



ACHARYA INSTITUTE OF GRADUATE STUDIES

Affiliated to BCU



- Engage with renowned faculty and access LinkedIn extensive programs.
- Gain hands-on experience with certifications in AWS, ACCA, and more.
- Expand horizons with international immersion and global exposure.
- Benefit from personalized mentorship for tailored academic support.
- Access a digital library with rich resources for research and growth.
- Enjoy top sports facilities and expert training for holistic development.
- Achieve career success with 550+ companies visiting for placements annually.

B.B.A (BACHELOR OF BUSINESS ADMINISTRATION)

About

The Bachelor of Business Administration is an ideal degree for anyone who wants to advance their career in business. With a BBA degree, you'll have the tools and qualifications to move up within your company, qualify for a raise, or find new opportunities.

Career Scope

To succeed in today's world, students must acquire knowledge across various fields and adopt holistic perspectives, which is where triple-major degree programs become invaluable. Graduates of these programs can explore a wide range of career options, including opportunities in media companies, advertising agencies, journalism, the film industry, counseling centers, social services, educational institutions, and research.

Eligibility

Pass in Pre-University / Higher Secondary / 10+2 / 'A' Level or equivalent of any recognized board or council in any discipline with English as one of the languages.



Duration
3 years

COURSE CONTENT

Semester 1

- Financial Accounting
- Principles of Management
- Corporate Administration
- Production and Operation Management
- Indian Constitution and Human rights
- Industrial Visit

Semester 2

- Corporate Accounting
- Quantitative Analysis
- Organisational Behavior
- Marketing Management
- Environmental Science
- Community Services

Semester 3

- Corporate Communication Skills 1
- Cost Accounting
- Human Resources Management
- Financial Market & Services
- Business Data Analysis
- Corporate Financial Management
- Personality Development
- Case Study

Semester 4

- Corporate Communication Skills II
- Business Research Methods
- Banking Law & Operation
- Entrepreneurship Development
- Management Accounting
- Customer Relationship Management
- Science & Society
- Business Plan For Start Up's

Semester 5

- Income Tax 1
- Business Regulation
- Indirect Taxes
- Information Technology for Business 1
- Advance Corporate Financial Management
- Security Analysis & Portfolio Management
- Consumer Behavior
- Integrated Marketing Communication
- Industrial Relation & Employee legislation
- Compensation & Performance Management
- Business Analytics
- Marketing Analytics
- Culture Diversity & Society
- Employability Skills Training

Semester 6

- Income Tax 2
- Strategic Management
- International Business
- Information Technology for Business 2
- Risk Management & Derivatives
- International Finance
- Digital Marketing
- Supply chain & Logistics Management
- International HRM
- Organisational Development & Change Management
- Financial Analytics
- HR Analytics
- Creativity & Innovation
- Placement Training



Acharya Legacy

Founded in 1990, Acharya aims to revolutionize education. With over 12,000 students and 100+ academic programs annually, it stands among the global education elite. Located in India's technical hub, Bangalore, Acharya prioritizes innovation and knowledge. The institution fosters experiential and collaborative learning, shaping well-rounded individuals, evident in its diverse student population from 75+ countries.

11 Institutions

15 Research Centers

100+ Programmes

75+ Nationalities

12000+ Students

1000+ Eminent Faculties

120 Acres State-of-the-Art Campus

B Premnath Reddy
Founder Chairman
Acharya Group

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Academic Studio



Collaboration



Center of Excellence



Clubs



Digital Library



Laboratories



Research



Sports



Hostels



Habba



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