



BITS SCHOOL OF MANAGEMENT

UNDER THE AEGIS OF BITS PILANI
FLAGSHIP MBA PROGRAMME | ADMISSION 2025-27

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



THE LEGACY OF **BITS PILANI**

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 sixty 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.

60 years

of excellence

\$65bn

market-cap of top 10 BITSian ventures

6400+

founders & co-founders

186k

illustrious alumni

7400+

CEOs

LEADERSHIP

Our distinguished Governing Council plays a critical role as the principal executive body of BITSOM. It provides strategic direction to the school and promotes an environment that advances a unique brand of education.



**KUMAR
MANGALAM BIRLA**

Chancellor, BITS Pilani
Chairman, Governing Council,
BITSOM,
Chairman, Aditya Birla Group



**SHOBHANA
BHARTIYA**

Hindustan Times Group,
Pro Chancellor, BITS Pilani



**V. RAMGOPAL
RAO**

Vice Chancellor,
BITS Pilani



**SARAVANAN
KESAVAN**

Dean and Professor
of Operations, BITSOM



**BHARAT
PURI**

Managing Director,
Pidilite Industries Ltd.



**DILIP
GAUR**

Director, Aditya Birla Management
Corporation Private Ltd (ABMCPL)



**GEOFFERY
GARRETT**

Dean, USC Marshall
School of Business



**HARI
MENON**

Chief Executive Officer,
BigBasket.com



**NISHI
VASUDEVA**

Former Chairman & MD,
HPCL



**RAJAGOPAL
RAGHUNATHAN**

Professor of Business,
University of Texas at
Austin



**REVATHI
ADVAITHI**

Chief Executive Officer,
Flex Ltd.



**SP
KOTHARI**

Professor of Accounting and
Finance, MIT Sloan School of
Management



**TULSI
MIRCHANDANEY**

Former MD,
Blue Dart Aviation

ABOUT BITSoM

BITS School of Management (BITSoM) is a new-age global business school under the aegis of BITS Pilani. Located in the Mumbai Metropolitan Region, BITSoM is inspired by the spirit of excellence and entrepreneurial culture that BITS Pilani has nurtured over six decades. Building on this legacy, BITSoM offers a two-year full-time residential flagship MBA programme with a future-ready curriculum and a transformative experience that will prepare students to be lifelong learners and thrive in an ever-changing business landscape. BITSoM is committed to its students' success and attracts top recruiters from leading industry domains such as Consulting, FMCG, BFSI, IT, E-commerce, and Conglomerates.

OUR MISSION

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

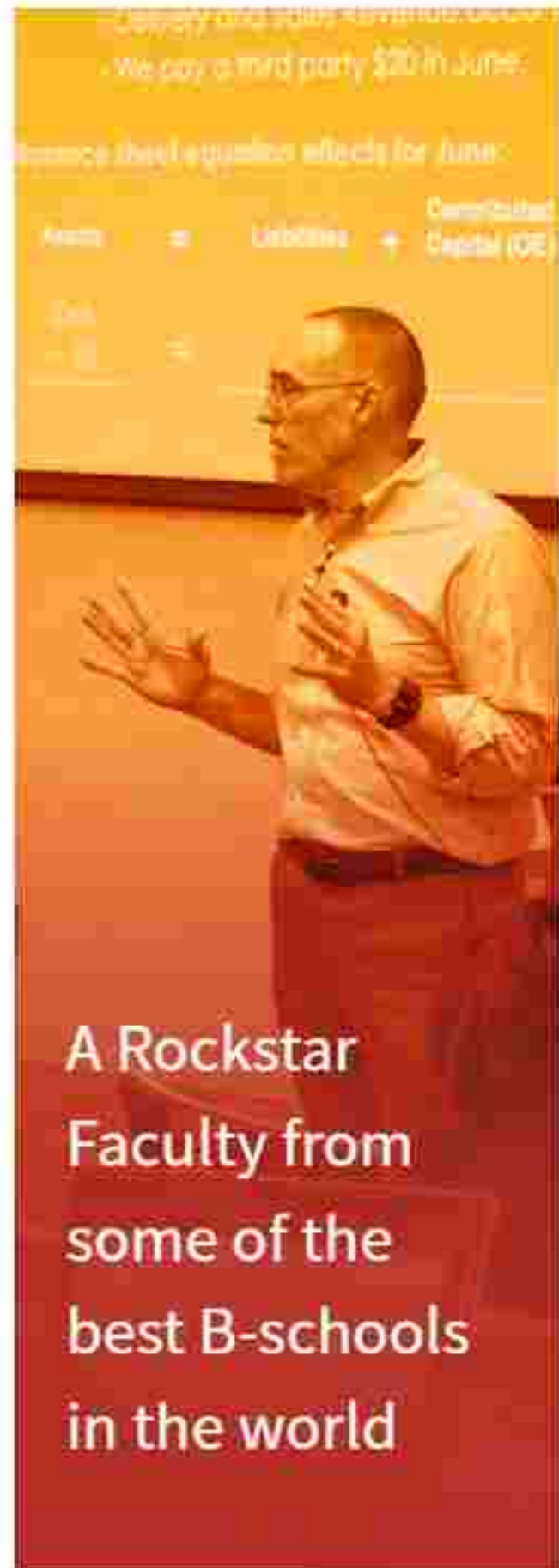
OUR VISION

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.



THE BITS_oM EXPERIENCE

The BITS_oM experience is based on the following founding pillars of a Global Rockstar Faculty, Future-Ready Curriculum, Experiential Learning, Holistic Leadership Development, Deep Industry Integration and Individual Attention for each student via the Personal Development Programme (PDP).



FACULTY

Over 80 hand-picked faculty at BITSom come from some of the best business schools across the world, such as Wharton, NYU Stern, and SMU Singapore, to teach a cutting-edge curriculum. They are thought leaders in their fields and deliver a learning experience that ignites interest in subjects and makes the students industry ready.



**SARAVANAN
KESAVAN**

Dean and Professor
of Operations, BITSom



**ANDREW
GERSHOFF**

Professor of Marketing and
Marketing Department
Chair, McCombs School of
Business



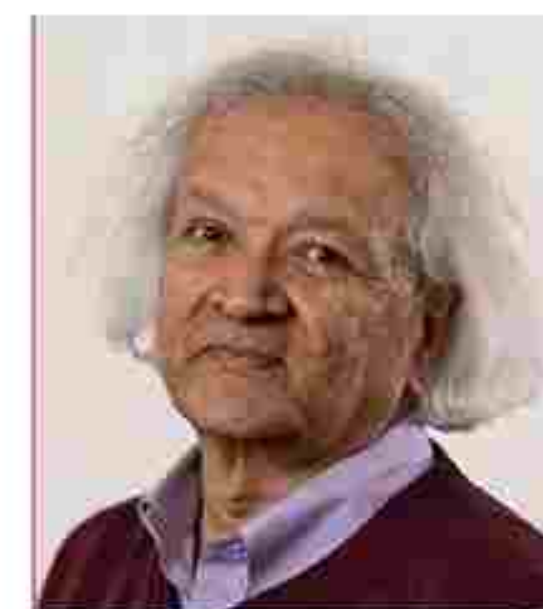
**DHANANJAY
GODE**

Professor of Accounting, NYU
Stern School of Business



**LEENA
CHATTERJEE**

Professor of Organisational
Behaviour, BITSom



**LIL
MOHAN**

Adjunct Professor of Marketing,
London Business School
& University of Chicago Booth
School of Business



**MARK
FINN**

Clinical Professor of Accounting,
Kellogg School of Management



**MILIND
SHRIKHANDE**

Professor of Finance,
Georgia State University



**RAJAGOPAL
RAGHUNATHAN**

Professor of Business,
University of Texas at
Austin



**RANJAN
BANERJEE**

CEO and Professor, Nayanta
Education Foundation
Founding Dean, BITSom



**SANDEEP
CHANDUKALA**

Associate Professor of
Marketing, Singapore
Management University (SMU)



**SANTIAGO
KRAISELBURD**

Director of Research Operations/
Vice Rector of Research,
TECNOLÓGICO DE MONTERREY



**SATHYAJIT
GUBBI**

Associate Professor of
Strategy, BITSom



**SHAILENDRA
JAIN**

Professor of Marketing and
International Business,
Foster School of Business,
University of Washington



**VERA
TILSON**

Associate Professor of Operations,
University of Rochester

For detailed faculty profiles and credentials, visit our website www.bitsom.edu.in



Distinctive Specialisations

- » Entrepreneurship & Innovation
- » Finance & Investing
- » Ecommerce & Digital Leadership
- » Leadership & Strategy
- » Marketing & Consumer Insights
- » Operations & Supply Chain Management

THE FUTURE-READY MBA

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. 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.

Some salient features of our programme include:

- » **Winning at the Workplace** – aims to empower students with key skills and perspectives to thrive in the workplace by augmenting their communication, social and interpersonal skills.
- » **Personal Development Programme** - Designed to help you develop self-awareness and set clear goals through personalised guidance from faculty, who helps you create a personal development plan, identify your strengths, and work on filling skill gaps to achieve your career aspirations.
- » **AI Month** – The recently introduced modules on applied AI in the domains of Marketing, Operations, Finance, and Statistical Analysis uniquely position us at the forefront of AI education, aligning with global trends and preparing students to lead in a digitally transforming business world.
- » **Immersion at London Business School** - students have the option to participate in an immersion programme at the London Business School in the second year.
- » **Experiential Learning** – Social and Corporate Live Projects offer students hands-on experience with real-world challenges, bridging classroom learning with industry exposure. The projects help them learn and engage with the corporate to become future-ready and emphasises the development of socially conscious leaders who understand the connection between business and society.

CAMPUS

Sprawling across 63 acres of land with 80% of space dedicated to lush greenery near Kalyan in the Mumbai Metropolitan Region (MMR), our campus is fully residential and can accommodate up to 5000 students. It has an exemplary Center of Excellence, an Academic Building, an Event Hall, and Student and Faculty Residences. The digital-first campus has a zero-discharge scheme with 100% recycled water utilisation, energy-saving lighting systems, and solar power to work towards a zero-carbon footprint.

Some of key facilities and amenities of the campus include:

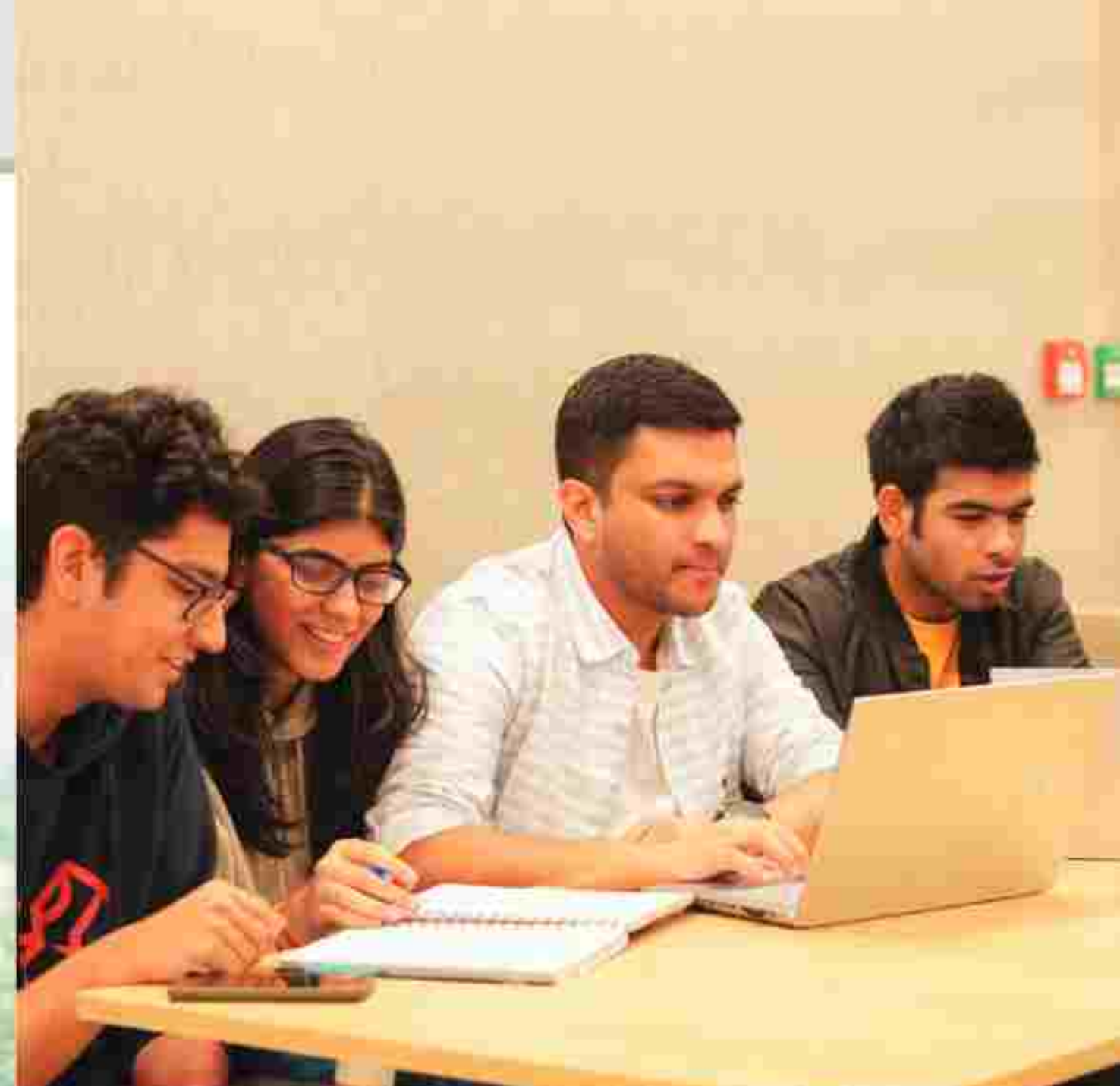
- » Learning Infrastructure: Learning Resource Center (Library), Digitally Equipped Classrooms, Startup Incubation Center, Video and Podcast Studios
- » Student Life: Gymnasium, Sports Complex, Retail Shopping Complex, Cafeteria/Dining Hall, Medical Room, 24 hour Ambulance, Campus to City Shuttle



LIFE AT BITSoM

At BITSoM, we nurture well-rounded individuals who excel both academically and in their personal pursuits. The unique learning experience with a future ready curriculum and a transformative experience prepares students to be lifelong learners and thrive in an ever-changing business landscape. The global experience at the campus extends beyond academics with a diverse array of student led clubs and committees, each offering unique opportunities to grow and explore.

Students stay in fully furnished, single occupancy hostel room on campus with access to amenities such as cafeteria, library, indoor gym, first aid, wellness center, an outdoor sports court, doctor on call and paid laundry services. The Learning Resource Center (LRC) or Library offers a gateway to a vast collection of print and digital resources in the field of management and allied fields.

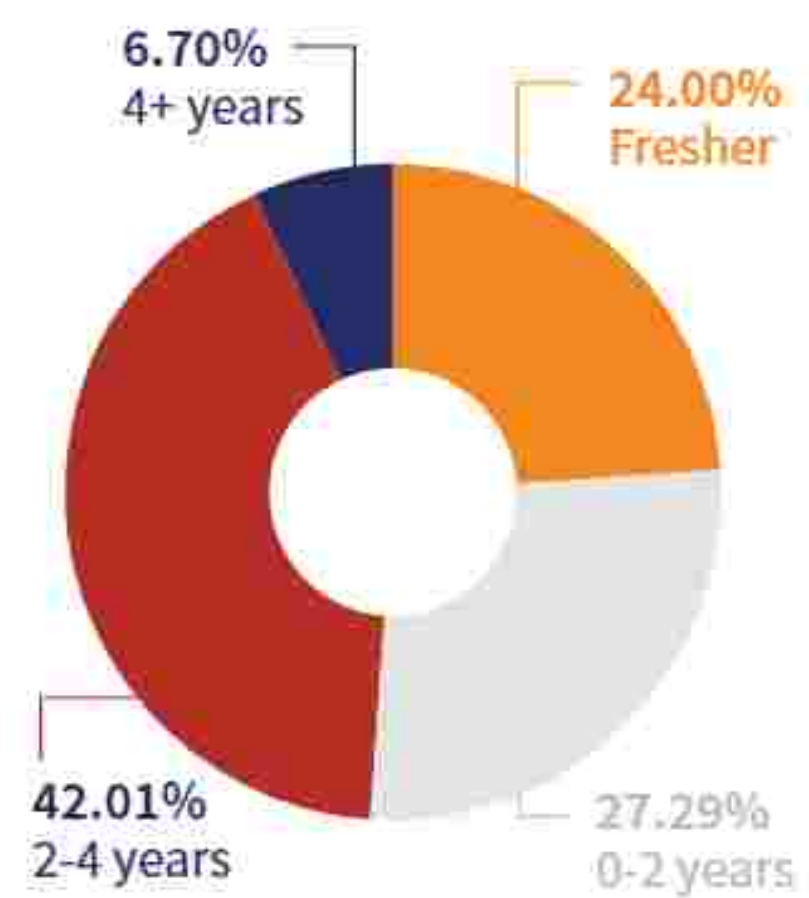


OUR STUDENTS

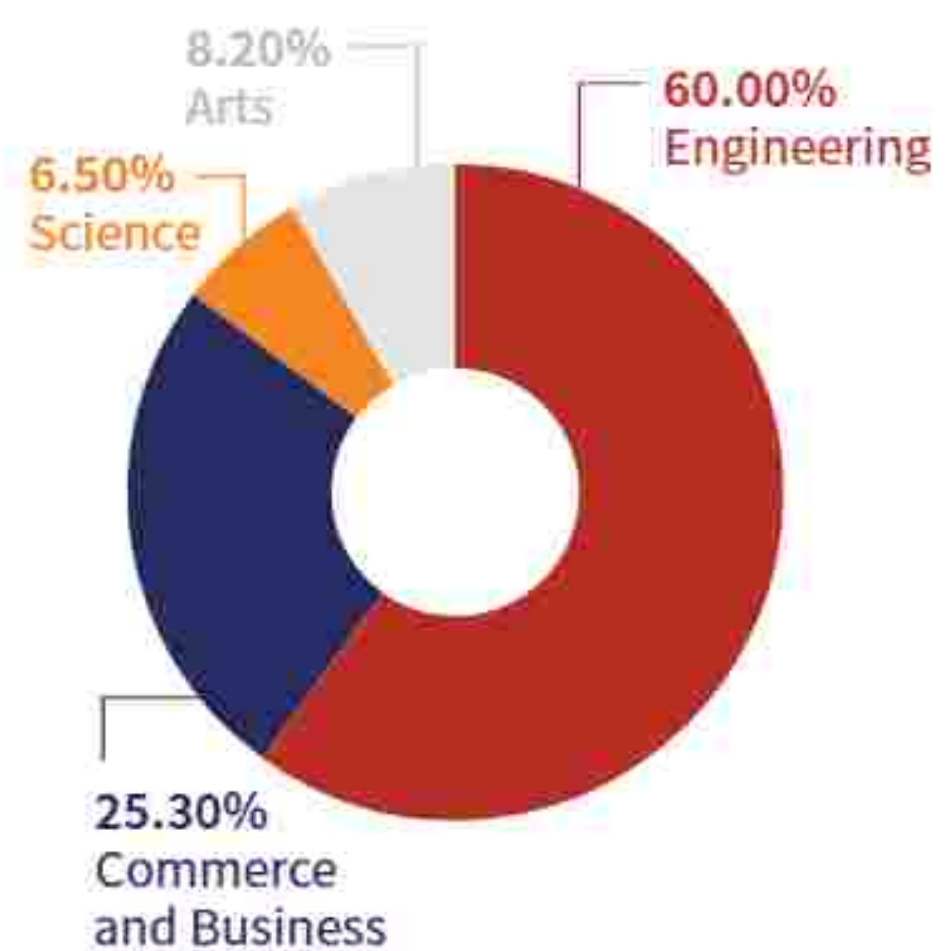
GENDER RATIO



WORK-EX DISTRIBUTION



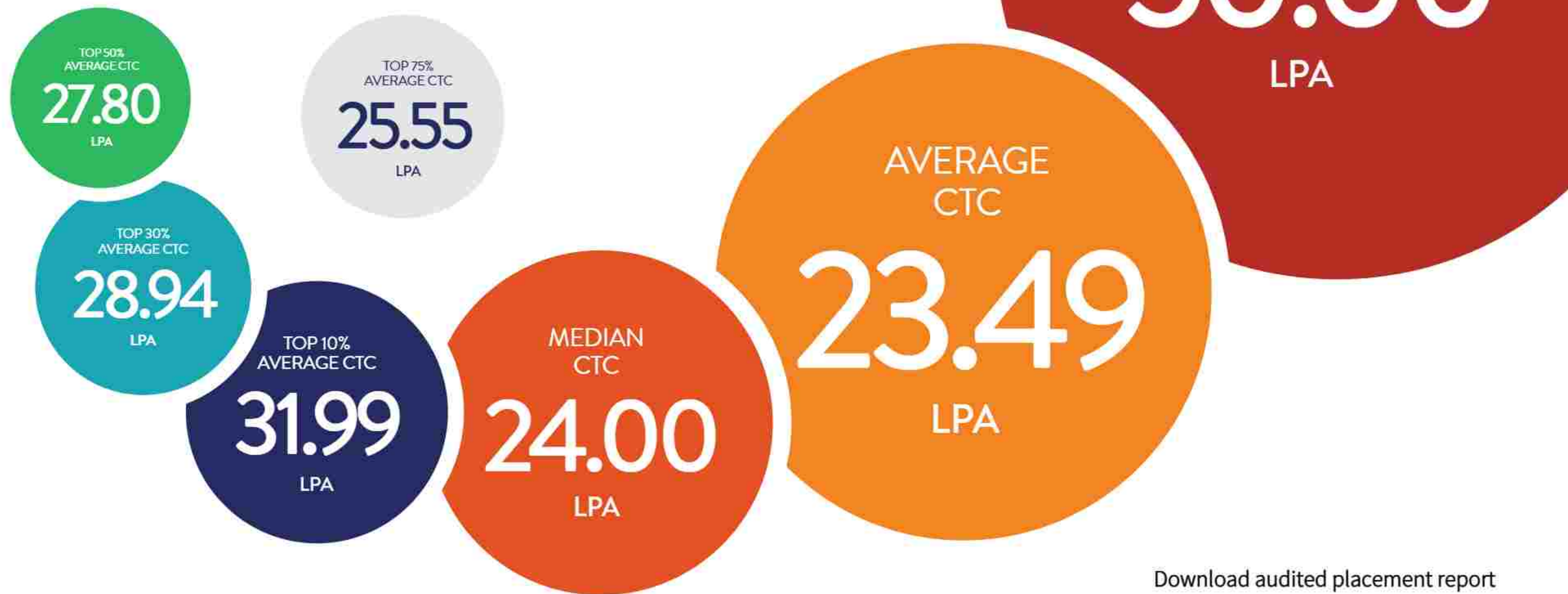
ACADEMIC BACKGROUND



*all figures are for the two combined cohort of students from Class of 2024 & 2025



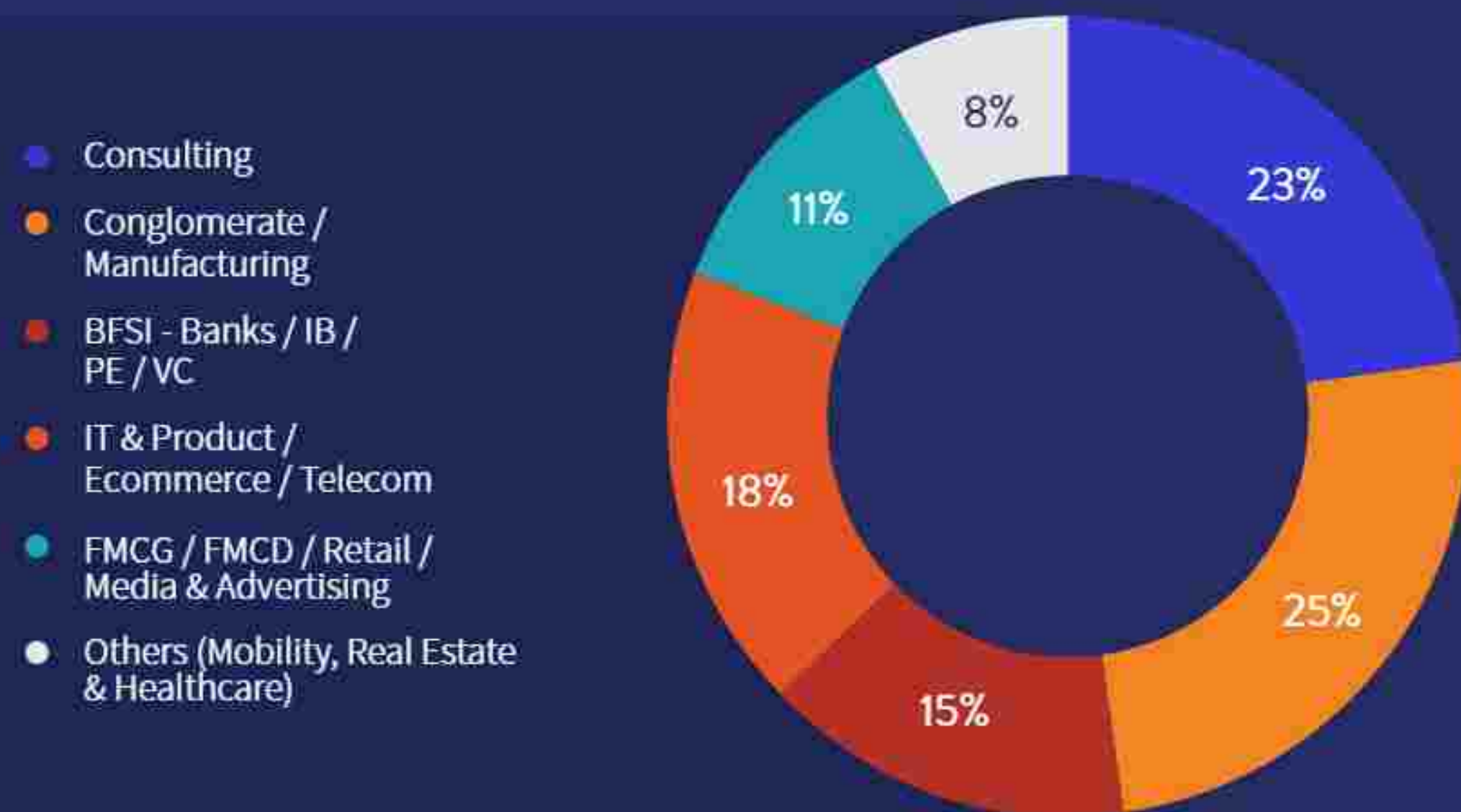
PLACEMENT STATISTICS FOR THE CLASS OF 2024



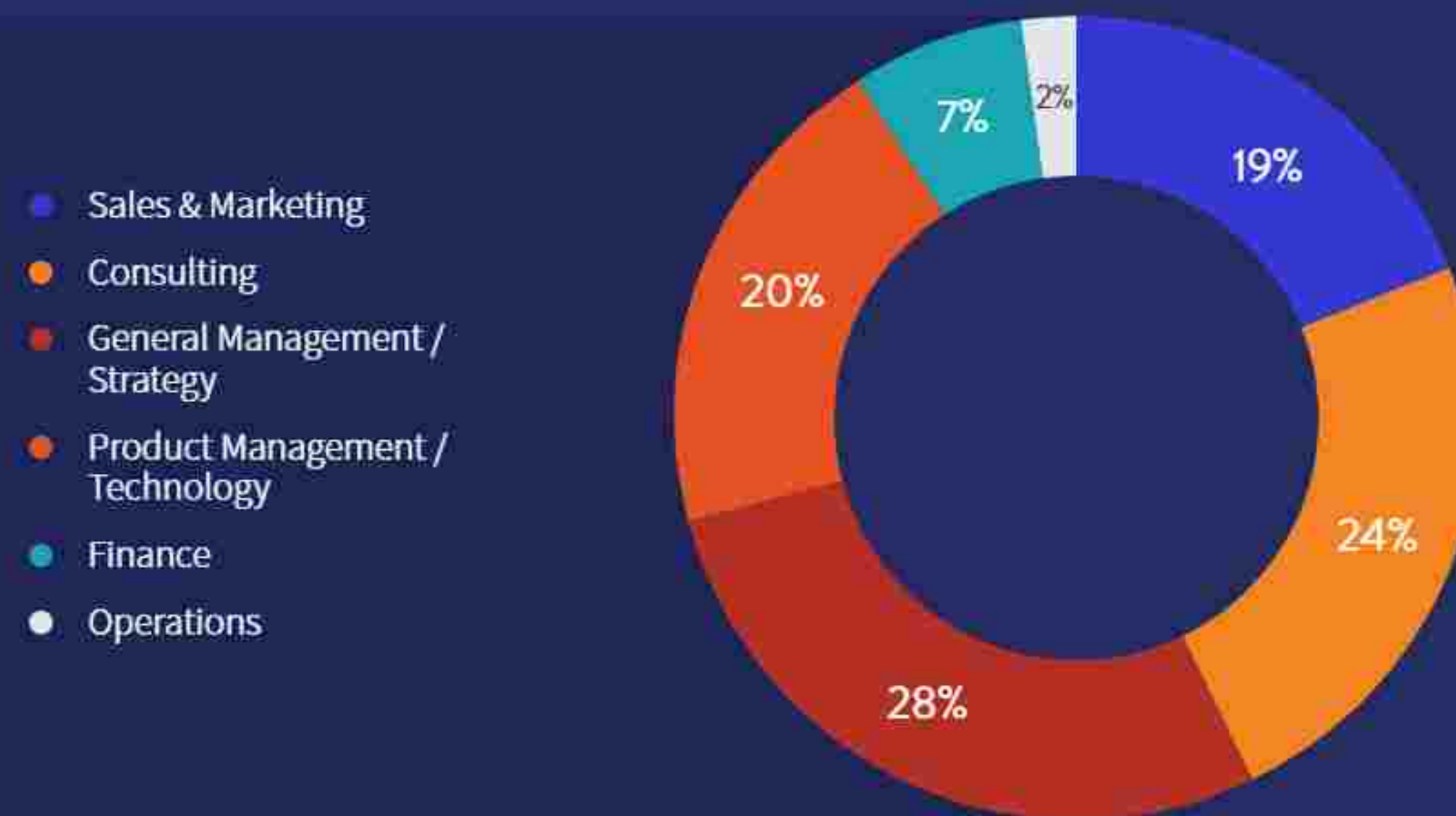
[Download audited placement report](#)

PLACEMENT STATISTICS FOR THE CLASS OF 2024

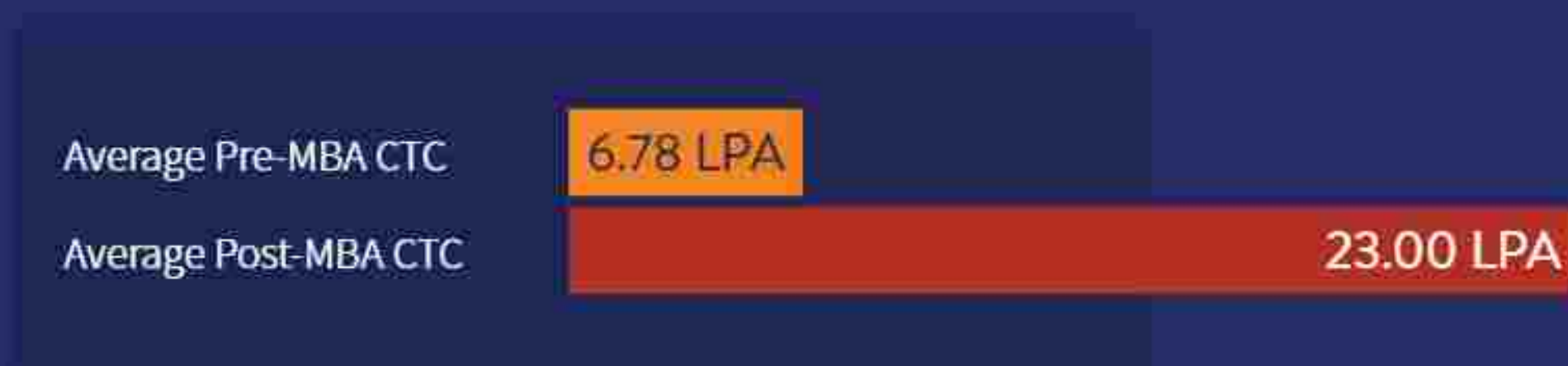
INDUSTRY DISTRIBUTION



FUNCTION DISTRIBUTION



PRE-MBA VS POST MBA CTC



[Download audited placement report](#)

PLACEMENT STATISTICS FOR THE CLASS OF 2024

RECRUITING ORGANISATIONS

Consulting	Accenture Strategy	Arthur D. Little	BCG	EY	KPMG	McKinsey & Company	MXV Consulting
	Praxis Global Alliance	pwc					
Conglomerate and Manufacturing	Aditya Birla Group	Century Pulp & Paper	Ultratech	Wockhardt			
BFSI-Banks /IB/PE/VC	Aditya Birla Capital	ICICI Bank	IDFC First Bank	JP Morgan	Kotak Mahindra Bank	SBI Life Insurance	Somerset Indus
FMCG/FMCD/Retail/ Media & Advertising	Hawkins	Hindustan Unilever Limited	HT Media Group	Jubilant Foodworks	Kerala Ayurveda	Media.net	More Retail
	Pidilite	Signify					
IT & Product/ E-commerce/Telecom	Avalon Technologies Ltd	Flexiloans	Flipkart	Freyr	iLink Digital	Merilytics	o9 Solutions
	VI	Volters Kluwer	[x]cube Labs	Zapcom			
Others	Birla Estates	Siemens Healthineers					

INDUSTRY PARTNERSHIP & CAREER SERVICES TEAM



MANDAR DESAI
VP & Head
Industry Partnership &
Career Services



PRACHI PAWAR
Senior Manager
Industry Partnership &
Career Services



SWAPNIL SAWANT
Senior Manager
Industry Partnership &
Career Services



BARSHA BORA
Manager
Industry Partnership &
Career Services

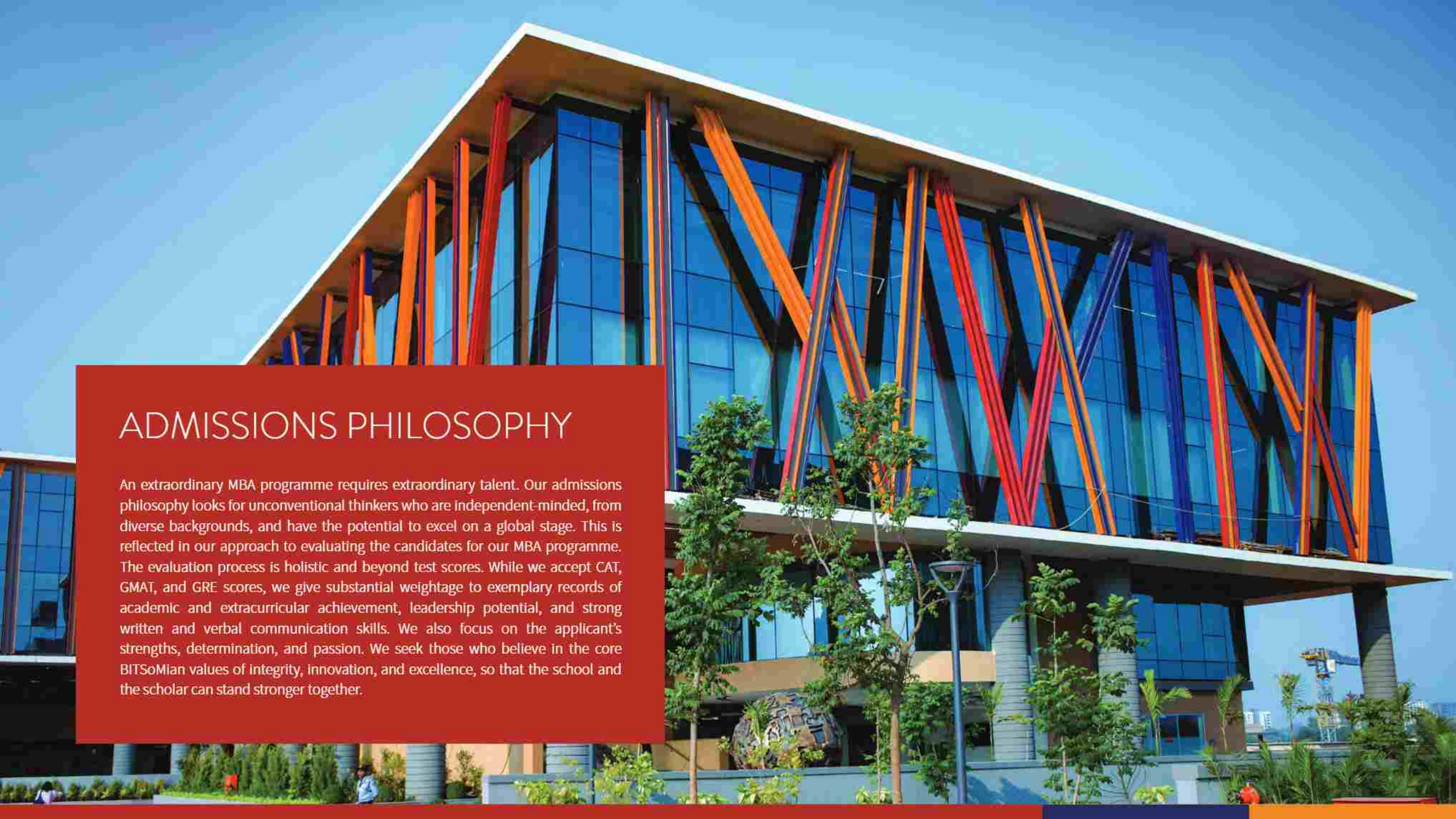


TUSHAR MOHITE
Manager
Industry Partnership &
Career Services



RAJESHREE GAWDA
Associate
Industry Partnership &
Career Services

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ADMISSIONS PHILOSOPHY

An extraordinary MBA programme requires extraordinary talent. Our admissions philosophy looks for unconventional thinkers who are independent-minded, from diverse backgrounds, and have the potential to excel on a global stage. This is reflected in our approach to evaluating the candidates for our MBA programme. The evaluation process is holistic and beyond test scores. While we accept CAT, GMAT, and GRE scores, we give substantial weightage to exemplary records of academic and extracurricular achievement, leadership potential, and strong written and verbal communication skills. We also focus on the applicant's strengths, determination, and passion. We seek those who believe in the core BITSomian values of integrity, innovation, and excellence, so that the school and the scholar can stand stronger together.

KNOW MORE ABOUT ADMISSIONS

The Pre-requisites

- › A recognised undergraduate or postgraduate degree in any discipline from a recognised Indian institution or international university (you may be a final year student, or have work experience)
- › Scores from any one of the following tests – CAT, GMAT, GMAT Focus, GRE
GRE Code: 2855
- › Exemplary record of academic and extracurricular achievement
- › Leadership potential and strong written and verbal communication skills

How To Apply

- › Online application – it includes questions needing long form answers that require time and clear thinking.
- › Personal interview – this will be a conversation with senior leaders from the BITSOM network, including the BITS Pilani Alumni. Interviews typically last for 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.
- › Decision letter - You can track the status of your application on the application portal. You will be informed of our final decision by email.

Dates & Deadlines

For more info, please visit our website: www.bitsom.edu.in

Fees And Financing

We seek to assist our students with financing by ensuring easy availability of education loans. We have collaborated with several banks such as State Bank of India, IDFC First Bank, Axis Bank, ICICI Bank, HDFC Credila, and TATA Capital Ltd to offer customized education loans to our students at attractive rates.

Fee Structure

Given below is the fee structure applicable only for the Class of 2026 and is subject to change for the next batch of students:

Application fee	INR 2500
Programme fee	As below
Tuition fee	INR 22,50,000
One time admission fee	INR 1,50,000
Accommodation	INR 3,00,000
Security deposit (refundable)	INR 20,000
Total cost to student	INR 27,20,000

Scholarships

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.

Scholarships

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,
Murbad Road, Village Kamba, Taluka Kalyan, Thane 421301

IMPORTANT CONTACTS:

General Inquiry: info@bitsom.edu.in

Admissions: admissions@bitsom.edu.in

Media: media@bitsom.edu.in

Boardline – 8050012004

www.bitsom.edu.in



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