



# Birla Institute of Technology & Science, Pilani

## Pilani Campus

### MBA in BUSINESS ANALYTICS 2024-25

"Master the Business Acumen Powered by Analytics"



innovate

achieve

lead



## VISIONARIES

"What do we propose to do here? We want to develop a scientific approach in Pilani, which means that there would be no dogma. There will be a research for truth. What we propose to do here is to cultivate a scientific mind."

**Late Shri G.D. Birla**  
**Founder Chairman, BITS Pilani**



"... to prepare young men and women to act as leaders for economic and industrial development of the country and service to humanity."

**Late Dr. K.K. Birla**  
**Former Chancellor, BITS Pilani**

"What is it that can empower our nation? The most obvious answer is education. Education that enhances livelihoods but also education that is value based. Education that gives roots and gives wings as well."

**Dr. Kumar Mangalam Birla**  
**Chancellor, BITS Pilani**







# TABLE OF CONTENTS

Message from Director and HOD	1
About the Institute	2
About Department of Management	3
MBA in Business Analytics Programme	4
Highlights of the Programme	5
Overview of the Programme	6
Academics	7
Skill Based Learning	12
Mentorship Programme	14
Webinar Series	15
Summer Internship Programme	16
Practice School	17
Placement	18
Infrastructure	19
Student Activities	21
Student Committee	23
Student Clubs	24
Student Profile	27
Notable Alumni	28
Admission Process	30
Fee Structure	31
Financial Assistantship	32
How to Reach Pilani	33
Application Process for AY 2024-25 Intake	34
Glimpses of BITS Pilani	35





## DIRECTOR'S MESSAGE

The MBA in Business Analytics, introduced by the Department of Management at BITS Pilani, helps the student to master the business acumen powered by analytics. The Department endeavors to prepare impactful leaders of the future with an aim at advancing management knowledge. The focus is not only on producing impactful business analysts, but also on developing innovative and result-oriented, yet socially responsible individuals who are eager to work for the greater good of humankind.



The department is continuously evolving with the tireless efforts put forth by a vast alumni base, excellent faculty members and state of the art infrastructure, apart from many other important factors. I welcome all aspiring students to explore their opportunities for growth by getting involved with the Department of Management. We are here to nurture the brightest of minds to sharpen their business skills and facilitate their holistic development. Finally, I reaffirm my faith in knowledge being the supreme power. Let us cherish this power together for a brighter future.

**PROF. SUDHIRKUMAR BARAI**  
**DIRECTOR**  
**BITS PILANI, PILANI CAMPUS**

## HOD'S MESSAGE



Greetings! BITS Pilani is committed to excellence in the field of management education. BITS Pilani brings cutting edge thinking and best learning practices to its MBA in Business Analytics programme through three semesters of rigorous classroom training, coupled with provision for 6 months' exposure to industry through a structured and evaluative internship (Practice School) making the programme unique.

Teaching pedagogy includes classroom lectures, hands-on lab work, workshops, case studies, individual and group projects, guest lecture from industrial leaders etc.

BITS Pilani provides an environment for development of a socially aware and context sensitive personality with uncompromising integrity of character. We aim to craft careers for future business analysts with a vision to make an impact in an ever-changing business world. In addition, the Department of Management enhances value through its connection to an enviable alumni network spread across the world at key positions in both corporates and academics.

I would like to cordially invite all the interested students, researchers, alumni, experts from industry and academia, and prospective employers to explore the MBA in Business Analytics programme offered by the Department of Management, BITS Pilani.

**PROF. PRAVEEN GOYAL**  
**HEAD, DEPT. OF MANAGEMENT**  
**BITS PILANI, PILANI CAMPUS**



## ABOUT THE INSTITUTE



The Birla Institute of Technology & Science (BITS) Pilani is one of India's leading higher education institutes and a deemed university under Sec. 3 of the UGC Act 1956. The institute has been recognized as an "Institution of Eminence" by MHRD. The primary motive of BITS is to train young men and women able and eager to create and put into action ideas, methods, techniques, and information.

Over the years, BITS Pilani has provided the highest quality technical education to students from all across India admitted on the basis of merit & a critical selection process. Its graduates may be found throughout the world in all areas of engineering, science, humanities, and management.

Academic Curriculum at BITS is continuously being innovated and refreshed to reflect the latest developments in technology and match the trends within the industry. Pure academics are supplemented by persuasive industry engagement and every student is exposed to practical applications of classroom knowledge under a structured semester-long engagement programme.

The institute is committed to generating, disseminating, and preserving knowledge, and to working with others to bring this knowledge to tackle the challenges facing the world.





## ABOUT DEPARTMENT OF MANAGEMENT



### VISION

To advance management knowledge and develop impactful leaders.

### MISSION

To be the destination of first choice for key stakeholders viz. students, faculty, organizations and community community by designing and delivering cutting-edge management programme in a learning environment that develops leaders who are socially responsible, innovative & result oriented.

## EVOLUTION & MILESTONES OF BITS MBA

- The Department of Management (earlier known as the management group) at BITS Pilani was established in the year 1971. It initially offered two years' Master of Business Administration (MBA).
- In 1973 MBA evolved into the integrated first-degree programme MMS (Master of Management Studies) which was a blend of engineering and management. The objective of this programme is to bridge the gap in the industry by providing quality management professionals with strong technical skills and acumen for managing a business.
- Based on demands from the industry, the course was restructured again as MBA in 2006. It is a two-year Post-Graduate Programme for graduates who wish to pursue their career in management.
- BITS Pilani is consistently ranked within top 30 over-all among educational institutes in India as per NIRF.
- It is ranked among the top 10 private institutes in India by Outlook-ICARE Survey, 2019.
- Management education in BITS Pilani is ranked within the top 500 globally by QS (2023).
- The WEEK Hansa Research Best B Schools Survey, 2022 has ranked BITS Pilani among the top 30 B-Schools in India.
- Catering to the contemporary industry demands, BITS Pilani has introduced an MBA in Business Analytics from the academic year 2021-22.

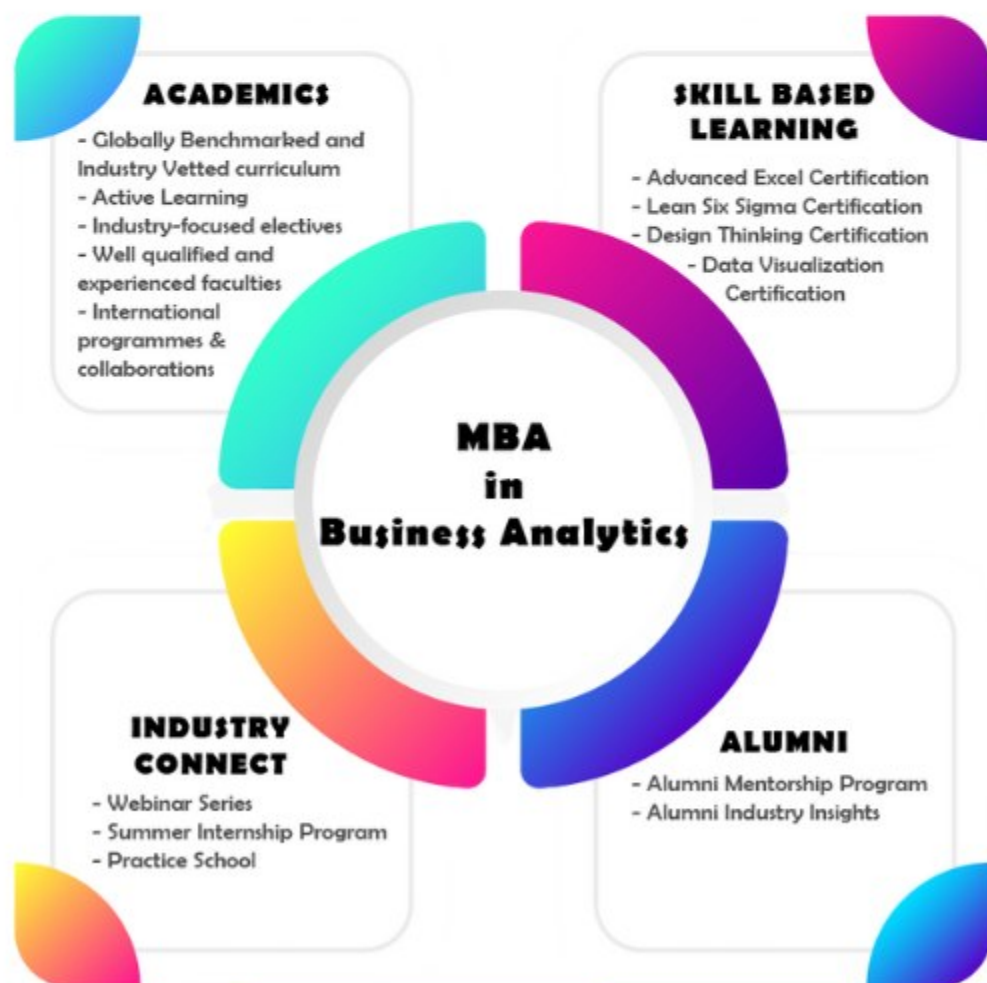


# MBA IN BUSINESS ANALYTICS PROGRAM

MBA in Business Analytics is a two-year full-time residential programme aimed at creating business analytics professionals employable by leading Indian and foreign firms. The programme integrates technology with statistical and quantitative modeling techniques to provide students with the foundation needed for data-driven decision making, as well as for graduate study in the field of Business Analytics. The focus of this programme is on the application of analytics and Technology in all the functional areas of management, including but not limited to, marketing, finance, operations, human resources, entrepreneurship, etc. The curriculum balances a depth of analytical training with a breadth of business knowledge. This programme is designed for those who have an analytical mindset, and interested in tackling challenging business problems.

The major perks of the on-campus MBA in Business Analytics programme:

- Develop awareness of the descriptive, predictive, and prescriptive modeling comprising Business Analytics.
- Have a strategic understanding of business analytics and business disciplines to make holistic judgments when analyzing business situations.
- 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.

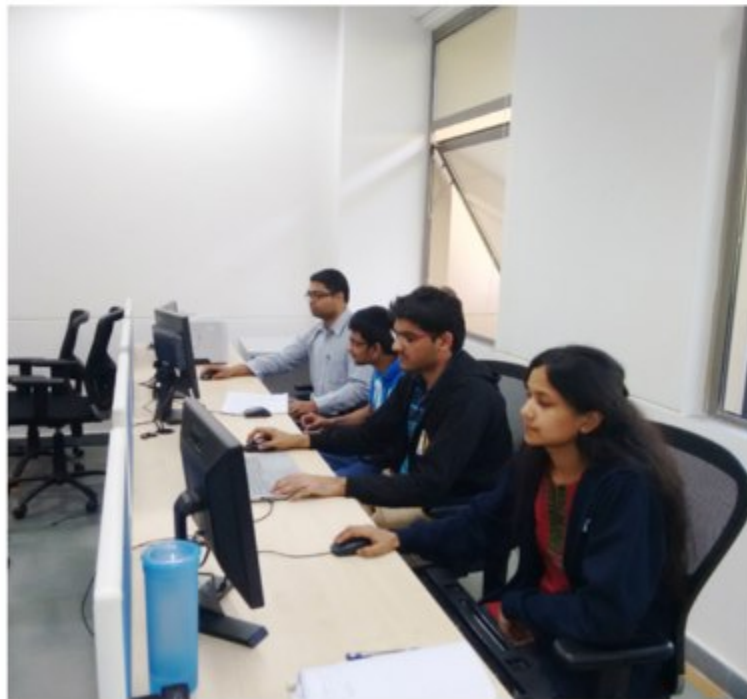






# HIGHLIGHTS OF THE PROGRAM

- Offered by a deemed university, an Institution of Eminence
- BITS Pilani is in 451-500 band globally for Business and Management Studies by QS World University Rankings (2023)
- Two year on-campus programme benchmarked with the best in the world
- Top class faculty with doctoral and post-doctoral experience
- Legendary alumni network
- World class infrastructure in a lush green campus
- One to one mentoring programme and continuous interaction with industry leaders
- Option of six months' structured and paid internship
- Paid teaching assistantship opportunity







# OVERVIEW OF THE PROGRAM

## ACADEMICS

The curriculum of MBA in Business Analytics is globally benchmarked with the leading Business Analytics programme across the globe and is vetted by industry practitioners. Lectures supplemented by case studies and software tools are carried out in all the courses which enhance students analytical, problem solving, and decision-making skills. This facilitates active learning among the students as they face real business issues, apply their classroom knowledge, and strengthen their business acumen. An intellectually stimulating learning environment is provided by our well-qualified and experienced faculty. Students can also pursue Off-campus Thesis/Semester Abroad programmes in foreign universities/ institutes ranked in the first 400 by QS and Time Higher Education.

## SKILL-BASED LEARNING

The Department of Management facilitates the students to earn certification in 21st-century industry-relevant skills such as Design Thinking, Data Visualization, and Project Management Practitioner (PMP). To cater to the expectations of Generation Z students, the department has created the Personality Improvement, Leadership Orientation and Teamwork (P.I.L.O.T.) programme to provide customized learning experiences according to their needs factoring in their areas of skill gap, learning preferences, and future professional choices.

## ALUMNI

The Mentorship Programme for MBA in Business Analytics is a unique initiative by the Department of Management at BITS Pilani to impart industry-relevant skills to the students in collaboration with the BITS Alumni Association. Under this programme, management students are given an opportunity to interact and be mentored by BITS alumni experienced in the Analytics domain. Alumni are also frequently called for invited talks to share industry insights with the students.

## INDUSTRY CONNECT

At the end of their second semester, students go on a two-month integrated industry exposure in the form of summer internships in reputed organizations. All students also have the opportunity to enroll for 6 months of structured Practice School, as a part of the curriculum. In addition, the webinar series organized by the department invites eminent guests from the industry on a regular basis. These guests having huge experience and unparalleled expertise come from varied industries and diverse countries, contributing to student learning.



# CURRICULUM

- Introduction to Spreadsheets
- Foundations of Information Systems
- Fundamentals of Management
- Introduction to Data Structures

- Strategic Management
- Corporate Finance
- Operations & Supply Chain Management
- Data Visualization, Ethics and Data Privacy
- Time Series Analysis & Forecasting
- Predictive Analytics
- Elective T-1 (anyone)

- Practice School or Dissertation

## Preparatory Courses

- Managerial Economics
- Financial Statement Analysis & Reporting
- Marketing Management
- Managing People & Organization
- Statistics & Basic Econometrics
- Data Management and Warehousing
- Programming for Analytics

## 1st Sem

## 2nd Sem

## 3rd Sem

- Deep Learning for Business
- Prescriptive Analytics with Mathematical Programming
- Elective Group-1 (anyone)
- Elective Group-2 (any three)

## 4th Sem

## ELECTIVES

### Group 1

#### Mathematics, Statistics & Technology

- Advanced Spreadsheet & Macro Programming for Business
- Big Data Analytics
- Bayesian Analysis
- Natural Language Processing for Business
- Data Structures and Algorithmic Thinking

### Group 2

#### Functional Analytics

- Analytics for Supply Chain
- Supply Chain Finance
- Discrete Event Simulation
- IT Project Management
- Marketing Analytics
- Digital Analytics
- Pricing Analytics
- Retail Analytics
- Customer Engagement & Analytics
- Marketing Research & Metrics
- Financial Analytics
- Financial Derivatives & Analysis
- Financial Modelling & Valuation
- Financial Technology
- People Analytics
- Strategy Analytics
- Knowledge Management & Digital Strategy





## FACULTY



**Prof. Praveen Goyal (HoD)**  
Ph.D (IIT Roorkee)  
Marketing, Pricing & Retail  
Analytics



**Prof. Anil K Bhat**  
FPM (IIM Bangalore)  
Marketing Research  
& Analytics



**Prof. Leela Rani**  
Ph.D (BITS Pilani)  
Economics



**Prof. Jyoti Tikoria**  
Ph.D (IIT Delhi)  
Strategy and  
Entrepreneurship



**Prof. Satyendra K Sharma**  
Ph.D (BITS Pilani)  
Operations & Supply Chain Management  
Analytics



**Prof. Udayan Chanda**  
Ph.D (University of Delhi)  
Decision Sciences /  
Analytics



**Prof. Neetu Yadav**  
Ph.D (IIT Delhi)  
Strategic Management  
On Lien



**Prof. Jayashree Mahesh**  
Ph.D (BITS Pilani)  
Organizational Behavior  
and HR



**Prof. Rajesh Matai**  
Ph.D (MNIT Jaipur)  
Production & Operations Mgt,  
Predictive Analytics



**Prof. Saurabh Chadha**  
Ph.D (IIT Roorkee)  
Finance, Accounting,  
& Analytics



## FACULTY



**Prof. Nirankush Dutta**

Ph.D (BITS Pilani)  
Marketing Analytics,  
Digital Marketing



**Prof. Mohammad Faraz Naim**

Ph.D (IIT Roorkee)  
Organizational Behavior  
& HR Analytics



**Prof. Achint Nigam**

FPM (IIM Lucknow)  
Marketing Analytics



**Prof. Tirumalsety Revendranath**

Ph.D (IISc. Bengaluru)  
Finance / Analytics  
On Lien



**Prof. Shaili Singh**

Ph.D (IIM Rohtak)  
Strategic Management



**Prof. Deepak Sharma**

Pursuing Ph.D (IIIT Delhi)  
Information & Technology  
Analytics



**Prof. Satanik Mitra**

Ph.D (IIT Kharagpur)  
Business Analytics





## GUEST LECTURES

Guest lectures and workshops by various industry experts and alumni stands to be a key factor in providing students with industrial insights and guidance to enhance their skillset and enabling them to get relevant exposure for their career.

**Mr. Samir Katiyar**  
Solution Architect, Deloitte

**Mr. Deepak Malhotra**  
CIO, Kimberly Clark India

**Ms. Veena Bansal**  
IIIT, Delhi

**Mr. Aditya Sachan**  
Regional HR Manager,  
Malaysia, Tech Mahindra

**Mr. Rogers P Joseph**  
Associate Prof.,  
Strategic Management, IIM Ranchi

**Mr. Vamsidhar Ambatipudi**  
Associate Prof, WILP, BITS Pilani

**Mr. Sarath Botlagunta**  
ML & Big Data Architect,  
SYNTASA - Herndon, VA

**Mr. Ashok Mittal**  
Retired Prof., IIT Kanpur

**Mr. Dinesh U**  
Prof, IIM Bangalore

**Mr. Pratyush Banerjee**  
Associate Professor

**Mr. Ashutosh Vyas**  
Sr. Manager, Data Science and Quantum  
Computing, Mphasis - NextLabs

**Mr. Amol Nagar**  
Director Manufacturing Operations,  
GE Aviation

**Mr. Sandeep Girotra**  
Group Chief Sales Officer, STL

**Mr. Raghu Nandan Chawla**  
AGM, JCB India

**Mr. Sarath Kumar**  
Lead Consultant at Virtusa

**Mr. Brajendra Shrivastava**  
Solutions Architect, HCL Tech

**Ms. Shristi Jain**  
Product Manager, Ticker by Finology

**Ms. Sandhya Sharma**  
CFO, Schindler India

**Mr. Pramath Raj Sinha**  
Founder & Chairman, Harappa Education

**Mr. Hitesh Goel**  
Vice President,  
Marketing, Schlesinger Group

**Mr. Aseem Purohit**  
Vice President-Odessa

**Ms. Poornima Suryawanshi**  
Delegation Consultant, HR Advisor, Siemens Ltd

**Mr. Kshitij Batra**  
Regional Head (HR), HDFC Bank

**Mr. Parag Agarwal**  
Head of Global Marketing & NPD, Hero MotoCorp Ltd.

**Mr. Asheesh Saxena**  
Chief Growth Officer for Gap



# INTERNATIONAL COLLABORATION

An International Programmes and Collaboration Division (IPCD) has been set up which represents all the four campuses of BITS Pilani, to promote relations with renowned institutions abroad. Students of BITS Pilani have been pursuing Off-campus Thesis / Semester Abroad programmes in foreign universities/ institutes ranked in the first 400 by QS and THE (Times Higher Education). To make further inroads in terms of collaborative participation in research and teaching, Memoranda of Understanding (MOUs) have been signed with various Universities/Industries at home and abroad.

ACADEMICS



HIROSHIMA UNIVERSITY



UK | CHINA | MALAYSIA



Laurentian University  
Université Laurentienne





# BEHAVIORAL SKILLS & DEVELOPMENT



Future Leaders in order to succeed should learn to balance technical knowledge with people-related skills and competencies. The PILOT certification programme envisages laying down the foundations of the behavioral skills core and aims to equip the students with the necessary competencies in the domains of self-awareness, emotional intelligence, communication, teamwork, and leadership orientation through active learning processes like self-assessment inventories, team activities, and simulations. The sessions are designed on the basis of sound behavioral knowledge such that it leverages blended, experiential and team based learning pedagogies, and gives students time for reflection and application so as to build skills and transfer them at work. The key takeaways like customized feedback, counseling, and action plans aided by certified in-house trainers help the students learn about their own self, know others, and craft a meaningful purpose for their life. A PILOT Lab has been setup in the department with the necessary hardware and learning tools. The customized modules of the programme have been designed and developed accredited trainers in the domains of MBTI and Belbin team accreditations.



# CERTIFICATIONS

## DESIGN THINKING

Design thinking is the iterative approach of solving complex problems through a structured method called a human-centered mindset. It begins with empathizing with existing and potential users & understanding their hidden needs. The outcome is thus adding value to both users' lives and businesses. The Dept. of Management, in collaboration with its industry partners, organizes a Design Thinking workshop for the students.

## DATA VISUALIZATION

Data visualization is the application of graphical tools to represent data and information in an accessible, intuitive, and informative manner. It uses visual elements like graphs, charts, and maps, they highlight trends, outliers, and patterns for decision-makers. Data visualization has become even more relevant in the age of unstructured and Big Data. The department has registered for the 'Tableau for Teaching' programme to hone the data visualization capabilities of its students.

## ADVANCED EXCEL

Advanced Excel is an extremely important and most desired certification which helps gain deep insights on Business Analytics from experienced industry experts and get students acquainted with current industry trends and practices. The certification gives in depth foundation of tools, functions and applications of advanced excel and macro programming.

## LEAN SIX SIGMA

Lean Six Sigma is a fact driven methodology to ensure desired outcomes are achieved repeatedly where organizations can deal with cost pressures through waste reduction & better process control through methodologies which are applicable across industries, helps organizations improve processes, focuses on efficiency & agility and ensures compliance.



# MENTORSHIP PROGRAMME

BITS Alumni Mentoring Programme (BITS-AMP) helps students and alumni navigate and AMP-lify and enrich their lives beyond BITS. Through mentoring interactions facilitated by BITS-AMP, a student or alumnus will be able to meet and benefit from life experiences and advice provided by alumni mentors. The core team of this programme performs the pairing of mentors with mentees and thereafter lets both parties interact stepping in only wherever facilitation of something or the other is required.

The Mentoring Programme for MBA in Business Analytics is a unique initiative by the Department of Management (BITS Pilani) to impart industry-relevant skills to the students in collaboration with the BITS Alumni Association. Under this programme, MBA (Business Analytics) students of BITS Pilani will be given an opportunity to interact with and to be mentored by BITS alumni working in the Analytics industry. While their coursework will provide them with sound theoretical and technical knowledge, the aim of the mentorship programme is to scope and shape students' learning in a way that makes them industry-ready.

## OBJECTIVES

- To increase students' awareness of the analytics industry and potential opportunities.
- To help students in shaping their profile as analytics professionals.
- To make the students industry-ready with help from their mentors.





### KALEIDOSCOPE & PROPEL

The webinar series aims at making future managers industry-ready by acquiring the latest industry trends and the critical skills to work for the new-age organizations. It is one of many steps to build collaboration with industry experts across the globe, allowing them to share their vast industry experience with the students, thereby nurturing aspiring business leaders.

Some of the webinars conducted in 2023 are mentioned below:

- **Supply Chain Analytics- Beyond Curriculum**  
Nikhil Goswami  
Director, NGPS Solutions
- **Marketing Analytics**  
Snehil Jain  
Data Science and Analytics Professional, Banking
- **Pricing Strategy: An Industry Perspective**  
Kapil Thapliyal  
Senior Manager(Product & Price Planning), BMW India
- **Cloud Computing: The Business Perspective**  
Neeraj Kumar  
Senior Principal Product Manager, Oracle
- **Supply Chain Analytics: Procurement Cost Reduction**  
Nabajyoti Talukdar  
Engagement Manager, Accenture Strategy
- **Behavioral Finance**  
Sundar N  
Consultant, Neuroscience



## SUMMER INTERNSHIP PROGRAMME

Industrial learning forms a principal part of managerial studies helping the students gain hands-on experience and identify their prospective areas of work in the overall organizational function. Hence the management department at BITS, Pilani offers a two-month integrated exposure to the industries in the form of summer internships in reputed organizations. Students are involved in this internship at the end of their second semester. This opportunity also serves as the groundwork for the placement season to come in the next semester.

Some of the organizations where our students completed their summer internship in the recent past are mentioned below.

### SIP Statistics 2022-2024



### RECRUITERS



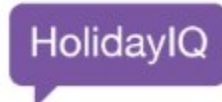


The practice school (PS) is a unique feature of the MBA programme at BITS Pilani. After three semesters of learning, students may undertake this PS programme which is a part of the curriculum.

Some of its salient features are:

- 24-week, structured and evaluative internship.
- Students work on real-time projects in domains of their interest.
- Enhancement of business acumen by focusing on attributes like analytical skills, decision-making ability and teamwork.
- Insight of an industry that grooms the students for corporate culture.
- In tandem with the foundation, advanced courses, and electives in the first, second and third semesters respectively.
- Handsome stipends along with other perks.
- Many students are offered Pre-Placement Offers (PPOs) on successful completion of the PS.

## MAJOR PS STATIONS





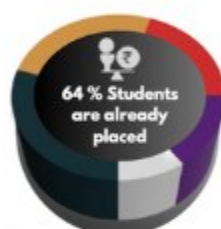


# PLACEMENT

In the last three years, 40 plus companies have recruited students from the Department of Management, BITS Pilani, through institutional effort. In the same duration, 12 companies have extended placement offers to students who worked as interns during Practice School-2 in these companies.

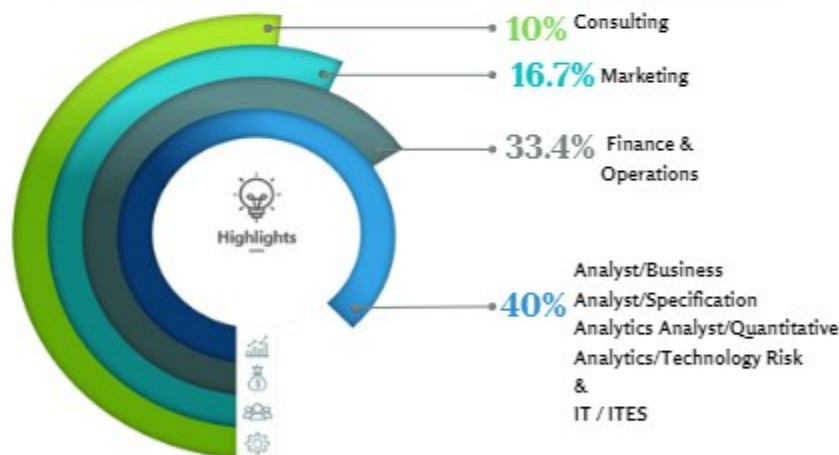
Major recruiters for students from the Department of Management include companies from the IT industry, Banking and Financial Services, Consulting, Retail, Marketing Research, Tele-services, E-Commerce, Automobile and Aerospace, Retail, Healthcare etc.

## MBA in Business Analytics Batch 2022-24



Final Placements are ongoing for 2022-24 batch

## TOP PROFILES OFFERED



## RECRUITERS





## INFRASTRUCTURE



BITS Pilani campus is one of the most beautiful campuses in India spreading over 328 acres. The campus is self-contained and houses all the amenities and buildings that befit an institute of international standards.

The fully residential institute has 11 hostels for boys and one hostel complex for girls. Around 4500 students live on campus along with 350 faculty members, their family and a vast pool of support staff.

The campus also boasts of a magnificent library complex with a floor area of 65,000 sq. ft and room for up to 8,000 students offering 738 open-access study places and 246 open-access IT workstations. The Department of Management maintains a computer lab near the research scholars' work zone. Students, scholars and faculty members of the department have access to the computer lab. This lab specifically caters to the computational need of the learners of management discipline. Some of the software available for the students in the lab are SAS University Edition, Tableau Desktop for Students, IBM SPSS Statistics 25.0 with AMOS etc.





## INFRASTRUCTURE

The campus is divided into different academic blocks for smooth delivery of lectures to a large number of students specializing in different fields of study. Most of the lectures for management courses are delivered in the New Academic Block (NAB). Located amidst a well-designed landscape below the ground level, these classrooms are spacious enough to comfortably accommodate students. All classrooms are centrally air-conditioned and are equipped with computers, projectors, screens, speakers and blackboards.

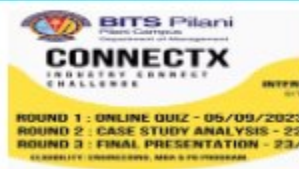
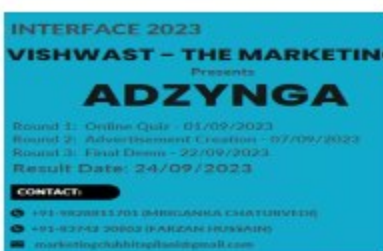
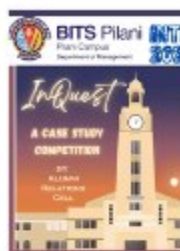


To ensure that the students have adequate access to different games and sports, the institute offers a lot of facilities. The Student Activity Centre (SAC) is abuzz with students during the morning and evening, when they voluntarily gather there for playing badminton, tennis, table tennis, squash or boxing. A gymnasium housed within this building has facilities for aerobics, cardio and weight training exercises for members of the health club. Yoga and martial art are taught to students every semester. A 25m X 12.5m swimming pool provides a facility for swimming and playing water polo. Membership for the health club and the swimming club can be obtained on payment of a nominal fee. There are multiple playgrounds within the campus for playing football, cricket, basketball, hockey, volleyball and practising other athletics sports. Besides these, all students' hostels have facilities for indoor games like table tennis, badminton, chess, carom etc.





# STUDENT ACTIVITIES



INTERFACE is a pan India management fest organized by the institute and the legacy event of the Department of Management, BITS Pilani - Pilani Campus. The fest is a 3-day extravaganza combining academic vigor and industry insights conducted by the MASSOC committee and clubs. This year the department hosted the 45th Edition of the fest with the theme "Inculcating Innovation". The events tested the participants' analytical, decision making, interpersonal, problem solving, pitching and negotiation skills encouraging them to expand their domain of knowledge and switch between different perspectives.

Year after year, BITS Pilani also hosts an array of cultural and technical fests breathtaking in magnitude and impact. Whether it is our groundbreaking cultural fest OASIS, the most awaited BITS Open Sports Meet (BOSM), or our signature opus tech fest APOGEE, our events calendar remains abuzz round the year, giving students an opportunity to experience life in the BITSian way!! And no different is the Annual Management fest INTERFACE, organized and conducted entirely by the MBA Students.





## AWARDS AND ACCOLADES

- Sayantan Paul, Indika Debnath & Parthasarathi Bera secured 2nd position in **Analytica- The Data Analysis Event of Sankalp 7.0-2022** conducted by ICAR-National Academy Research Management, Hyderabad.
- Arjun Jaideep Bhatnagar and Ankita Upadhyay secured the 1st position in **Rajneeti-A Political Case Study, 2023**, organised by Public Policy & Opinion Cell - IIT Kanpur.
- Palak Bansal was a finalist in **Tata Crucible - The Campus Quiz 2022** conducted by BITS Pilani.
- Arjun Jaideep Bhatnagar, Ankita Upadhyay and Karan Balaji Sreekanth were one of the top 10 nationwide rankers in **Marketing Ace** conducted by IIM Rohtak in 2022.
- Naman Dhameja, Palak Bansal and Vemavarapu Venkata Swarat secured the first position in **Bizalytics** at E- Summit 22 organised by the Entrepreneurship Development Cell, BIT Mesra.
- Arjun Jaideep Bhatnagar secured the 8th position in the Best Student in Management contest conducted by **Business School Affaire & Dewang Mehta National Education Leadership Awards** in 2022.
- Advait Achanta presented his research paper on 'Machine Learning based Chronic Disease (Heart Attack) Prediction' at the Innovative Data Communication Technologies and Application (ICIDCA) conference.
- Abhra Dubey secured 3rd position in **Powerlifting** and Naitik Sinha secured bronze medal in **Swimming** representing BITS Pilani in the intercollegiate sports meet BOSM 2023.
- Palak Bansal, VV Swarat and Naman Dhameja were one of the top 10 National Finalists in **Marketing Meraki** conducted by StratLadder in collaboration with Entrepreneurship Cell of BITS Pilani, Goa Campus, 2022.
- Aditya Anand Iyer won the **DCB Bank's The Top Recruit Program Season 9** - flagship B-school competition, 2022.
- Kaushal Gopani, Riya Gupta, Abhydaya Maurya participated in **Case Crunch** event organised by NIT K in 2021 where they secured 2nd place.







# STUDENT COMMITTEE

## PLACEMENT COMMITTEE

Placement Committee contacts the companies and invites them to campus for final recruitment/summer internship drives. It acts as a link between the recruiters and students. It is responsible for the hospitality of the visiting recruiters and for conducting the placement drive smoothly. It also manages the database of students as per the needs of recruiters, conducts training and workshops as per industrial trends.



## EXECUTIVE COMMITTEE

The Executive Committee of the Department of Management, BITS Pilani is responsible for various student-centric events which are directed to bridge the gap between academia and the industry. Ten clubs fall under this committee, and it is the primary duty of the Executive committee to coordinate with these clubs to plan and conduct various activities around the year. In addition to this, the committee is responsible for organizing the Annual Department Fest - Interface.





## STUDENT CLUBS



### MEDIA RELATIONS CLUB

The club maintains a healthy relationship with external public relations entities like the media houses and news groups on behalf of the department. It stays active on all major media platforms by providing insights of happening of DOM happening around the year and providing a glimpse of the pedagogy of DOM to the prospective students.



### VISHWAST: MARKETING CLUB

The mission of Vishwast is to promote an active learning process. It helps management students to explore employment opportunities in the diverse field of marketing without missing out on creativity and performance. It inspires students to add value by knowledge and experience, market themselves and kindle the spark of manager in them.



### TECH GEEKS CLUB

The mission of Tech Geeks Club is to position students to be highly competitive in a data-driven business environment by inculcating a practice of disciplined exploration of any kind of data and promoting knowledge of the latest data technologies, trends, and concepts with an emphasis on statistical analysis and beyond.





## STUDENT CLUBS



### ALUMNI RELATIONSHIP CELL

Workforce is the most valuable asset of any organization. This club works to create awareness about importance of human resource management in various businesses and organizations. It imparts the knowledge in the field of human resources for students and resources for students and inculcate necessary people skills required in every domain.



### VISHWAKARMA: THE OPERATIONS CLUB



Operations club aims to provide a platform where students abreast themselves with the global operations management, best practices, industry standards and latest tools and techniques that industries use to optimize their processes.



### MANAV: THE HR CLUB

HR club works to create awareness about importance of human resource management in various businesses and organizations. It imparts the knowledge in the field of human resources for students and inculcate necessary people skills required in every domain.



### SPONSORSHIP CLUB

The sponsorship club is engaged in building and maintaining a marketing plan and inviting sponsors for the events organized by the student clubs in order to meet and exceed the shared overall objectives.





## STUDENT CLUBS



### CREATIVE & TBI CLUB

This club intrinsically takes care of all the creative and promotion related activities of all the events and activities of the department, that are happening around the year. It is responsible for publishing the yearly magazine - The Business Insights, which is aimed at engaging, informing and associating alumni, faculties and students about the recent trends and happenings in management, business, economy etc.



### FINOMANIAC: FINANCE CLUB

The club focuses on getting insights in the financial world as well as the intersection of these fields with investment banking, corporate banking and financial services. Its goal is to utilize the knowledge and efforts of today's business leaders to create the professional financial forerunners of tomorrow.



### INDUSTRY LINKAGE CLUB

Industry Linkage Club aims to lessen the gap between the industry and the academics by organizing Guest Lectures, Workshops & Case Studies with distinguished personalities in the industry and academia.



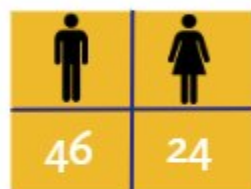


# STUDENT PROFILE

Department of Management, BITS Pilani believes that peer learning helps students to develop team skills. Experiences gained at the workplace when applied during classroom studies and discussions, make room for value enhancements. Hence, the Institute encourages diversity of students in terms of gender, educational background and work experience.

## Batch of 2023-25

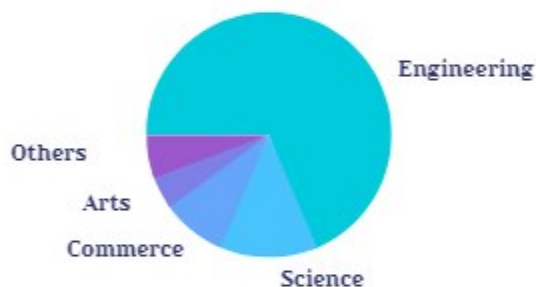
### Gender Diversity



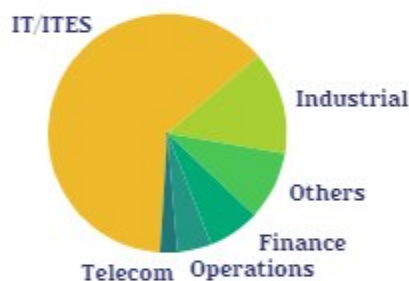
### Work Experience



### Academic Domain

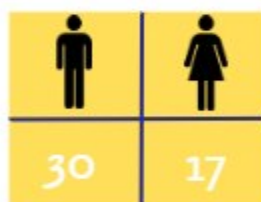


### Work Experience Domain



## Batch of 2022-24

### Gender Diversity



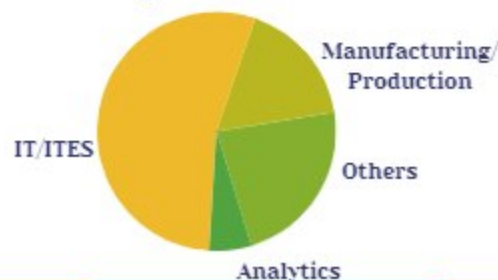
### Work Experience



### Academic Domain



### Work Experience Domain





## NOTABLE ALUMNI

The importance of breaking down data silos, integrating data from data warehouses, data marts, databases, on-prem, and in cloud throughout its life cycle, and applying deep learning models and algorithms to predict and automate the future is the value we want to unlock for our customers.

**Ajaya Gummadi**  
Google Product Leader



I A wise man once said, the future belongs to those who see possibilities before they become obvious and data science is that future.

**Vikram Menon Malik**  
Director, Process Excellence  
and Compliance, OLA

Data drives decisions in product development. For products using AI/ML, a sound understanding of Business Analytics helps understand product health, find growth levers and identify opportunities for optimization.

**Pratik Lahiri**  
Applied Scientist, Amazon



Business Analytics is evolving into a core function in every company just like Finance, Marketing, Sales & Operations. Every Business leader that aspires to be a CEO must acquire skills around Analytics to be able to successfully lead an organization.

**Harsha Konduri**  
Cloud Data & AI Leader, Microsoft



## NOTABLE ALUMNI

### **Chandra Bhople**

Co-founder & Chief Talent Officer,  
Entropy (USA)

### **Jiten Trasy**

Director & Regional Head Trust &  
Agency Services (TAS) Operations,  
Deutsche Bank

### **Subbu Hariharan**

Managing Director at UBS

### **Gokul Varma**

Vice President & Business Head at  
Tech Mahindra

### **Sreenivasulu Vanaparthi**

Vice President at Bank of America

### **Ankita Kumar**

Co-Founder at Mocxa

### **Sharat Dhall**

Chief Operating Officer,  
Policybazar.com

### **Shyamal Kumar**

Founder & CEO, Lavelle Networks

### **Manoj Saxena**

Chairman CognitiveScale & AI Global

### **Abhisek Rath**

Vice President (Technology), Sony  
Pictures Entertainment

### **Sriram Gutta**

Deputy Head, India and South Asia,  
World Economic Forum

### **Arunodoy Bhattacharjee**

Sr.Finance Officer, ONGC Ltd

### **Suresh Kumar P**

Advisory Board Member,  
Walnut Knowledge Solutions

### **Sunil Ranjhan**

Director, HR&MS LG Electronics Ltd

### **Ashish K Mukherji**

Chief Operating Officer,  
Decision Minds

### **Sanjay Malhotra**

Executive Director,  
JPMorgan Chase & Co

### **Ranganathan Jagannathan**

Sr. Vice President - Corporate Quality,  
Ramco Systems

### **Sandeep Kaul**

Senior Vice President Operations,  
Amentum

### **Devesh S**

Senior Director, Strategic Alliances

### **Balaji Viswanath**

Head - Digital Acquisition,  
Standard Chartered

### **Swaminathan C**

Senior Director - Digital Engineering,  
Product Management & Customer  
Experience,  
Cognizant Technology Solutions





# ADMISSION PROCESS

## ELIGIBILITY CRITERIA

Candidates holding a bachelor's degree in any discipline or its equivalent with at least 60% aggregate marks, and having studied at least one subject in mathematics or statistics at the high school (10+2) or higher level.

Students who are in the final year of their Qualifying Degree programme are also eligible to apply, provided they can submit the original copies of the results by 1st October, 2024, and fulfil other criteria.

## SELECTION PROCESS

- Candidates will be required to appear for the Business Analytics Aptitude Test conducted by BITS Pilani. Candidates will be shortlisted for a Personal Interview based on the Test performance. Final selection will be based on overall performance in i) Business Analytics Aptitude Test, ii) Personal Interview & iii) CAT (2023) / XAT (2024)/ GMAT (2023) (if available), along with prior work experience (if any), and previous academic history.
- Exposure to a programming language is desirable.

\* Meeting the minimum eligibility does not guarantee admission into the programme.

# Equivalence of First Degree of BITS Pilani for consideration of 'Qualifying Degree' will be determined by an expert committee.

~ IIMs have no role either in the selection process or in the conduct of the programme.





## FEE STRUCTURE

### For Academic Year 2023-24 (in INR)

The fee structure and other information in this page are applicable for the students who took admission in the Academic Year 2023-24. The fee structure for the Academic Year 2024-25 will be shared at the time of offering provisional admission to the shortlisted candidates.

Fees	Amount
Admission Fees	53,900/-
Semester/Term Fees	
First Semester	2,45,000/-
Second Semester	2,45,000/-
Summer term	85,700/-
Students' Union fee	450/-
Students' Aid Fund	225/-
Hostel fee (for on-campus students only)	
First Semester	18,800/-
Second Semester	18,800/-
Summer term	9,400/-
Mess & Electricity advance	
First Semester	10,000/-
Second Semester	10,000/-
Summer term	5,000/-
<i>(Payable at the beginning of each semester/term and adjustable at the end of the same)</i>	
<u>Other Advances</u>	
First Semester	12,000/-
Second Semester	12,000/-
<i>(Payable at the beginning of each semester/term and adjustable at the end of the same)</i>	
Institute Caution Deposit	3,000/-

All fees are to be paid in advance. Only caution deposit and mess advance are refundable after adjustment of dues at the time of withdrawal from the institute. This applies to prospective candidates who are seeking admission as well as ongoing students at the institute.

#### Notes:

- Students admitted in AY 2023-24 will pay tuition fee of ₹2,45,000/- per Semester in AY 2023-24. In subsequent years (AY 2024-25, 2025-26 etc.), tuition fee will increase @5% every year for 2023-24 batch students.
- Additional fees towards registration for summer term courses and Practice School will also apply as appropriate. Candidates will be informed accordingly of the same.



## FINANCIAL ASSISTANTSHIP

Applicants for admission to the MBA (Business Analytics) programme are considered for Teaching Assistantship. Students are selected on the basis of their skills and/ or their CGPA. Those who are selected for teaching assistantship are required to participate in teaching and other development programmes of the institute under the guidance of faculty. The students can be allotted the work into three different categories where:

- Students are required to work and aid in a particular course under the guidance of the faculty in their own department (Department of Management, BITS Pilani).
- Students are required to aid in the daily activities of the Department of Management BITS Pilani, Pilani campus.
- Students are required to work and aid in a particular course under the guidance of the faculty in some other department provided their skills match with the required skill set that the department is necessitating.

As per their requirements and prevailing norms of the institute, students can avail of financial assistantship by opting to work as Teaching Assistants.







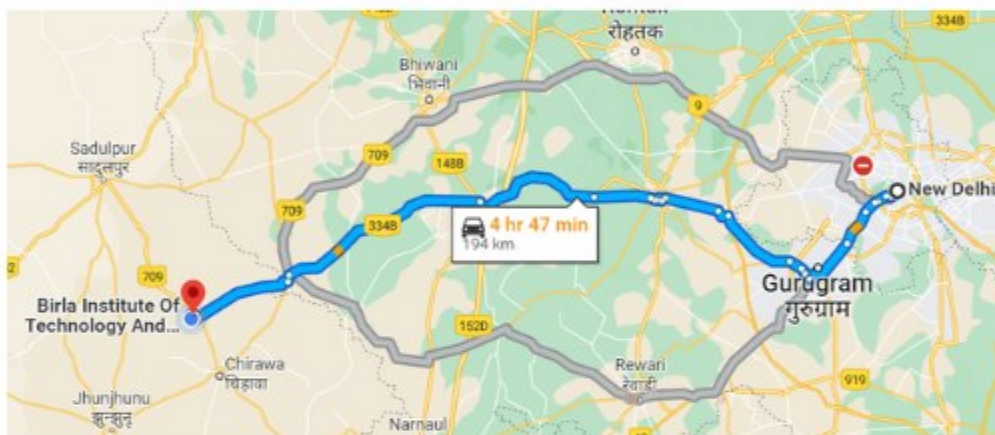
# HOW TO REACH PILANI

Pilani is easily reachable through railways, buses and private transport from New Delhi, Jaipur and other major cities.

## MAJOR ROUTES

### Delhi to Pilani

New Delhi is located at a distance of 194kms from Pilani with a commute time of about 2.5 to 3hrs



### Jaipur to Pilani

Jaipur is located at a distance of 222kms from Pilani with a commute time of about 3hrs.





# APPLICATION PROCESS FOR AY 2023-24 INTAKE

## IMPORTANT DATES

1. Start of application form: **11th December 2023**
2. Deadline for online submission of the application: **19th February 2024**
3. Timeline to edit the submitted applications: **28th February to 4th March 2024**
4. Release of admit card for Business Analytics Aptitude Test (BAAT): **18th March 2024**
5. Date of Business Analytics Aptitude Test (BAAT): **7th April 2024**
6. Second Round (PI / Extempore etc) in online mode: **13th April 2024 onwards**

*\* BITS Pilani reserves the right to change the admission process as well as dates.*

## IMPORTANT LINKS

**Department of Management:** <https://dom.bits-pilani.ac.in/>

**Online Application Portal:** <https://www.bitsadmission.com/mba/default.aspx>



[/MBA.BITS.Pilani](#)



[/MediaRelationsClubDOMBITSPilani](#)



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[/BITS\\_MBA](#)



<https://www.linkedin.com/in/dept-of-management-bits-pilani-913759228/>





# GLIMPSES OF BITS PILANI







**BITS Pilani**  
Pilani Campus

**Department of Management**

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Phone: +91-1596-25-5334

**Faculty In-Charge**

**Prof. Nirankush Dutta**

[nirankush.dutta@pilani.bits-pilani.ac.in](mailto:nirankush.dutta@pilani.bits-pilani.ac.in)  
Phone: +91-1596-25-5858

**Student Representatives**

Shubhangi Aggarwal- MBA 1st Year  
Saransh Mehrotra- MBA 1st Year