

Bachelor of Business Administration BBA (Honours/Honours with Research)

Duration: 3 Years (6 Semesters) / 4 Years (8 Semesters) | **Timings:** 09:00 AM - 04:00 PM

Programme Description:

The undergraduate programme in Bachelor of Business Administration (BBA) (Honours/Honours with Research), Ranked in 60 by NIRF India Rankings 2023 in Management studies, is offered by the School of Business and Management as a platform to prepare young minds with a positive attitude for excellent performance and committed service. It provides the right nurturing ground for students to pursue their entrepreneurial ambitions. A strong curriculum, reviewed by industry experts, has been designed to give the students an overview of the various aspects of launching and managing a business effectively. The programme aims to develop the student's independent thinking, decision-making capability, and research aptitude. The programme structure provides students with the opportunity for interdisciplinary learning through various generic electives and focuses on equipping them to meet the managerial challenges of the 21st century.

Program Objectives:

- To nurture socially responsibility and ethical sensitive student community
- To demonstrate functional knowledge of business and apply the same.
- To be able to communicate most effectively in the business world.
- To be equipped to solve problems in the changing business world.
- To inculcate an entrepreneurial mindset.

Programme Highlights:

- Specializations in Finance, Human resources, Marketing, Entrepreneurship Development and Business Analytics.
- Project-based learning- Social Concern project, Entrepreneurship Development Project, Summer internship, B-Plan development, Corporate Exposure, and Research skills.
- Semester exchange programme and Credit transfer opportunities with universities abroad.
- Eligible candidates can opt for four years of Honours and Honours with research after completing BBA three years programme.
- Enhancement of soft skills through Business fests at National and International level.
- Exclusive cell for mentoring and experiential learning for international students.
- Systematically designed skill enhancement curriculum and career guidance from industry experts and Alumni to enhance employability skills.

Course Structure

Semester I	Semester II
1. Management and Behavioural Process	1. Financial Management
2. Financial Accounting	2. Marketing Management
3. Business Mathematics	3. Financial Institutions, Markets and Services
4. Multi-Disciplinary Course	4. Multi-Disciplinary Course
5. English	5. English
6. Skill Enhancement Course (SEC)	6. Social concern project
	7. Skill Enhancement Course (SEC)

Semester III <ol style="list-style-type: none"> 1. Cost and Management Accounting 2. Human Resource Management 3. Business Analytics 4. Multi-Disciplinary Course (SWAYAM) 5. Language 6. Skill Enhancement Course (SEC) 	Semester IV <ol style="list-style-type: none"> 1. Statistics and Research Methodology 2. Entrepreneurship Development 3. Corporate Accounting 4. Language 5. Entrepreneurship Development Project 6. Skill Enhancement Course (SEC)
Semester V <ol style="list-style-type: none"> 1. Taxation Law 2. Strategic Management 3. Summer Internship Any three Courses from Elective Finance/Marketing/HR/ Entrepreneurship/Business Analytics	Semester VI <ol style="list-style-type: none"> 1. Business Laws 2. Production and Operations Management 3. Project Any three Courses from Elective Finance/Marketing/HR/ Entrepreneurship/Business Analytics
Honours/Honours with Research	
Semester VII <ol style="list-style-type: none"> 1. Management Theory and Practice 2. Business Research Methods 3. Quantitative Research 4. Business Strategy 5. Environment, Society and Governance 	Semester VIII <ol style="list-style-type: none"> 1. Qualitative Research 2. Business Simulation 3. Interdisciplinary Course 4. Internship/ Dissertation

Eligibility: 10+2 level (Karnataka PUC | ISC | CBSE | NIOS | IGCSE | IB | State Boards), from any recognised Board in India. It is compulsory to have studied Mathematics at the Class 12th Level. Candidates writing the +2 examinations in March-May 2024 may apply with their class X and XI marks.

APPLICANTS PURSUING INTERNATIONAL CURRICULUM MUST NOTE THAT ELIGIBILITY IS ACCORDING TO AIU STIPULATIONS

IB Curriculum must have 3 HL and 3 SL with 24 credits | GCE/Edexcel must have minimum of 3 A levels with grade not less than 'C'

Selection Process (SP)

SP PROCESS	SP PARTICULARS	SP TIME	SP MODE
Entrance Test (ET)	Entrance Test (ET) 90 Minutes except if otherwise specified	As per E Admit Card	Centre Based Entrance Test
Skill Assessment (SA) Micro Presentation (MP) Personal Interview (PI) & Academic Performance (AP)	Skill Assessment (SA): Candidate will be given a topic to write. Micro Presentation (MP): Candidate should be able to talk for 90seconds, on a topic given by the panel. Personal interview (PI): duration: 10 minutes Academic Performance (AP): Assessment of past performance in class 10 and class 11/12 The selection process (SA_MP_PI) will be held in person at the venue and date selected while submitting the application form online.	As per E Admit Card	Venue Based SA_MP_PI
<p>Academic Performance: Applicants must upload all the qualification-related documents (class 10 and class 11 final report or class 12 Board result), in the link provided in application status login under the document upload tab within five (5) days of submitting the application form online. Else your application will be rejected.</p> <p>*Applications with no marks cards or unclear scanned copies will be rejected and termed as Not Eligible.</p>			

Important Note:

For NOTE ON CURRICULUM AND CREDIT FRAMEWORK FOR UNDERGRADUATE PROGRAMMES - visit our website: www.christuniversity.in.

Office Timings: *Monday to Friday: 09:00 AM to 04:00 PM, Saturday: 09:00 AM to 12:00 PM*
(Office remains closed on Sundays, Government Holidays and Any special events)