



SHAPING YOU FOR TOMORROW

BBA

3 Years
Full Time Program

SRUSTI
— BBA —

Srusti Academy of Management (BBA Wing)

Approved by Department of Higher Education, Govt. of Odisha.
Affiliated to Utkal University, Bhubaneswar, Odisha

  /srustibba

PROGRAMME OVERVIEW

The three-year Bachelor of Business Administration(BBA) programme is aimed at making students Industry ready for Junior Management Positions or to pursue higher education in Business Management. The program imparts holistic knowledge of the business environment, basic business functions and their interrelationships. The structure of the program is planned to equip the students with requisite knowledge and managerial skills.

PROGRAM SPECIFIC OBJECTIVE(PSO)

- To develop integrated managerial skills
- To develop skills in the fields as per emerging industry requirements
- To enhance placement opportunities
- To provide pathways for higher education
- To facilitate and develop the entrepreneurial spirit among the students
- Acquire practical knowledge through experiential learning.

PEDAGOGY & CURRICULUM

The pedagogy includes lecture sessions, practicals, case discussions, seminars, and presentations. A course will be covered in 40 sessions of 60 minutes each, spread over 4.5 months. There are total 28 Courses of 4 Credits each (Total Credit-112). Semesters I & II Consists of 04 Papers each and Semester III to VI consist of 05 papers each.

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SUBJECTS

First Year

1st Semester

- Introduction to Business
- English Language and Literature
- Quantitative Techniques for Management
- Basic Financial Accounting

2nd Semester

- Economics
- Management Theory and Practice
- Cost and Management Accounting
- Computer for Management (including practical)

Second Year

3rd Semester

- Psychology for Management
- Business Ethics and Corporate Governance
- Introduction to Banking and Insurance
- Business and Corporate Law
- Communicative English

4th Semester

- Financial Management
- Marketing Management
- Human Resource Management
- Production and Operation Management
- Environmental Studies

Third Year

5th Semester

- Organizational Behavior
- Financial Markets and Institutions
- Advertisement and Sales Promotion Management
- Management Information System and DSS(including practical)
- Indian Society and Culture

6th Semester

- Research Methodology
- Entrepreneurship and Small Business Management
- Organizational Change and Development
- Dissertation and Viva-voce
- E-Business

BBA CURRICULUM THREE DIFFERENT COMPONENTS



Core Courses



IT Skills



Live Projects

The BBA curriculum consists of three different components - Core courses, IT Skills and Field experience in the form of Live Projects. The core courses are delivered over 6 semesters which establish a strong foundation in functional areas of business viz. business environment, marketing, finance, human resources, communication, and operations. IT skills serve as a delivery mechanism of business skills. Live projects correlate the business knowledge with practical insight.



STUDENT ENDORSEMENT



"After Completion of 10+2 Commerce from Kendriya Vidyalaya I found Srusti-BBA wing extremely promising for my BBA Career as the Institute is a reputed Business School in Bhubaneswar which can nurture my talent and skill for my planned corporate career ahead"

Nimesh Kumar Shankar, Kharagpur West Bengal



ELIGIBILITY

Pass in 10+2 in any stream with at least 45% marks for general category & 40% marks for reserved category. Students having Mathematics/Business Mathematics/Economics/Statistics as one of the subjects in 10+2 level shall be given preference.



SELECTION

Interested candidates can apply by filling in the application form available at the Institute. For more detailed information regarding admission, eligibility criteria and application procedure, candidates are requested to visit:

[Facebook-Instagram/srustibba](#)

WHY JOIN SRUSTI BBA

Ranked 147th In India and
15th in Eastern India
B-School ranking

"A" Grade
Accreditation
from NAAC



Reputed
Faculty from
Industry and
Academia

Enrollment for Value
Added Courses offered by
IIMs/IITs through
NPTEL-SWAYAM





FEE STRUCTURE

Duration of the Programme : 3 Years (6 semesters)
Fees per Year : ₹ 65,000/-

Registration and Examination Fees

Registration Fees per Semester : ₹ 1,000/-
(collected at the beginning of semester)
Examination Fee per Semester : ₹ 1,000/-
(collected during form fill-up for the semester examination)



HOSTEL FEES

Hostel admission & other fees ₹ 3000/- (one time)
Hostel Charges (On Sharing)

1st Year : ₹ 70,000/-
2nd Year : ₹ 72,500/-
3rd Year : ₹ 75,000/-

(The Hostel Charges Includes Breakfast, Lunch and Dinner)



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