BBA PROGRAMMES
2017-2020
SCHOOL OF MANAGEMENT
3 YEAR FULL-TIME

BML MUNJAL UNIVERSITY™
FROM HERE TO THE WORLD

Academic Mentor:
Imperial College London
The aim of the School of Management is to contribute to the development of managerial practices relevant to the contemporary global business sector, promote innovation and entrepreneurship, and help better public policy formulation. The School will train a new generation of practising and aspiring business leaders who will raise the bar for excellence at the workplace. The faculty of the School will engage in research and generate new knowledge relevant to emerging economies. The School will actively engage with the industry to remain highly practical and current.

In the current global context, the School believes that professionals must exhibit both competence and character. Competence to achieve business objectives and character to make ethical choices. The School is committed to developing these qualities in its students.

PROGRAMMES
- BBA
- BBA (in association with KPMG in India)

UNIVERSITY PARTNERS

[Logos of various universities and companies]
BBA

The BBA programme is co-designed by Imperial College Business School and offers a new vision for business education. Based on an interdisciplinary and integrated curriculum, with a team-based, problem-solving and hands-on learning environment, the BBA programme prepares its students for the corporate world. Students graduate with practical knowledge and skills that help them set the highest possible standards at the workplace. For example, you will learn how to analyse business environments, devise business plans, work in cohesive teams and think up effective solutions to real problems.

BBA (IN ASSOCIATION WITH KPMG IN INDIA)

In order to further ensure our management graduates appreciate the nuances of changes in Financial Reporting as a repercussion of the new set of Accounting and Reporting Standards (Ind AS & XBRL) issued by Ministry of Corporate affairs, BMU has set up a BBA programme in association with KPMG in India, one of the Big 4 consulting and advisory firms in the world. 200 hours of training will be imparted by experts from KPMG in India, who will share their expertise and case studies from real world business applications. Students will also earn an additional certificate from KPMG in India. The 3-year programme relies on innovative learning methodologies, relevant Indian and global business research, and strong industry linkages.

CAREER OPTIONS

BMU’s curriculum ensures that students graduate with the requisite technical knowledge, practical experience, and life skills required to make a positive impact at the workplace upon graduating from the university. Students pursuing the BBA in association with KPMG programme will have the added advantage of receiving a professional certification from KPMG in India. Furthermore, BMU’s Placement Cell (PC) will work with our students to ensure that they receive the best support, advice, and guidance for building their careers.

With focused modules on marketing, finance and HR, our BBA graduates will be able to pursue careers across Banking, Insurance, Retail, E-Commerce and Manufacturing.

We expect our BBA graduates to take on positions such as: Sales Manager, Marketing Research Manager, Banking & Insurance Manager, Financial Planner/Wealth Manager, HR Manager/Personnel Officer, Advertising Manager - Client Servicing, Retail Management/Store Manager, E-Commerce Manager, Business Analytics - Business Analyst, Operations Manager.

ELIGIBILITY

BMU uses a multi-dimensional selection process to assess an applicant’s candidature. Selection will be made on the basis of the candidate’s scores in Class XII, XI and X, a written essay (part of the application form), curricular and extra-curricular activities as well as performance in the personal interview. Applicants with a minimum aggregate score of 65% in Class XII will be eligible for admission to the BBA programme.

IB Diploma students are eligible to apply for the BBA programme. The decision to shortlist applicants for the personal interview, and make a formal offer of admission thereafter, will be taken by the selection committee, whose decision in this regard will be final and binding.

EXCHANGE SCHOOL

Student exchange programmes are offered in the second/third year. Student exchange programmes are offered in the form of a summer school (twice a year for a duration of ~6 weeks) or/and a semester abroad for 3-4 months.

In 2014, some of our undergraduate students at the School of Management attended summer school at the University of CUOA with 70% scholarship.

This year our students will have the option of joining ESCP’s summer school programmes across Paris, Berlin and Turin.
HOW TO APPLY

The online application portal can be accessed via our website (www.bml.edu.in). Hard copies of the application form can be obtained from:

BML Munjal University Delhi Office | BMU Campus
BMU Authorised Book Stores

As part of your application, you are required to provide:

- Completed admission application form with relevant enclosures
- Application fee of ₹1500

Payment can be made through cash deposit, demand draft, online payment or NEFT transfer.

For specific details, you are advised to read the application form carefully.

TUITION FEE

BBA

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<th>Year</th>
<th>Fee</th>
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<tbody>
<tr>
<td>1st</td>
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<tr>
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BBA (In association with KPMG in India)

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<th>Year</th>
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<tbody>
<tr>
<td>1st</td>
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Please note:

- The fees stated here are indicative and can be revised in the future at the sole discretion of BMU.
- The fees do not include any additional programmes undertaken at BMU.
- The fees do not cover the internships and expenses incurred during the course of the programme for any international trip.
- The fees do not include the cost of books and study material.
- The BBA programmes are predominantly fully residential programmes. However, exceptions can be made for day scholars.

ADMISSION PROCESS

- Submission of completed application form
- Review of application and shortlisting of candidates
- Personal interview
- Admission decision