



BITSOM

BITS SCHOOL
OF MANAGEMENT



A **NEW AGE**
OF LEARNING

IT'S A

JUNGLE

OUT THERE.

KEEP YOUR HEAD HIGH
AND YOUR FEET FIRM.

KEEP YOUR VISION SHARP
AND YOUR MIND UNBOUND.



BE THE LEADER OF YOUR OWN

DESTINY

DRAW YOUR OWN BOUNDARIES.

LEARN. UNLEARN. REPEAT.

STAY HUNGRY.

STAY RELEVANT.

STAY AGILE.



IN A CHANGING GAME,
BE THE CHANGE MAKER.
SOAR ABOVE WITH THE WIND
BENEATH YOUR WINGS.

AND BRING IN THE

NEW AGE

WITH THE RISING SUN.



EVOLVE TO A

NEW AGE
OF LEARNING



TM

BITSOM

BITS SCHOOL
OF MANAGEMENT

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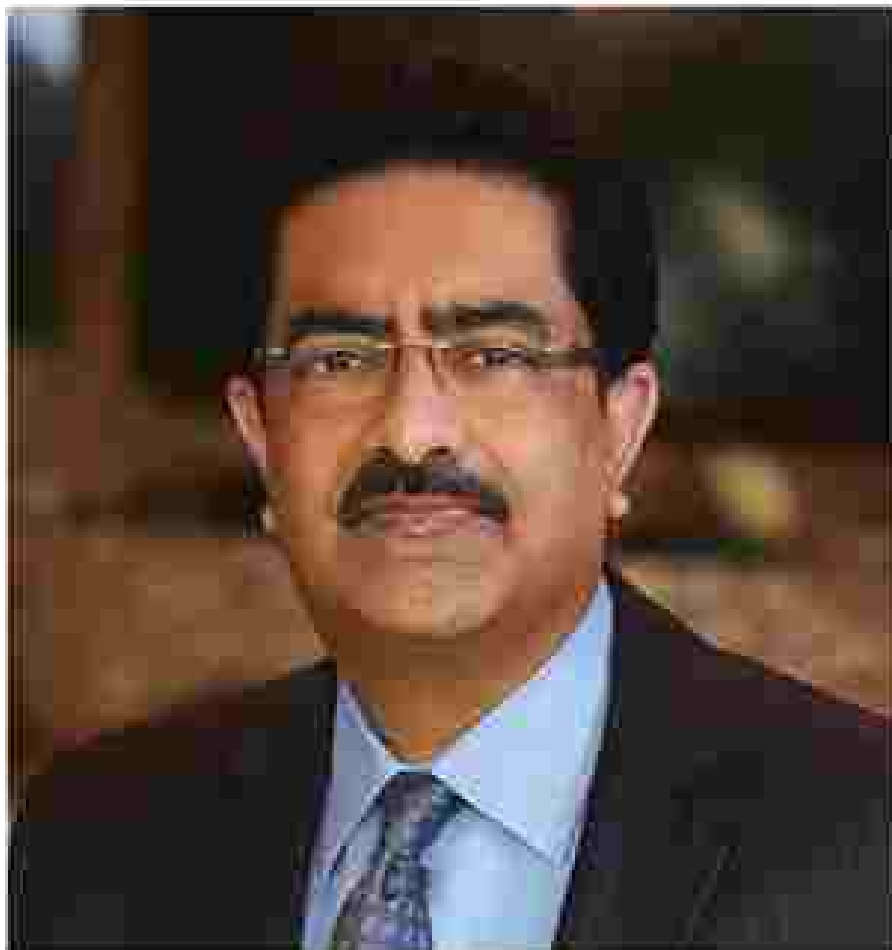
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A NOTE FROM THE
CHANCELLOR



The accelerating trends of digitisation, sustainability, and deGlobalisation are reshaping the world in more ways than one can imagine. Even in a world marked by uncertainty, there is certainty to these shifts.

The template for success that had emerged over the last century was characterised by scale driven mass production, resource intensive growth, information asymmetry, and globalisation. Management education, too, studied these trends and built graduates to solve these problems. That template now stands broken.

Scale is being tested by agility, unbridled growth is being challenged by sustainability, and information control is giving way to democratisation of content.

But has management education evolved to keep pace with these competing tensions?

Management education needs to be reframed and reimaged. Now.

It is time to take the discourse from boardrooms into classrooms. It is time to introduce a new way of thinking. To understand how business models are being reshaped by technology; how consumer needs are being solved by design thinking; and how data science is becoming an indispensable tool to accelerate growth. It is time to prepare young leaders for the new age of disruption.

Building leaders through contemporary education is not new to BITS Pilani. It has been a premier name in the education space

for over five decades and is an alma mater to many distinguished industrialists, avant garde entrepreneurs and visionary leaders. Over the years, BITS Pilani has been continuously innovating to cater to the rapidly evolving needs of the industry. Differentiated offerings such as Practice School, Work Integrated Learning Programme and an Open learning atmosphere are a testament to the dynamism of BITS Pilani. Building on this legacy, we have decided to establish the BITS School of Management (BITSoM) at Mumbai, the business capital of India.

BITSoM will mould visionary game changers through a new age MBA programme that goes beyond management studies.

The innovative curriculum blends core management courses with an eclectic mix of mandatory courses on Design Thinking, Emerging Technologies and Data Analytics. The curriculum will also be augmented by workplace essentials for holistic development. This will enable students to embrace an ever changing business landscape with a new vigour and confidence.

BITSoM's vision of transforming business education in India is brought to life by holistic inputs from the industry, enabled by pioneering thought leaders and industrialists, an innovative pedagogy, experiential learning through deep industry immersions and meaningful partnerships with global business

schools. This will be led by a stellar faculty, hand picked from among the best business schools across the world.

The ambition is for BITSoM to be counted amongst the top management schools in the world that creates leaders who meaningfully impact business and society. We are looking for purpose driven individuals from diverse backgrounds who are willing to embrace change and embark on a two year transformative journey with us. If your vision is as ambitious as ours, welcome to an exciting journey with BITSoM



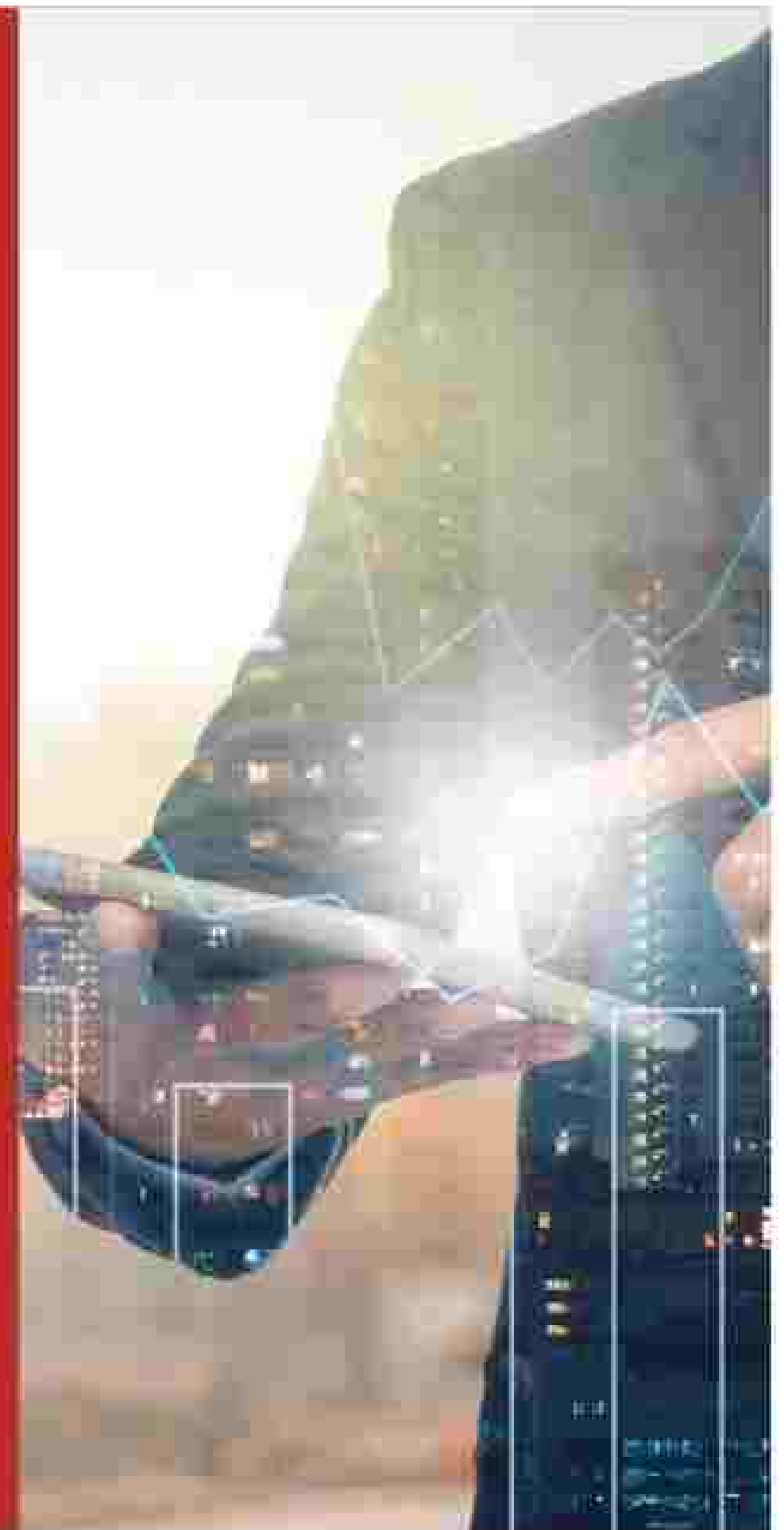
Kumar Mangalam Birla
Chancellor, BITS Pilani
Chairman, Governing Council, BITSoM
Chairman, Aditya Birla Group

MISSION

To use holistic and future-forward pedagogy to mould visionary gamechangers and enable them to make a positive impact on the world.

VISION

To redefine the paradigms of business education through evolutionary thinking and relevant knowledge, and thereby become a focal point for *new age learning and leadership.*



A NEW AGE
*for Business
Education*



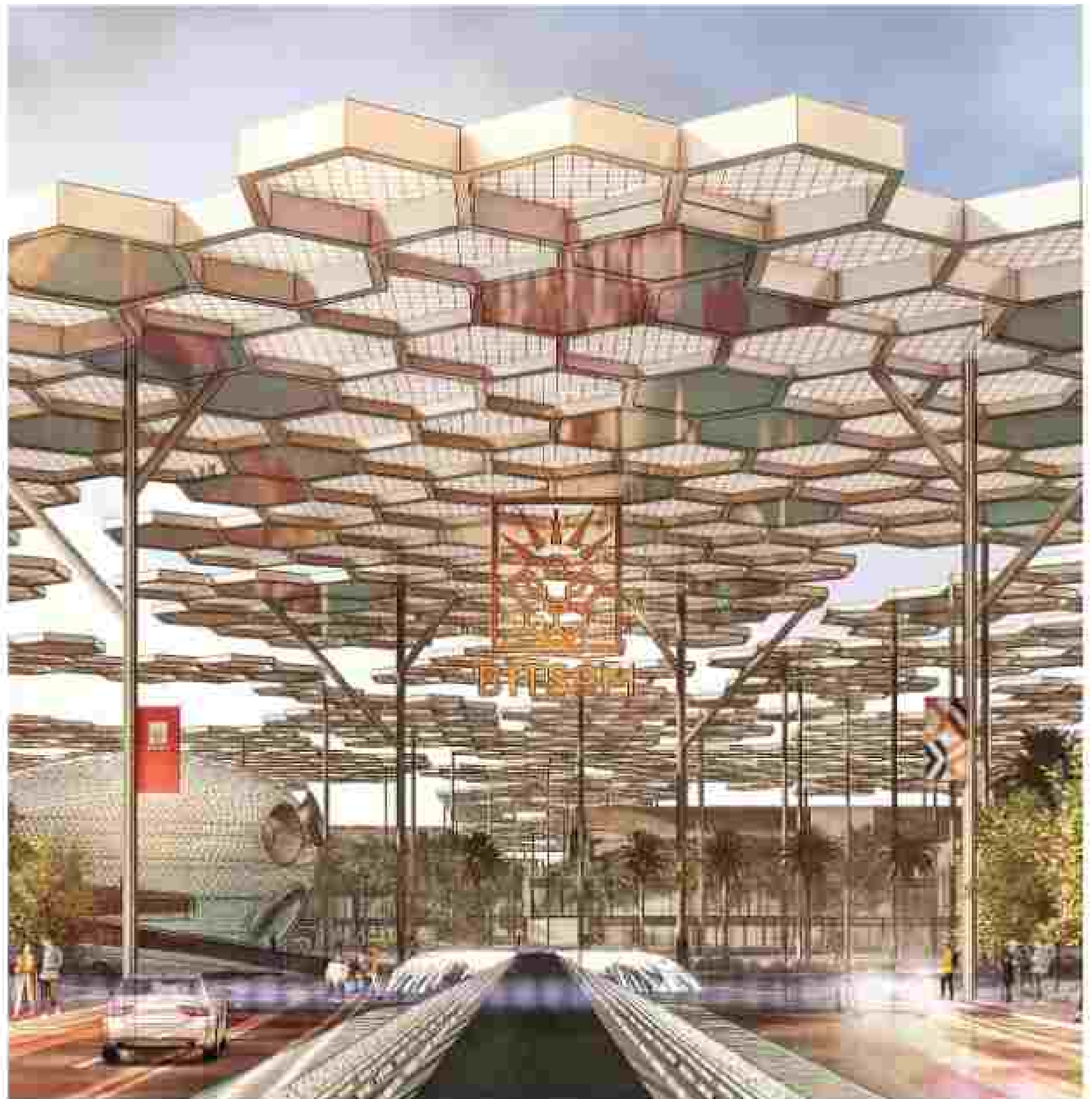
01

A SCHOOL FOR *business and life*

BITS School of Management (BITSoM) is a **new-age global business school** for the visionary leaders of tomorrow. Our future focused School of Management is designed to shape transformative leaders that will go on to positively impact the world.

Located in India's business capital – Mumbai, BITSoM is inspired by the **spirit of excellence and entrepreneurial culture** that BITS Pilani has cultivated over five decades.

Our world-class, two-year residential MBA Programme is immersive, experiential and requires a high level of engagement from students under the expert leadership and guidance of some of the brightest minds from across the globe. Our programme is designed for those who have the potential to become tomorrow's game-changers.



Representative image of proposed campus in Mumbai Metropolitan Region.

We have developed a **multidisciplinary curriculum** | one that addresses the needs of an evolving business landscape and offers students an immersive, engaging & holistic experience. BITSoM is more than just a business school as we prepare students to excel in all aspects of their lives.

Our stellar faculty, experts from leading business schools across the world and our strong connect with industry will enable students to engage in real life situations via immersive projects, internships and mentoring programs. And at the end of their course, our students will be empowered with everything they need to dream big and do even bigger.

We are a New-Age Business School
We are **BITs School of Management** 



Representative image of proposed campus in Mumbai Metropolitan Region.

THE BITSoM

advantage

WHY CHOOSE THE MBA PROGRAMME AT BITSoM?

01

THE BITS PILANI LEGACY

A legacy of excellence fuelled by a spirit of entrepreneurship, cultivated over fifty years.

02

WORLD-CLASS FACULTY

We have handpicked exceptional thought leaders from the best business schools across the world so that our students can gain a unique perspective on both business and life.

03

GLOBALLY RESPECTED GOVERNING COUNCIL

BITSoM has an elite and highly influential Governing Council who will provide access to relevant networks and help realise the vision of the school.

04

CAREER SERVICES AND INDUSTRY CONNECT

Our team of seasoned professionals will ensure a robust and transparent placement process, and prepare students for placements with one-on-one attention.

05

AN ENVIABLE LOCATION – MUMBAI METROPOLITAN REGION

India's business capital offers easy access to leading industries, networks, resources and more.

06

STATE-OF-THE-ART INFRASTRUCTURE

Our interim campus is strategically located and state of the art, while our upcoming permanent campus is spread across 60 acres and will be at par with the best educational institutes in the world.

07

A NEW-AGE CURRICULUM

An innovative curriculum that blends relevant management studies with emerging streams of thought, such as Technology, Design Thinking and, Data Science & Analytics.

08

INNOVATIVE PEDAGOGY

Students will learn through block teaching modules, workplace essentials, immersive industry projects, experiential learning, mentoring programs and more.

09

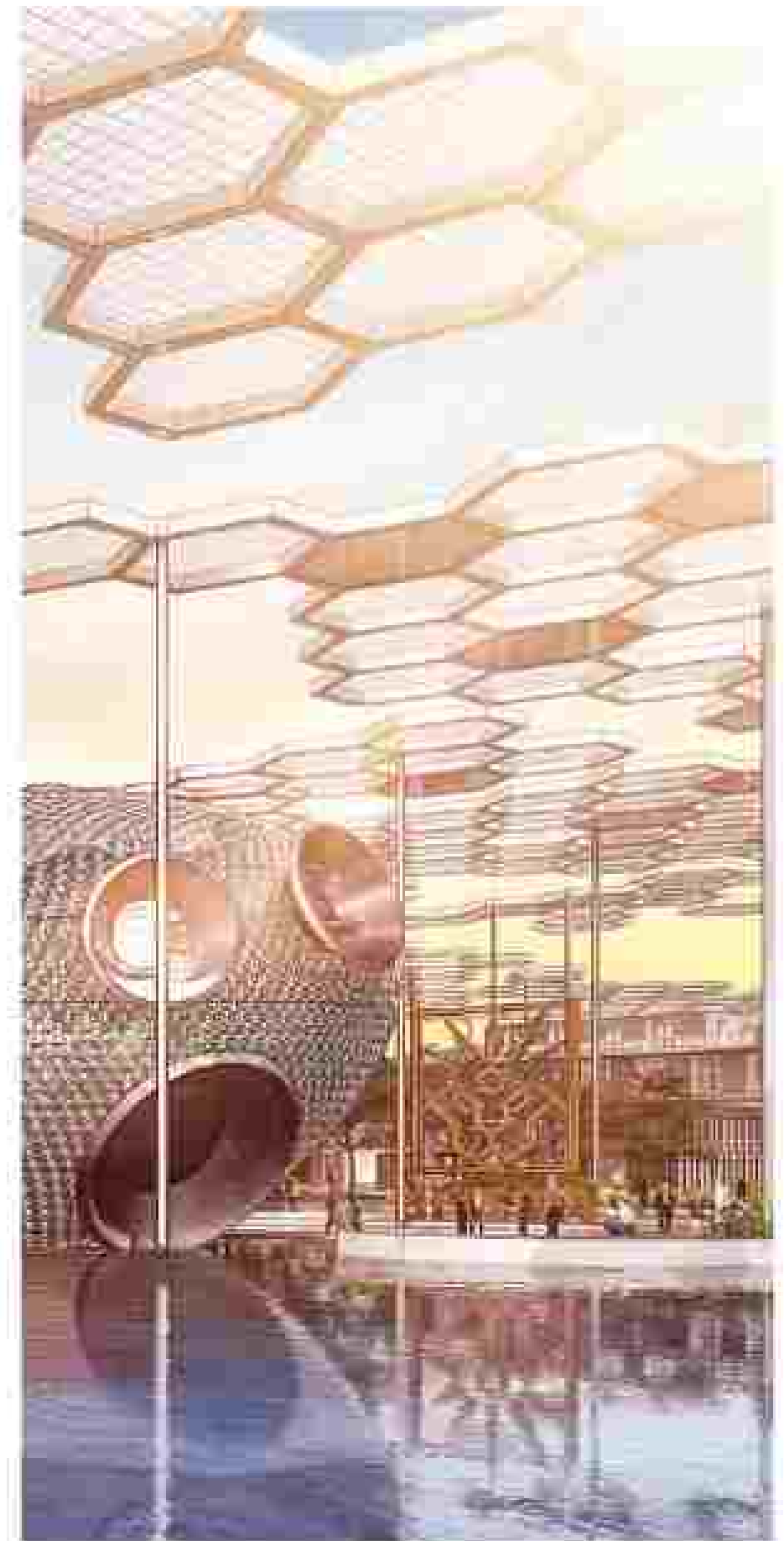
A DIVERSE PEER GROUP

You will learn, not only from the faculty but equally from your peers. And, the more diverse this group is, the richer the learning. Your peer group will be diverse not only in terms of gender, but also academic background, work experience and interests.

10

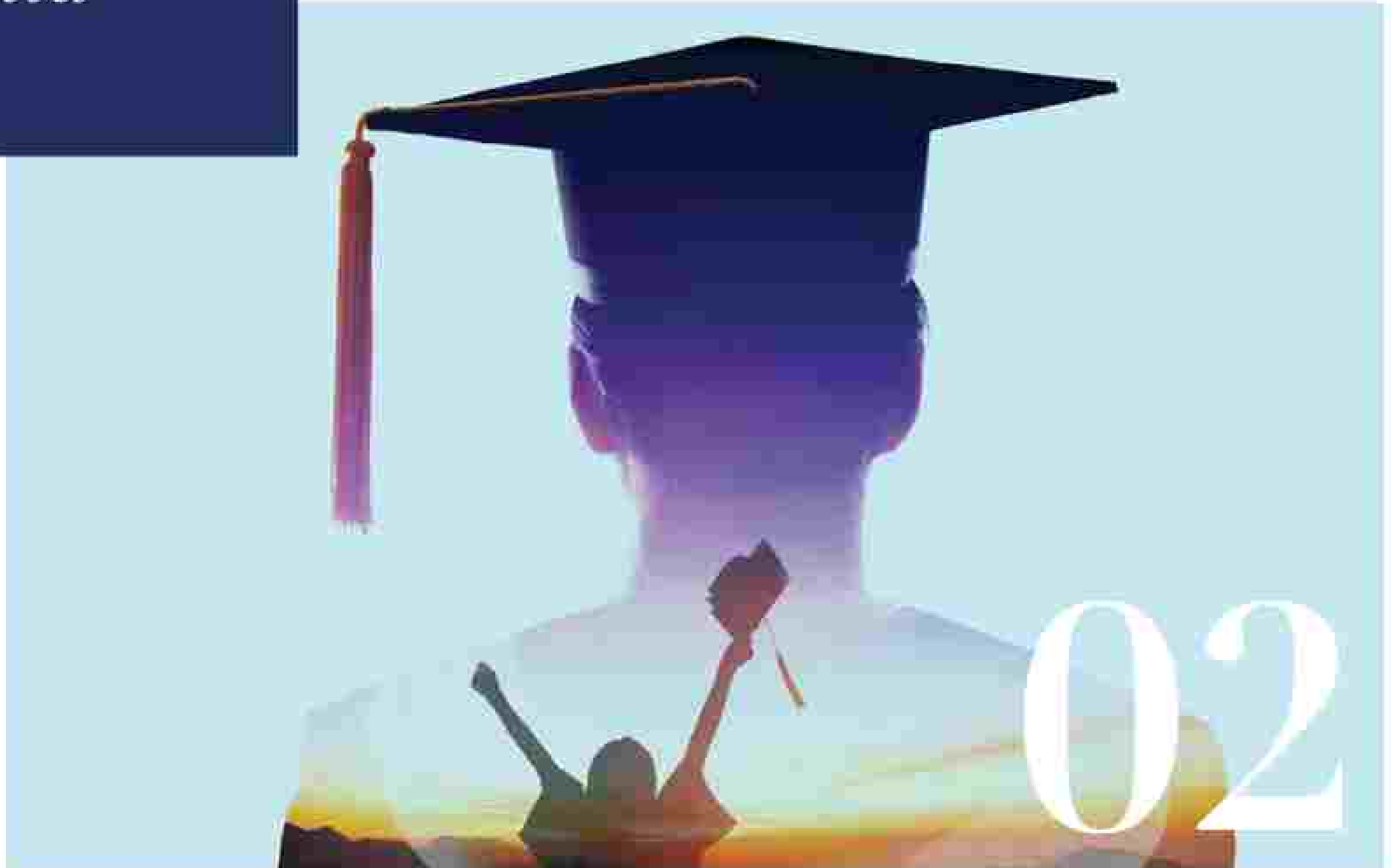
IMMERSION AT LONDON BUSINESS SCHOOL

Students will have the option to participate in an immersion programme at the London Business School in the second year.



Representative image of proposed campus in Mumbai Metropolitan Region.

A NEW AGE
for India



A GLOBAL MBA PROGRAMME

based in India

THE NEED FOR AN EVOLUTIONARY BUSINESS SCHOOL

Yesterday's frameworks for business are no longer relevant for what is to come. In order to succeed in an evolving world, one has to be innovative and adaptive.

It is time, therefore, to redefine the tenets of business education to enable fresh graduates and young professionals to ask relevant questions, handle workplace challenges effectively, align technology with best practices, learn to deal with adversity, and lead the change.

Our MBA Programme is designed to fulfil the dynamic needs of students so that they can lead the way as change makers in an ever changing world.

COLLABORATING
SCHOOL:

London
Business
School



THE FUTURE OF WORK

"Educational systems have not kept pace with the changing nature of work, resulting in many employers saying they cannot find enough workers with the skills they need. In a McKinsey survey of young people and employers in nine countries, 40% of employers said lack of skills was the main reason for entry-level job vacancies. 60% said that new graduates were not adequately prepared for the world of work."

- McKinsey Report on Technology, Jobs, and the Future of Work

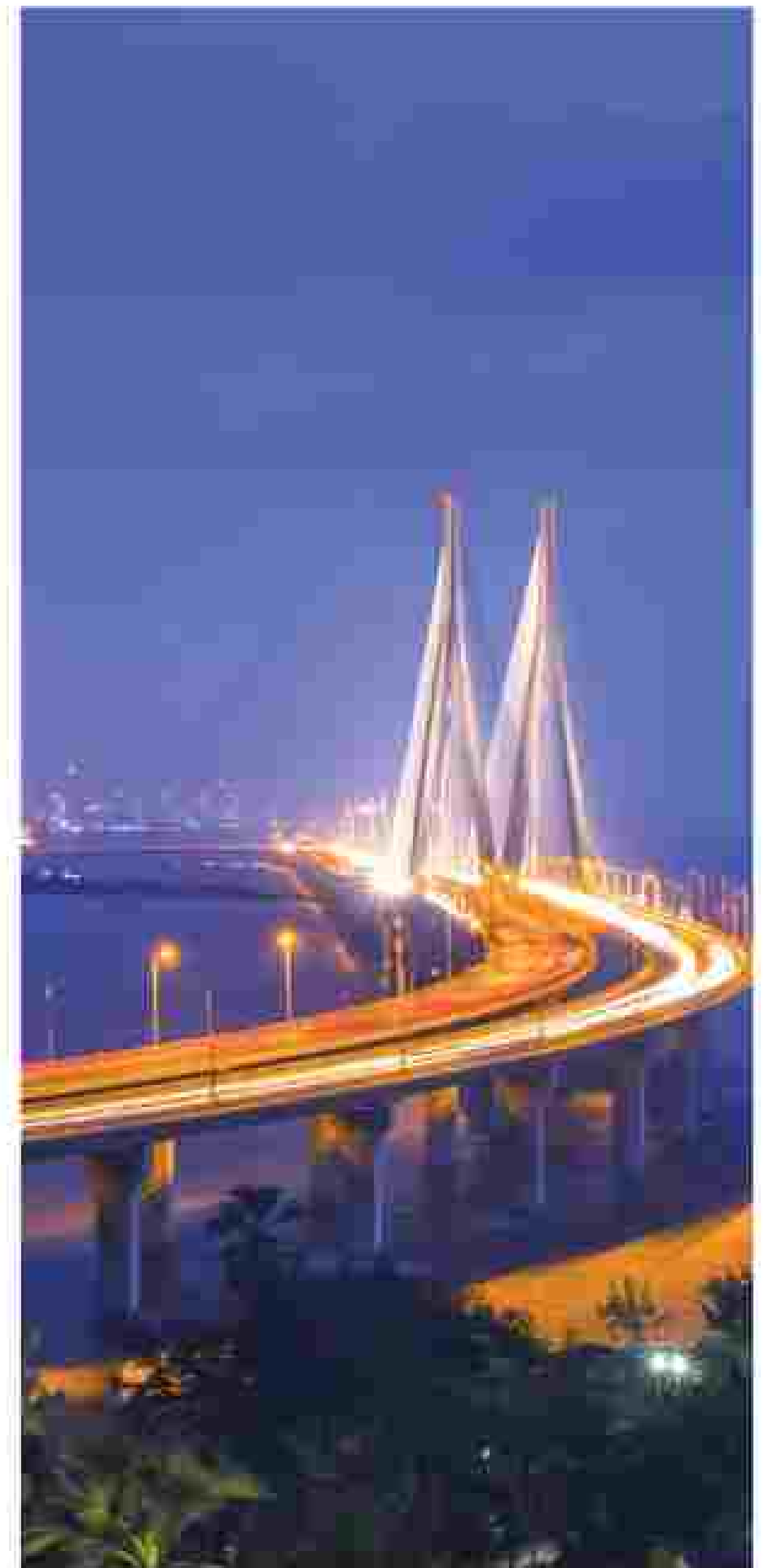
Our curriculum was created keeping the ever changing future in mind, and will help students stay relevant and on top of their game, long past graduation. In addition to career guidance and support, students and alumni will also have access to lifelong learning through courses and Initiatives. We will evolve along with the world so that our students soar into the future with us.



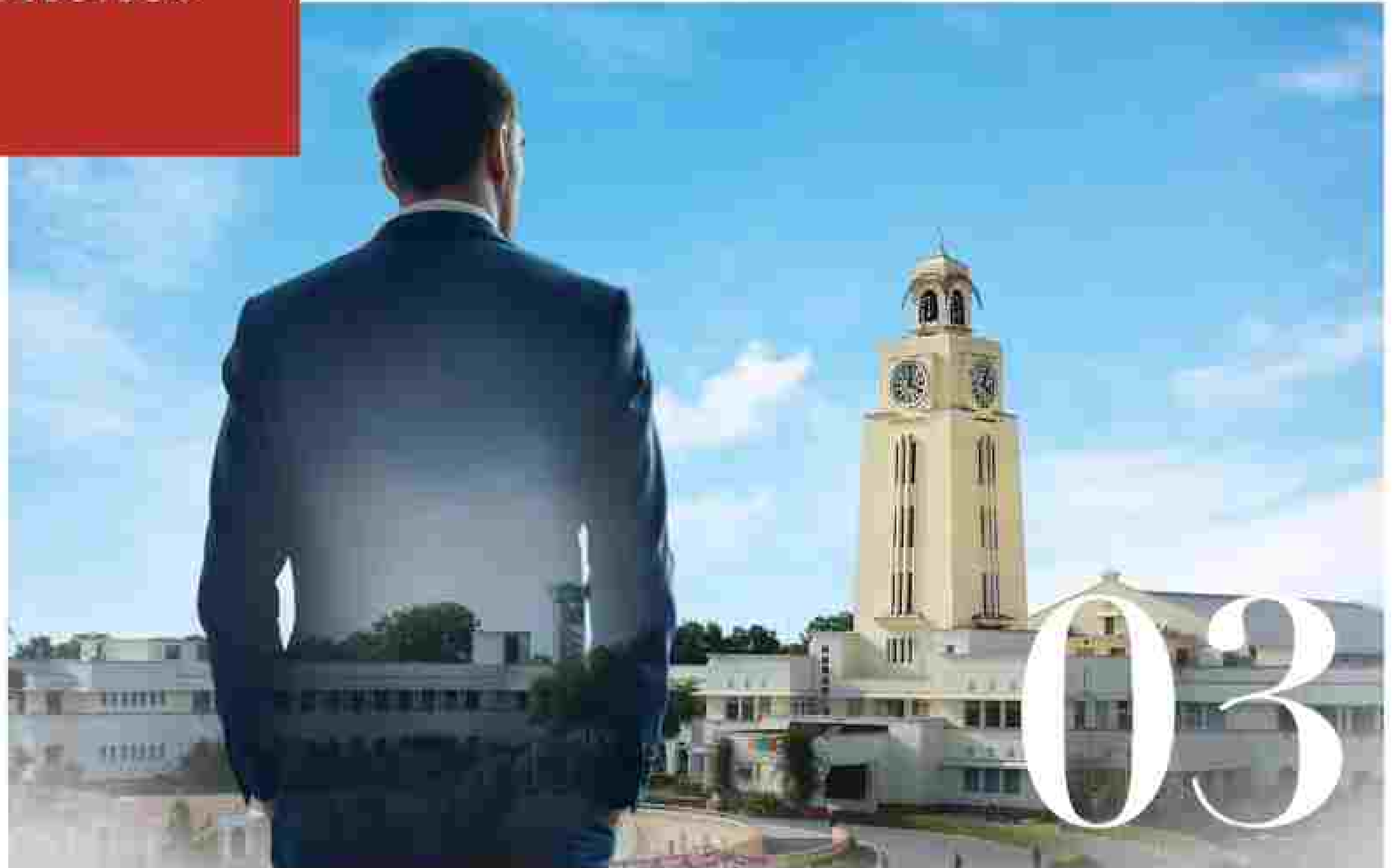
MUMBAI - THE NEW HUB FOR BUSINESS EDUCATION

Mumbai, the city of dreams, is the financial centre, economic powerhouse, and industrial hub of India. It is home to the headquarters of well established multinationals as well as scores of leading startups. What this city lacks, is a business school on par with the best in the world. A global city needs a global business school.

With BITSOM, we aim to bridge this gap and establish a hub for business education in the maximum city - Mumbai. Our strategic location ensures that students will have easy access to industrial hubs, a network of leaders, resources and much more.



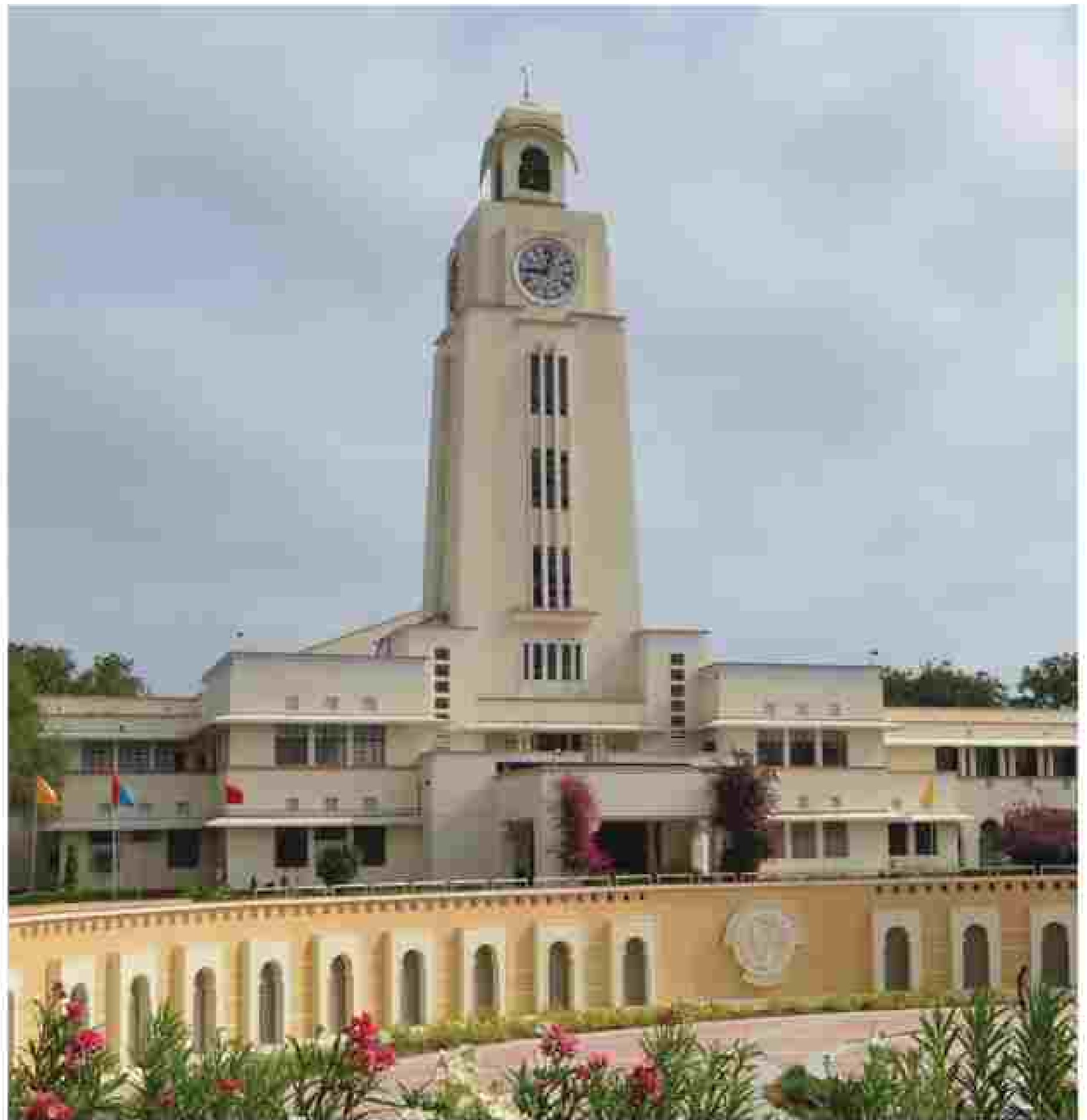
A NEW AGE
of Excellence



BITS PILANI

an unmatched legacy

Birla Institute of Technology and Science, Pilani is a premier institute of higher education. Amongst a handful of institutions to be given the prestigious Institution of Eminence (IoE) title by the Government of India, BITS Pilani is also deemed to be a university. For over fifty years now, alumni from this distinguished institute have gone on to change the world through enterprise, social impact and thought leadership. We carry forth the constant pursuit of excellence and entrepreneurial culture that BITS Pilani represents so that BITSOM students can join an elite group of leaders who are proud to be associated with the BITS name 



50+

YEARS OF GROWING LEADERS

55,000+

ILLUSTRIOUS ALUMNI



OVER FIVE DECADES OF EXCELLENCE

\$63 bn

MARKET CAP OF TOP 13 BITSIAN VENTURES

4,200+ FOUNDERS

WHO HAVE SHAPED GLOBAL BUSINESS

3,000+ CEOs

LEADING INDIAN AND MNC BRANDS

AN IMPECCABLE TRACK RECORD OF SUCCESS

BRANDS FOUNDED OR LED BY BITS PILANI ALUMNI




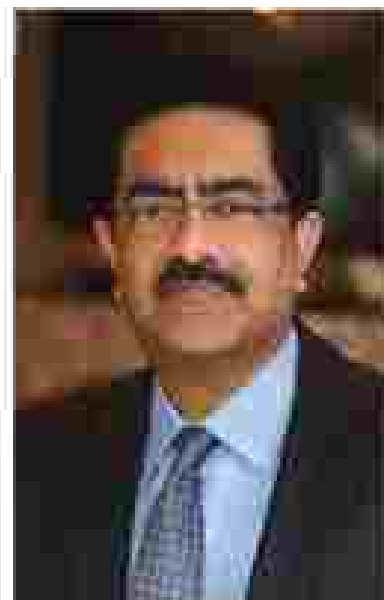
A NEW AGE
of Leadership



OUR GOVERNING *council*

BITSoM students will gain access to relevant networks and industry insights with the help of our distinguished Governing Council, an elite body comprised of pioneering leaders. Their unparalleled insight will guide the university's strategic direction and bring to life the school's vision.

Our Governing Council will also help the school be better integrated with industry, and facilitate an environment that will help our faculty members advance BITSoM's unique brand of education & enable our students to soar to new heights 



**KUMAR
MANGALAM BIRLA**
Chairman of the Aditya
Birla Group
Chancellor, BITS Pilani
Chairman, Governing
Council, BITSoM
MBA, London Business
School
H.R. College of Commerce
and Economics



SHOBHANA BHARTIA
Chairperson, Hindustan
Times Group
Pro Chancellor, BITS Pilani
University of Calcutta



**SOUVIK
BHATTACHARYYA**
Vice Chancellor,
BITS Pilani
PhD, Texas A & M University
MS, University of Cincinnati
BME, Jadavpur University



RANJAN BANERJEE
Dean, BITSoM
PhD, Univ of Minnesota
MBA, IIM Calcutta
BTech, IIT Bombay



DILIP GAUR
Director, Aditya Birla
Management
Corporation Private Ltd
(ABMCPL)
AMP, Harvard Business
School
B Tech, Nagpur
University

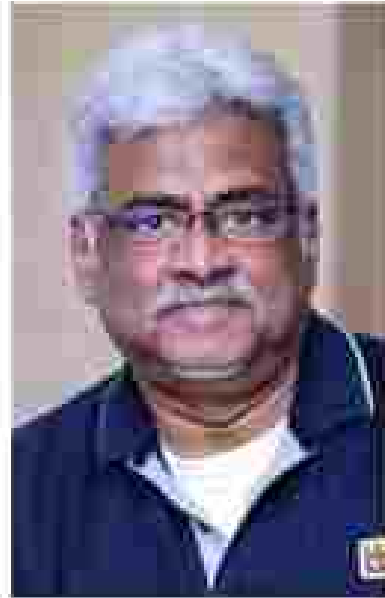


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Managing Director,
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BE, BITS Pilani



TULSI MIRCHANDANEY

MD, Blue Dart Aviation
MBA, International Aviation, Concordia University, Montreal

A NEW AGE
of Knowledge



LEARN FROM THE BEST ACROSS

industry & academia

Some of the brightest minds, carefully selected from leading business schools across the world will leverage their extensive exposure and experience to groom leaders of the future. They are experts in their fields; have diverse professional & academic backgrounds and bring a wealth of experience to BITSoM.



RANJAN BANERJEE

Dean, BITSoM
PhD, Univ of Minnesota
MBA, IIM Calcutta
BTech, IIT Bombay



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Professor of Organisation Behavior and Human Resources, BITSoM
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MA, Delhi University
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MA, Delhi School of Economics
Lady Shri Ram College, Delhi



VERA TILSON

**Associate Professor of
Operations**
University of Rochester
PhD, Case Western Reserve
University
MS, Colorado School of Mines
BS, MIT, Boston

and many more...

A NEW AGE
*for Evolutionary
Thinking*



06

AN MBA PROGRAMME

unlike any other

Our programme is designed for those who can think outside the box and challenge the status quo. The two-year residential MBA Programme is a launchpad for leadership that infuses the fundamentals of business, i.e. Marketing, Finance, Strategy etc., with relevant future focused courses that cover Emerging Technology, Design Thinking and, Data Science & Analytics. And besides learning through immersive & experiential projects, business courses and electives in the chosen area of specialisation, students will also gain crucial competencies for the workplace and for life.

The BITSOM MBA Programme will motivate students to think differently, enable them to overcome complex challenges, help them leverage the power of technology and unleash their potential.



PROGRAMME AT A GLANCE

1,600+

CONTACT HOURS

70+

COURSES

05

SPECIALISATIONS

A CROSS-FUNCTIONAL, INTER-DISCIPLINARY APPROACH

01

CORE BUSINESS COURSES

Our core courses are centered around the fundamentals of business. Over the course of the first year, students will master essential subjects like Financial Accounting, Operations, Marketing, Economics and much more.

02

DISTINCTIVE SPECIALISATIONS

Students will have the option to select their specialisations – Entrepreneurship & Innovation, Finance & Investing, EUommerce & Digital Leadership, Leadership & Strategy and, Marketing & Consumer Insights.

03

TRANSFORMATIVE AND EVOLUTIONARY LEARNING

Our MBA Programme gives students the chance to tap into the power of technology by offering an innate understanding of Emerging Technologies, Data Science and Analytics. They can further enhance their knowledge & skill sets with Design Thinking, an essential tool used by organisations the world over to rapidly solve complex problems.

04

WINNING AT THE WORKPLACE

The BITSOM MBA Programme will empower students with key skills and perspectives that they would need in order to thrive in the workplace. They will also learn and augment their communication, social and interpersonal skills.

05

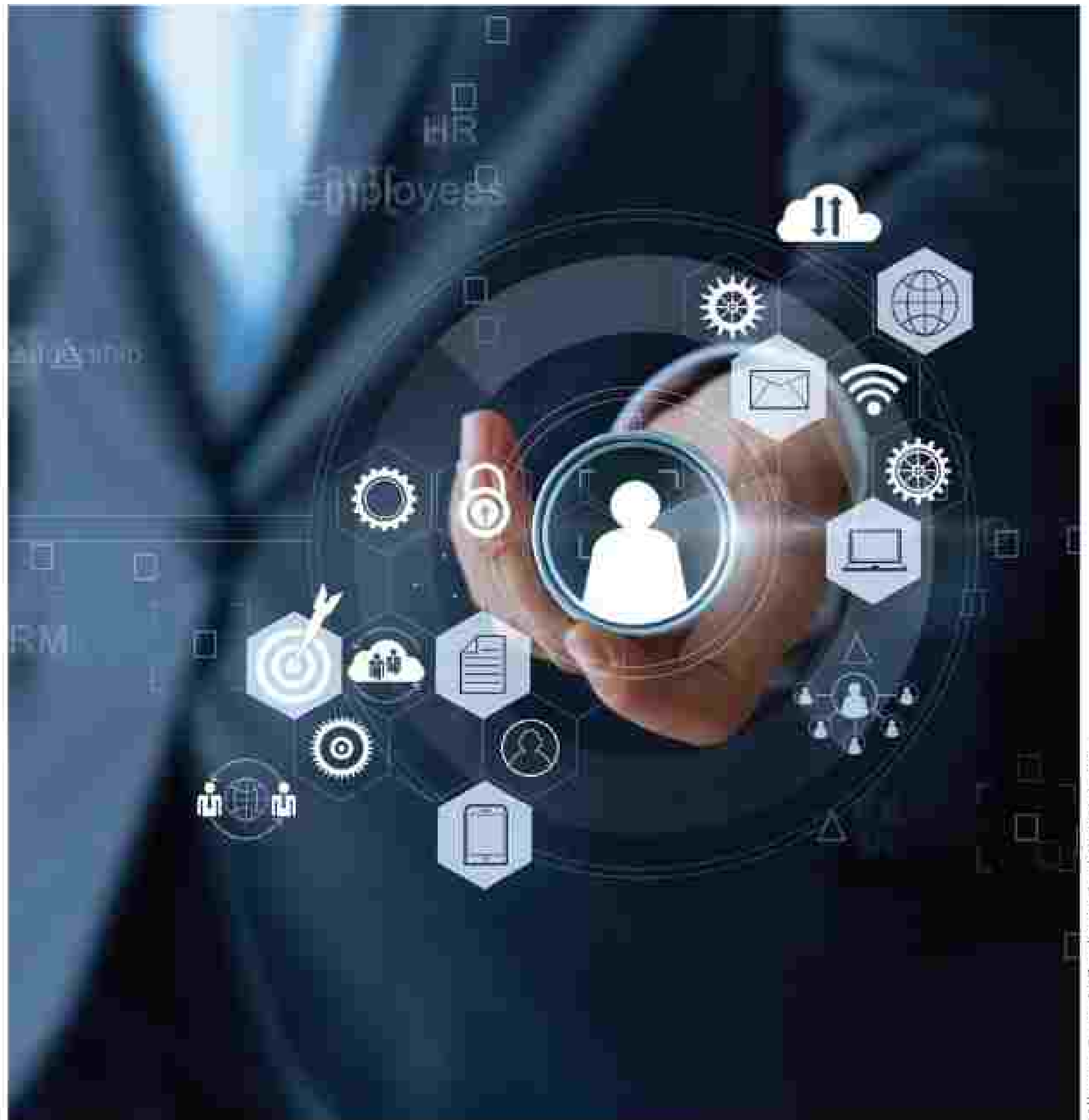
CORPORATE, SOCIAL AND ENTREPRENEURIAL TRACKS

The BITSOM MBA Programme is fuelled by the passion of our students. They can choose one of three career pathways. Whether one wants to join the corporate world, start their own enterprise or give back to society, the choice is in their hands.

A CUTTING EDGE CURRICULUM

Our programme curriculum* is designed to enhance our students' existing strengths, maximise their potential and give them an edge in the challenging world of business. Apart from mastering the fundamentals of business, they can also choose to specialise in an area of their preference. Essentially, the MBA at BITSOM can be tailor-made to fit our students' requirements.

Our curriculum integrates interdisciplinary and evolutionary thought with essential components of business education. Core business courses are infused with relevant future-focused specialisations so that our students are empowered to become game changing leaders.



*All courses are indicative and subject to change

A MULTI-LAYERED PROGRAM FOR MULTIFACETED LEADERS

YEAR 1 - CORE COURSES

TERM 1

- BUSINESS STATISTICS
- MARKETING MANAGEMENT
- MANAGEMENT OF ORGANISATIONS
- DECISION MODELS & UNCERTAINTY
- FINANCIAL ACCOUNTING & DECISION MAKING
- MICRO ECONOMICS

TERM 2

- GOVERNMENT, SOCIETY & BUSINESS
- OPERATIONS MANAGEMENT
- FINANCE FOR GLOBAL CORPORATIONS
- GLOBAL RULES OF THE GAME
- COMPETITIVE & CORPORATE STRATEGY
- CONSUMER BEHAVIOUR

TERM 3

- BUSINESS DRIVERS OF INDUSTRY
- DIGITAL BUSINESS & INNOVATION
- MARKETING RESEARCH & METHODS
- NEGOTIATION ANALYSIS
- DESIGN THINKING
- ENTREPRENEURIAL FOUNDATIONS

YEAR 2 - SPECIALISATION COURSES

ENTREPRENEURSHIP & INNOVATION

- ENTREPRENEURIAL FINANCE & FUNDRAISING
- INTELLECTUAL PROPERTY & INTELLECTUAL CAPITAL
- PRIVATE EQUITY & VENTURE CAPITAL
- PRODUCT & SERVICE DESIGN
- BUILDING TEAM CULTURES & INNOVATION
- FAILING IN ENTREPRENEURSHIP

FINANCE & INVESTING

- CORPORATE FINANCE II
- RISK MANAGEMENT & RISK MODELLING
- MERGERS & ACQUISITIONS
- INTRO TO FINTECH: INNOVATIONS & DISRUPTIONS
- INVESTMENT MANAGEMENT
- INTERNATIONAL FINANCE

E-COMMERCE & DIGITAL LEADERSHIP

- BUILDING AN E-COMMERCE BUSINESS
- DESIGNING THE DIGITAL VALUE CHAIN
- DIGITAL TRANSFORMATION OF BUSINESS
- SUPPLY CHAIN MANAGEMENT
- PRODUCT MERCHANDISING & INVENTORY MANAGEMENT
- SCALING UP

LEADERSHIP & STRATEGY

- GLOBAL STRATEGY FOR THE CHANGING WORLD
- LEADING THE STRATEGIC CHANGE PROCESS
- NON-MARKET STRATEGIES
- MANAGING TEAMS
- ADVANCED DECISION-MAKING TOOLS
- MANAGEMENT CONSULTING

MARKETING & CONSUMER INSIGHTS

- DIGITAL MARKETING ESSENTIALS
- PRICING & REVENUE OPTIMISATION
- B2B/ACCOUNT BASED MARKETING
- STRATEGIC BRAND MANAGEMENT
- INTERNATIONAL MARKETING
- ADVANCED MARKETING STRATEGY



*All courses are indicative and subject to change



WINNING AT THE WORKPLACE

The new-age leader needs a unique set of competencies, as well as a clear understanding of how the business world works. In order to lead organisations and enable change, students will need to understand and master subject matter that falls outside the purview of a conventional MBA.

The BITSOM MBA doesn't just prepare students for the corporate world. With skills and courses like these, our students will be ready to excel in whatever they do.

AMPLIFYING PRODUCTIVITY

- WHOLE BRAIN THINKING
- SMART PROBLEM SOLVING
- PERSUASIVE WRITING
- PRESENTATION SKILLS
- INFLUENCE AND PERSUASION
- TIME MANAGEMENT & PRODUCTIVITY

SUCCESS AT THE WORKPLACE

- LEADING SELF & OTHERS
- WORKING IN TEAMS
- WORKPLACE DYNAMICS & TRUST
- EMBRACING CHANGE & UNCERTAINTY
- MANAGING CONFLICT
- ART OF GIVING & RECEIVING FEEDBACK

BUILDING WORKPLACE PROFICIENCY

- RESEARCH METHODOLOGIES
- PROJECT MANAGEMENT
- EXCELESSENTIALS
- BUSINESS PRESENTATIONS
- PERFORMANCE MANAGEMENT

ENHANCING PERSPECTIVES

- ORIGIN OF MANAGEMENT IN INDIA
- ETHICS IN BUSINESS
- SOCIAL TRANSFORMATION OF INDIA
- POLITICAL SCIENCE & MANAGEMENT
- INDIAN PHILOSOPHY & LEADERSHIP
- PSYCHOLOGY
- LEADERSHIP LESSONS FROM WORLD LITERATURE

*All courses are indicative and subject to change

AN IMMERSIVE WAY TO LEARN

Conventional classroom learning is amplified by an array of immersive learning mechanisms that will enable a deeper level of engagement from our students.



BLOCK TEACHING



INDUSTRY IMMERSION
PROJECTS



ADAPTIVE & DYNAMIC
DIGITAL LEARNING



EXPERIENTIAL,
HANDS-ON LEARNING



MENTORING PROGRAMS
& INTERNSHIPS

A NEW AGE
of Opportunity





LEAPING FORTH *into leadership*

We strive to give our students a foundation based on which they can pursue their passions and live up to their ambitions. Our professional Career Advancement Team will be guiding our students every step of the way. They will also open the right doors and facilitate opportunities to help our students' careers take flight.



ACCESS TO ELITE NETWORKS & OPPORTUNITIES

Our Industry Advisory Council will be comprised of a diverse group of highly accomplished individuals who will facilitate Industry alliances for BITSOM. They will work in tandem with our distinguished Governing Council to ensure that BITSOM is well integrated with Industry and students have terrific career advancement opportunities.



ASSOCIATION WITH A WORLDWIDE NETWORK OF LEADERS

In addition to career guidance and support, students will also have lifelong access to the BITS Alumni network of over 55,000 industry leaders, game-changing entrepreneurs, thought leaders and academicians across the world.



INDUSTRY INTEGRATION

Engagement with industry will be driven through InDepth Immersion programs, student readiness workshops, Internships, case studies, simulations, guest lectures by leading industry stalwarts and much more.



PROFESSIONAL CAREER ADVANCEMENT SUPPORT

Our professionally run Career Advancement Team will do more than just bring in elite recruiters during placement season. They will help build relationships with influential alumni & marquee recruiters, and sharpen our students' skill sets through resume & case study workshops, mock group discussions, simulated interviews and more.

ONE MBA. INFINITE POSSIBILITIES.



01

Access to the BITS alumni network.

02

Access to placement opportunities.

03

Access to career counsellors, CV reviewers & mentors.

04

Mentorship by industry experts.

05

Access to mentorship & funding for student & alumni entrepreneurial ventures.

06

Access to elite networks & opportunities.

07

Support from a Professional Career Advancement Team.

A NEW AGE
of Abundance



STUDENT LIFE

at BITSoM

Life at BITSoM is life in perpetual motion. From elements of academic modules to skill building courses and group projects, our students will have plenty of options to choose from. There will be numerous extra-curricular opportunities including seminars and talks by distinguished industry experts that will help them gain new perspectives.

Our students will have the opportunity to work with and learn from a highly talented & diverse peer group. Campus activities will include activities in the form of student clubs, sports, debates, arts, economics, dance, music and much more.

An added benefit is our location. Mumbai is one of the most exciting cities in the world. Whether people come here from South India or South America, the city and its wonders will never cease to impress



Representative image of proposed campus in Mumbai Metropolitan Region.

*Formed and led by students upon commencement of the MBA Programme.

A DAY IN THE LIFE OF A BITSOMIAN

The BITSOM lifestyle is as exciting as it gets. From talks by industry stalwarts, to immersive learning modules, extracurricular activities and more, our students will have something special to look forward to, every single day.



YEAR 1 | DAY SCHEDULE

	8.00	9.00	10.00	11.00	12.00	13.00	14.00	15.00	16.00	17.00	18.00	19.00
SECTION A		CORE MODULE	CORE MODULE		WAW/LP	LUNCH						ECA
SECTION B						LUNCH	WAW/LP	CORE MODULE	CORE MODULE			ECA

WAW: Winning at the Workplace | LP: Live Projects | ECA: Extra Curricular Activities

*All courses are indicative and subject to change

OUR CAMPUSES

Our campuses are tech-enabled and state-of-the-art, not to mention aesthetically stimulating and academically conducive.

THE INTERIM CAMPUS

Until our permanent campus is ready, we will operate out of an interim campus, also in Mumbai. Located in Hiranandani Knowledge Park in the lush green suburb of Powai, it is naturally conducive for clearer thinking. The campus has ample space for academic and extracurricular activities with access to the best resources and amenities.

TO REACH OUR CAMPUS

Chhatrapati Shivaji Maharaj International Airport - 7.5 km

Bandra terminus railway station - 18.0 km

Ghatkopar Metro Station - 5.0 km

ADDRESS

8th Floor, Hiranandani Knowledge Park, Powai, Mumbai - 40



FACILITIES AT THE INTERIM CAMPUS

- AUDITORIUMS
- CLASSROOMS
- FACULTY ZONES
- MULTIPURPOSE HALL
- MEETING ROOMS
- CONFERENCE ROOMS
- CAFETERIA
- DIGITAL STUDIO
- LIBRARY
- FIRST AID & WELLNESS ROOM

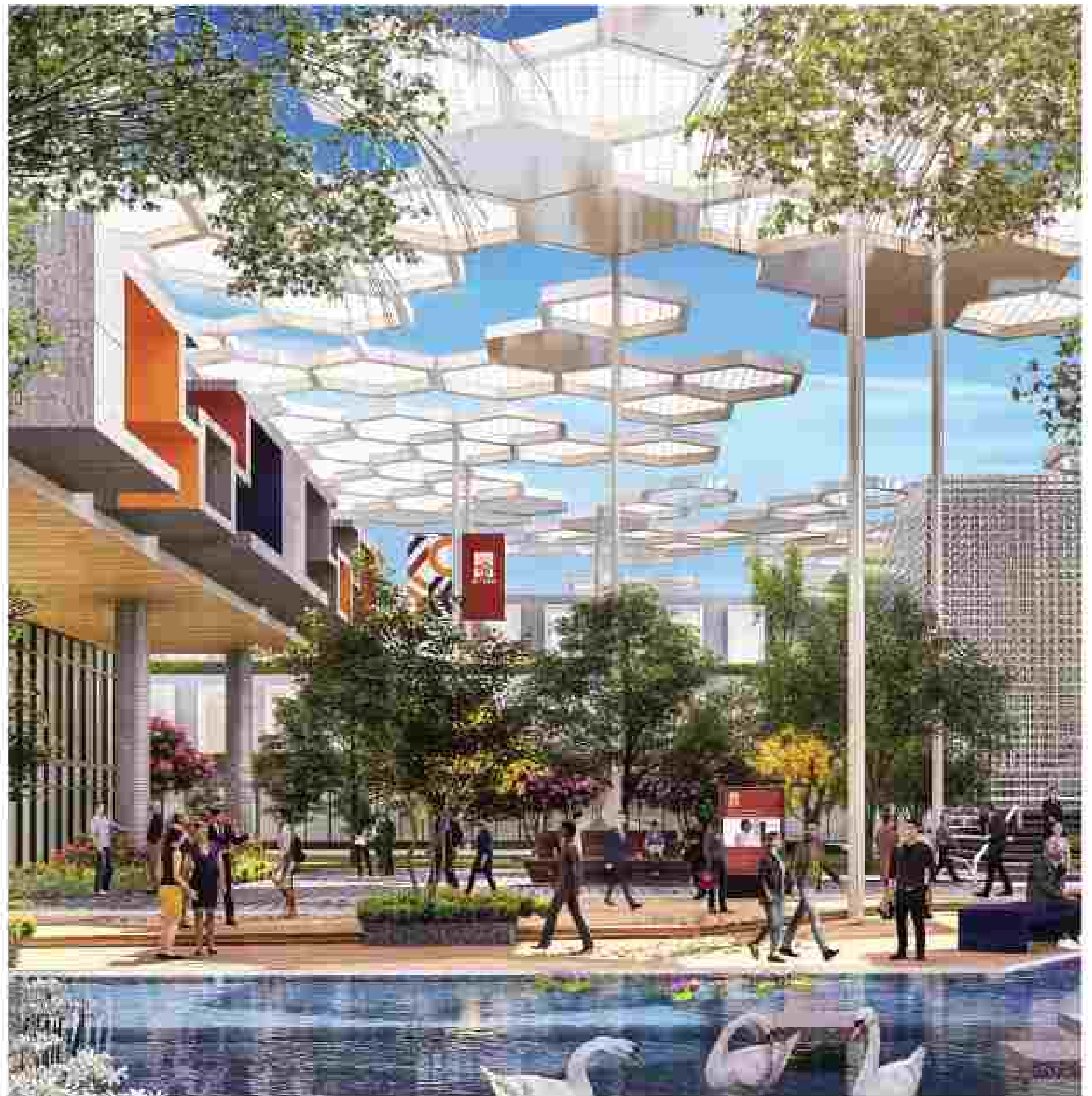


TO LOCATE US ON GOOGLE MAPS,
CLICK HERE.

THE CAMPUS OF THE FUTURE

Our state-of-the-art upcoming campus is modelled after some of the leading educational campuses from across the world. It is spread over 60 acres of verdant land, and is proposed to be launched in 2023.

The campus is located in the Mumbai Metropolitan Region. With a focus on sustainability, it is our endeavour to have a zero carbon footprint in the fullness of time. The campus will have dedicated zones, digitally equipped classrooms, a natural waterbody, a strategic location and much more. It is planned to be absolutely world-class.



Representative image of proposed campus in Mumbai Metropolitan Region.

KEY FEATURES:

1 WORLD-CLASS INFRASTRUCTURE

Fully residential modern campus equipped at par with leading institutes in the world

2 DIGITALLY ENABLED CLASSROOMS

Digitally equipped classrooms with tablets as command centres, projectors, telepresence, and smart devices for optimising learning experience

3 BUSINESS INCUBATION CENTRE

Cutting edge business incubation center equipped with video conferencing, computers built for data science, and interactive tables

4 VIDEO STUDIO

Fully equipped video studio open for faculty and students for the creation of multimedia content

5 DEDICATED STUDENT AREAS

Open plaza, innovation centre, sports pavilion & club, business incubation centre and more



A NEW AGE
of Ascent




OUR ADMISSIONS *philosophy*

An extraordinary MBA program requires extraordinary talent. We are looking for unconventional thinkers who are independent minded, from diverse backgrounds and have the potential to excel at a global stage. Our approach to evaluation is holistic and we will make our selections on more than just academic achievements.

We hope to amplify our students' unique strengths & passions, and transform them into game changing leaders of tomorrow.

WHO SHOULD APPLY

We are looking for well-rounded candidates with the aptitude and ambition to make a global impact in business or society. Risk takers, innovators and 'outside-the-box' thinkers are all welcome to apply. 

WHAT WE LOOK FOR



A recognised undergraduate or postgraduate degree in any discipline from a recognised Indian institution or from an international university



Scores from one of the entrance exams – CAT, GMAT or GRE
[GRE Code: 2855]



Exemplary record of academic and extracurricular achievements



Leadership potential as well as strong written and communication skills

HOW TO APPLY

There are three stages to the admissions process as shown below. The online application includes questions needing long form answers that require time and clear thinking. Don't leave it to the last day. The interviews will be a conversations with senior leaders from the BITSoM network, including the BITS Pilani Alumni. Interviews typically last for between 30-45 minutes and the interviewers will want to understand the candidate holistically and look for leadership potential. Reach out to our admissions team if you need advice or help.



STEP
1 ONLINE APPLICATION
CLICK HERE TO APPLY

STEP
2 PERSONAL INTERVIEW

STEP
3 DECISION LETTER

WHEN TO APPLY

08 Sep 2022

Round 1 Applications Open

20 Nov 2022

Round 1 Applications Close

26 Jun 2023

Programme Commencement

INVEST IN A NEW AGE
of Prosperity



FEES & FINANCING

Attending BITSoM is an investment in a promising future. We strongly believe that this is one of the most important decisions students will make, therefore this needs to be planned carefully. Our team is here to assist and guide students every step of the way.

FEE STRUCTURE

Given below is our fee structure for the flagship two-year MBA program for 2023-2025. These include tuition costs, room and board

Application Fee

INR 1,500

PROGRAMME FEE

Tuition Fee	INR 21,62,500
Admission fee	INR 1,50,000
Housing	INR 2,60,000
Total	INR 25,72,500

- 1) Application Fee is not included in the Programme Fee.
- 2) Admission fee is partially refundable as per BITSoM policy, if the student does not enrol.
- 3) Cost of books and other learning materials will be extra.



SCHOLARSHIPS

We believe that finances should not hinder a deserving student's path to success. As we are a caring, inclusive community, we will be providing the most deserving students with need-based scholarships. Those applying for a scholarship would need to write an additional essay and submit certain relevant financial documents.



LOANS THROUGH BANKING PARTNERS

Our Financial Aid Office will help students finance their MBA Programme with the help of our banking partners.

Email: admissions@bitsom.edu.in



BITS School of Management
8th floor, Hiranandani Knowledge Park,
Powai, Mumbai - 400 076.

info@bitsom.edu.in

IMPORTANT CONTACTS:

GENERAL INQUIRY:
8050012004
info@bitsom.edu.in

ADMISSIONS:
admissions@bitsom.edu.in

MEDIA:
media@bitsom.edu.in

Masters in Business Administration awarded by BITS Pilani, an Institution Deemed to be University estd. vide Sec.3 of the UGC Act, 1956 under notification # F.12-23/K3.U-2 of Jun 18, 1964.
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