

Bachelor of Business Administration (BBA)

The Bachelor of Business Administration is a three-year degree program designed for those wishing to embark on a professional career in management. This program will prepare you for entry-level roles in your chosen area of elective. A manager can make a huge difference in the growth and success of a company's operations. A business management program will prepare you for specific needs of a business. A study of business and inner working of an organization will give you a foundation for a successful career in business and management. This power-packed program will give you a comprehensive understanding of emerging business trends and technologies. The curriculum is designed to provide you a broad overview of all essentials of business and management and at the same time provide a deep-dive into a functional area of elective - Finance, Marketing, HRM, Analytics, International Finance and many more. The project work component provides an opportunity to use your learnings to solve or investigate a business problem. Along with functional and domain expertise, the program will also equip you with competencies and skills required to advance your career into leadership and strategic roles.



Electives Offered	Fee Per Year
Human Resource Management	₹ 55,000
Finance	₹ 55,000
Marketing	₹ 55,000
Engineering and Project Management	₹ 55,000
Animation & VFX	₹ 55,000
Digital Marketing	₹ 80,000
Data Science and Analytics	₹ 80,000
Healthcare Management	₹ 90,000
Event Management	₹ 40,000

Please Note - One Time University Registration Fee of ₹2,500 and Yearly Examination Fee of ₹ 3,000 are Applicable

Eligibility:

Pass in the (10+2) examination from State Board / CBSE / NIOS / IGCSE / IB / ICSE recognized by the State or Central Government.

Candidates who are due to appear in the (10+2) examination are also eligible to apply.

