

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Vision

1. To become a center of excellence in business education that shapes competent and responsible future leaders.
2. To inspire innovation, entrepreneurship, and global thinking through value-based and student-centered learning.

Mission

1. To deliver a well-rounded, industry-aligned curriculum that fosters managerial competence and leadership skills.
2. To cultivate ethical, socially responsible, and globally aware graduates through practical exposure and holistic development.

Affiliated to - Bengaluru City University

At the heart of our institution lies a commitment to nurturing the business leaders of tomorrow through our comprehensive Bachelor of Business Administration program. This program combines solid theoretical foundations with hands-on learning opportunities such as internships, live projects, and industry collaborations, preparing students to excel in today's fast-evolving global business landscape. We emphasize not only academic rigor but also the development of leadership, communication, critical thinking, and ethical values to shape well-rounded professionals. Our curriculum is continuously updated to align with the latest industry trends, ensuring our graduates are highly sought-after in sectors like management, marketing, finance, human resources, and entrepreneurship. Furthermore, we support students in pursuing advanced studies and professional certifications, equipping them with the confidence and skills to innovate and lead successful careers.

DURATION OF THE COURSE: 3 YEARS (6 SEMESTERS)

ELIGIBILITY: Class-XII or PUC (any Stream), from a recognized Board.

ELECTIVE OPTIONS: V and VI SEM: Finance/HR/Marketing