



CENTRE FOR  
EXECUTIVE AND  
PROFESSIONAL  
DEVELOPMENT

masai®

pwc

CERTIFICATION PROGRAM IN  
**BUSINESS ANALYTICS  
WITH GEN & AGENTIC AI**  
FROM BITS SCHOOL OF MANAGEMENT & PwC ACADEMY

# About BITSOM

BITSOM (BITS School of Management), an integral part of the esteemed BITS Pilani legacy, stands as a beacon of excellence in business education. Located in the Mumbai Metropolitan Region, BITSOM offers a transformative learning experience driven by world-class faculty who bring expertise from top global institutions. With a foundation in entrepreneurial spirit and academic rigor, BITSOM nurtures future leaders equipped to excel in an ever-changing global business landscape.

## Why Choose This Course?

- **Dual Certification:** Receive a prestigious certificate from BITSOM and PwC Academy upon successful completion, recognising your achievement.
- **Real-World AI Projects:** Gain hands-on experience by working on real-world business analytics projects powered by Generative AI.
- **Expert Faculty:** Learn from industry leaders and top-tier faculty with expertise from leading global institutions like Harvard, Wharton, NYU Stern, and SMU Singapore.
- **Campus Immersion:** 3-day campus immersion for in-depth interaction with experts and networking with fellow students.
- **BITSOM Joining Kit:** Receive a joining kit with an ID card, admission letter, T-shirt, and other essential resources to help you start your journey.
- **AI Portfolio Development:** Create a standout portfolio by working on AI-driven business solutions, showcasing your ability to tackle real-world problems.
- **Industry-Ready Prototypes:** Collaborate on advanced AI projects, designing industry-ready prototypes that enhance decision-making and drive business growth using AI.



# What Will You Learn?

This 6-month course teaches you how to use Generative AI, Agentic AI & Data Analytics to make strategic, data-driven business decisions through practical projects and real-world case studies. You'll gain hands-on experience in data analysis, predictive modeling, and decision-making frameworks.

## Toolkit



# Course Details

**Course Duration**  
6 Months

**Time Commitment**  
8-10 hours per week

**Certification**  
From BITS School of Management and PwC Academy

## Condition for Certification

- PwC certification will be awarded to students based on their performance in assessments, which will be conducted in the form of case studies.
- The PwC certification does not include or guarantee any placement or internship opportunities.

# Course Curriculum

## **Module 1a: Foundations of Business Analytics & Data Science**

Business problem framing, KPIs, Excel modelling, basic statistics, distributions, hypothesis testing, A/B testing.

## **Module 1b: Data Visualization & Case Studies**

Visualization Best Practices & Perception, Choosing the Right Chart, Introduction to Tableau and Power BI, Building Interactive Dashboards, Data Storytelling Frameworks, Advanced Visualization Techniques.

## **Module 2: Data Warehouse for AI**

Data is the foundation for Artificial Intelligence models. Generative AI models rely on large amounts of high-quality data to learn patterns, relationships, and structures. Understanding various data stores helps students appreciate how data is stored, managed, and retrieved. This data is usually stored in a variety of data stores viz. relational databases, NoSQL databases, data lakes. Knowledge of these data stores will enable students process various data formats

## **Module 3: Python Crash Course for GenAI**

Learn basic Python required for GenAI-Data Types, Flow Structures, Data Structures, Functions, Libraries, Python in Data Science.

## **Module 4: Machine Learning Basics**

Supervised and unsupervised learning, time series analysis, churn prediction, forecasting. Examples include sentiment analysis for customer reviews.

## **Module 5: Neural Networks & Deep Learning**

Understand the transition from traditional machine learning to neural networks and deep learning and their common applications.

## **Module 6: Introduction to LLM & Prompt Engineering**

You can use LLM for content creation, computer programming, problem solving, dataset generation, and learning. In this model, you will learn how to effectively leverage LLM to improve your productivity. You will be learning basic prompting strategies such as setting the context, role prompting, and tuning model settings. You will also learn advanced prompting methods such as chain-of-thought (COT) prompting.

## **Module 7: Building your own AI agents**

Supervised and unsupervised learning, time series analysis, churn prediction, forecasting.

# Instructor & Industry Experts



**Dr. Saravanan Kesavan**  
Dean and Professor of Operations, BITSOM

Dr Saravanan Kesavan, a PhD from Harvard business school, has a tenure of 16 years at the University of North Carolina (UNC) at Chapel Hill, notably as the Associate Dean of the UNC Kenan-Flagler Business School. He is renowned for his exceptional teaching skills at the Kenan-Flagler Business School's MBA programme. He has been honoured with the MBA All Star Teaching Award on 14 occasions and received the Weatherspoon Award for Excellence in MBA Teaching. Additionally, he was recognized as the Best Teacher for Core Teaching by the Indian School of Business. A dedicated researcher, Dr Kesavan's contributions have appeared in prestigious journals like Management Science, Manufacturing & Service Operations Management (MSOM), and Production & Operations Management. His research has been featured in mainstream media such as The New York Times, The Economist, Forbes and was acknowledged in the 2022 Economic Report of the US President. He has a doctorate in technology and operations management from Harvard Business School, advanced degrees from the University of Massachusetts at Amherst and a B-Tech from IIT Madras.



**Dr Andrew Wu**  
Associate Professor, University of Michigan

Dr. Andrew Wu's research sits at the intersection of technology, finance, and operations management. He leverages advanced natural language processing (NLP) and text analytics to explore both classic and emerging challenges in operations—ranging from supply chain risks to the societal impact of financial and operational decisions. His recent work focuses on the dynamics of new marketplaces in sectors like Fintech and Edtech. Dr. Wu is also the co-instructor of the Fintech Innovations online specialization on Coursera and FutureLearn—one of the world's largest fintech MOOCs, with over 100,000 learners. He holds a Ph.D. in Finance from The Wharton School, University of Pennsylvania, and a B.A. in Mathematics and Economics from Yale University.



**Dr. Probal Mojumder**

Associate Professor, Indian Institute of Management Udaipur

Dr. Probal Mojumder is an Associate Professor of Information Systems and the Chairperson of the PhD Programs (Regular & Executive) at the Indian Institute of Management Udaipur. He brings deep expertise in using data science, econometrics, machine learning, and randomized experiments to examine how digital platforms influence business and societal behavior. His research spans topics such as user behavior in online dating, the effectiveness of digital nudges in e-commerce, and the design of IT-enabled features that improve online market efficiency. His work has been published in leading international journals like Management Science, Information Systems Research, and Production and Operations Management, and presented at top conferences including ICIS, CIST, and WISE. Dr. Mojumder earned his PhD in Business Administration (Information Systems) from the Carlson School of Management, University of Minnesota. He has also held research roles at the University of Southern California and the Indian School of Business. At IIM Udaipur, he plays a pivotal role in shaping research-driven doctoral programs that empower working professionals and scholars to contribute meaningfully to academia and industry.



**MV Yugandhar**

Chief Data Officer, NABARD

MV Yugandhar is a seasoned technology leader and Chief Data Officer, specializing in Generative AI, data governance, and private LLM strategy. An alumnus of IIM Ahmedabad and IIT Kharagpur, he brings over two decades of experience in AI strategy, enterprise analytics, and digital transformation. He has held key roles at NABARD and Brane Group and taught at premier institutes like IIM Udaipur and Great Lakes. His expertise spans data architecture, AI applications in business, and public sector digitalization. A sought-after speaker and trainer, he has engaged with top government and corporate entities on AI, analytics, and emerging tech trends.






**Amitabha Tripathi**

SVP & Head of Analytics Consulting,  
Aditya Birla Management Corporation Pvt. Ltd

Amitabha Tripathi is the Senior Vice President and Head of Analytics Consulting and Solutions at Aditya Birla Management Corporation Pvt. Ltd. With over 27 years of global leadership experience, Amitabha has successfully led data science and technology initiatives across Fortune 100 companies and dynamic startups alike. An alumnus of the Indian Statistical Institute, Kolkata, he specializes in leveraging data to solve complex business problems across sectors such as Retail, CPG, Manufacturing, Hospitality, and BFSI. Amitabha's core strengths lie in analytics strategy, problem discovery, consultative solutioning, and change management. His work blends statistical rigor with a deep understanding of business value creation, helping organizations transform data into strategic assets. Prior to his current role, he held senior leadership positions at Tredence, DataWeave, and Mu Sigma, where he advised global clients—including The Home Depot—on embedding analytics into decision-making at scale. Widely respected for his thought leadership, Amitabha is passionate about building high-impact teams and fostering a culture of insight-driven innovation.

# Admission Process

- **Submit Application**  
Complete application form to showcase your motivation and goals
- **Complete Counselling**  
Only shortlisted candidates go through the counselling process
- **Start Learning**  
Learn from India's top educators and stand out from the crowd.

# Fees Structure

<b>Application Fee</b> (Non-Refundable)	<b>₹100</b>
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	Option 1	Option 2
	<b>Upfront</b>	<b>EMI</b> (Through our NBFC partners)
<b>Secure Seat Fee</b> (Non-Refundable)	₹4,000	₹4,000
<b>Programme Fee</b> (Non-Refundable)	₹48,000	₹6,133 x 9 months
<b>Total</b>	₹52,000*	₹59,197*

\*GST at 18% extra, as applicable



