC)
* Operations Management (MC)

**Third Semester**

* Financial Management (MC)
* Predictive Analytics (AC)
* Analytics for Competitive Advantage (AC)
* Strategic Management & Business Policy (MC)

**Fourth Semester**

* Elective 1
* Elective 2
* Project

**Elective**

* HR Analytics
* Marketing Models
* Supply chain analytics
* Marketing Analytics
* Retail analytics
* Financial Analytics
* Models and applications in OR
* Investment Banking Analytics
* Financial Risk Analytics
* Advanced Financial Modeling
* Data Visualization

For more information on programme curriculum download the programme brochure.

Electives finally offered will be at the discretion of the BITS Pilani, and will be decided in consultation with HCL. Offered electives will be made available to enrolled students at the beginning of each semester.

* **Learning Methodology**

**ATTEND ONLINE LECTURES OVER WEEKENDS**

Lectures are conducted live via online classes. These lectures can be attended via the internet using a computer from any location. These online classrooms offer similar levels of interactivity as regular classrooms at the BITS Pilani campus.

The class schedule is announced within 1 week of completion of the admission process.

The online lectures are conducted usually over weekends for a total of 7-8 hours per week. If you miss a lecture, you can also access the recorded lecture on the internet.



**DIGITAL LEARNING**

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



**EXPERIENTIAL LEARNING**

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

* Data analysis/ visualization tools such as Linear Optimization, Descriptive Statistics, Multivariate Analysis & Mining Algorithms using R, Python, Excel and Excel Solver
* Case Studies and Assignments: Carefully chosen real-world cases & assignments are both discussed and used as problem-solving exercises during the programme
* Dissertation/ Project Work: The fourth semester offers an opportunity for learners to apply their knowledge gained during the programme to a real-world like complex project. The learner is expected to demonstrate understanding of vital principles learnt across semesters and their ability to successfully apply these concepts



**CONTINUOUS ASSESSMENT**

Continuous Assessment includes graded Assignments/ Quizzes, Mid-semester exam, and Comprehensive Exam.

* Eligibility Criteria

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

* 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 two years of relevant work experience within HCL are eligible to apply.

**Fee Structure**

The following fees schedule is applicable for candidates seeking new admission during the academic year 2020-21

* Application Fees (one time) : INR 1,500
* Admission Fees (one time) : INR 16,500
* Semester Fees (per semester) : INR 55,000

The one-time Application Fee is to be paid at the time of submitting the Application Form through the Online Application Centre.

Admission Fee (one-time) and Semester Fee (for the First Semester) are to be paid together once admission is offered to the candidate. Thus, a candidate who has been offered admission will have to pay INR 71,500/-. You may choose to make the payment using Netbanking/ Debit Card/ Credit Card through the Online Application Centre.

Semester Fee for subsequent semesters will only be payable later, i.e. at the beginning of those respective semesters.

Any candidate who desires to discontinue from the programme after confirmation of admission & registration for the courses specified in the admit offer letter will forfeit the total amount of fees paid.

All the above fees are non-refundable.

How to Apply

* Click here to visit the Online Application Center. Create your login at the Online Application Center by entering your **official HCL Email ID** only and create a password of your choice. Once your login has been created, you can anytime access the Online Application Center using your official email ID and password.
* Begin by clicking on Step 1 - ‘Fill/ Edit and Submit Application Form’. This will enable you to select the programme of your choice. After you have chosen your programme, you will be asked to fill your details in an online form. You must fill all details and press ‘Submit’ button given at the bottom of the form.
* Now, click on 'Pay Application Fee’ to pay INR 1,500/- using Netbanking/ Debit Card/ Credit Card
* Finally, click on 'Upload & Submit All Required Documents’. This will allow you to upload one-by-one all the mandatory supporting documents such academic certificates and transcripts, photograph, etc. and complete the application process. Acceptable file formats for uploading these documents are .DOC, .DOCX, .PDF, .ZIP and .JPEG
* Upon receipt of your Application Form and all other enclosures, the Admissions Cell will scrutinise them for completeness, accuracy and eligibility.
* Admission Cell will intimate selected candidates by email within two weeks of submission of application with all supporting documents. The selection status can also be checked by logging in to the Online Application Centre.