

LIFE TRANSFORMING MANAGEMENT EDUCATION



SCHOOL OF
MANAGEMENT

**TRANSFORM
YOUR WORLD...**

BBA UGC APPROVED
PROGRAMMES



Apply online

2nd in top B-School
in West Zone of India (TOI)

mitwpu.edu.in

About Programme

The BBA Program under MIT-WPU at School of Management UG (SOM UG) is crafted according to the needs of a dynamic business world. Students are equipped with the fundamentals of business principles in Management, Finance, Accounting, Marketing, Legal, and MIS. A multidisciplinary approach prepares them to succeed across numerous industries. Students are a constant source of innovation at SOM UG and we encourage new student initiatives that improve their learning

Bachelor of Business Administration (BBA)

The Bachelor of Business Administration (BBA) is a UGC approved programme which is designed after keenly researching and considering the needs of a dynamic business world, such that our undergraduate students understand how to find their way to a job role, appropriately mapped to their long term goals. The focus of MIT WPU's BBA program is to equip the aspiring business managers and entrepreneurs with fundamentals of business principles, management principles, finance, accounting, marketing and law using a fine mix of classroom sessions clubbed with projects, workshops, extracurricular, curricular activities and internships.

experience. Whether it is organizing and participating in intercollegiate activities, organizing industrial visits or volunteering for community projects, MIT-WPU SOM UG is the place to develop new skills and experience new personal, academic and social challenges. Here you will find a community rich with opportunities to develop your leadership skills, both in the classroom and within the co-curricular environment.

What makes the BBA Programme of MIT WPU stand out from programmes offered by other universities is that apart from regular specializations such as Marketing, Finance and Human Resource Management, we also offer an array of additional specializations such as CSR Management, Travel and Tourism Management, Sports Management and Entrepreneurship Management. We also offer ability enhancement courses which help to enhance the knowledge, skills and abilities of the students to train them for the professional and corporate world. We have tie-ups and associations with organisations like Tally, Capstone and Marketplace, that again provide a great learning platform for our students.

Salient Features

- Specialization Group I: Marketing, Accounting and Finance, Human Resources Management
- Specialization Group II: Entrepreneurship management, Travel and Tourism, Corporate Social Responsibility and Sports Management (In Third Year BBA)
- Ability Enhancement course - to enhance the knowledge skills and abilities of the students to train him/her for the professional corporate world
- Tally certification in collaboration with Tally Solutions
- Business Simulation Course in collaboration with Capstone or marketplace-simulation.
- Summer Internship of 4-6 weeks
- Aptitude test for BBA students which helps in choosing specialization for the second year.
- Experienced Visiting & Inhouse faculties
- International Exposure by Immersion programs & faculty interaction from eminent International Universities
- Industry Visits, Corporate Guests Interactions
- Add on courses for value addition





BBA International Business (IB)

BBA International Business is a programme offered at MIT-WPU with the objective of creating professionals, who can cater to the requirements of the global market. The program is designed in such a way that students understand the nuances of establishing and managing global companies. With the industrial liberalization and globalization scenario and emphasis on global markets, there is a great scope for job opportunities as well as entrepreneurship in international business in the products (including Agri products), services sectors, international logistics, supply chain management, transportation, and distribution etc.

The program offered is an ideal combination of international business with unique dual specialization in Corporate Social Responsibility Management, Sports Management, Entrepreneurship Management, Travel and Tourism Management. An intensive course in Business Simulation, Immersion Programs and experiential learning provides hands on experience to the students and offers more insight into the pragmatic domain of the global market.

Salient Features

- Unique Dual Specialization
- Ability Enhancement Courses
- Tally Certification in Collaboration with Tally Solutions
- Business Simulation Course in collaboration with Capstone and www.marketplace-simulation.com
- Mandatory Internship Program
- Holistic Development through series of lectures and short-term courses on yoga, art of living, national integration etc.
- Global Exposure through Visits to the organisations like WTC Mumbai, JNPT Mumbai, MCCIA, etc and the Interactive Sessions with the Internationally Acclaimed Academicians and Industry Experts



BBA

Life Transforming Management Education

CREATING LEADERS WITH A VISION



BBA Computer Application (BBA CA)

BBA (CA) is a 3-year full time professional credit-based course designed to bridge the gap between the industry and the academia. The program offers courses which are a blend of management, commerce and computer applications. This course aims at inculcating essential skills as demanded by the global software industry through interactive learning process. The curriculum has been designed to cater to the ever-changing demands of information technology along with necessary inputs from the Industry. BBA (CA) course is meant to heighten technological knowhow, to train students to become industry specialists, to provide research-based training and to encourage software development.

Bachelor of Business Administration- Global Marketing & Event Management (BBA GM & EM)

Today, Event management has emerged as a tool of strategic marketing and communication; it is used by corporate sectors for their promotions as well as for customer retention. The BBA Global Marketing & Event Management offered at SOM UG is a vibrant program which aims at developing the students' unique ability to market the products or services globally and also managing events not only at a national level but internationally too.

With the major focus on Global Marketing and Event Management, the students are offered specialization in Human Resource Management/Finance. The program also offers Travel & Tourism/Sports Management as a minor specialization. This program will equip students with skills and abilities which are essential for their sustainability and growth in the competitive age.

Salient Features

- A fine blend of management and computer applications.
- Well-designed curriculum with focus on developing indispensable technical competencies & industry ready professionals.
- Hands-on experience through Projects and Summer Internships.
- Add-on Credit Programs & Certification Programs for Skills and Ability enhancement.
- Pre-Employment training programs and best placement opportunities.
- Global exposure to industrial technology and its working through Industrial visits, guest lectures from industry experts and internationally acclaimed academicians.
- State-of-Art Computer Lab with latest and updated softwares and Wi-Fi enabled smart classrooms.

Salient Features

- First and only University in India offering BBA-Global Marketing & Event Management
- Only Program offering 10+ super specialty Marketing courses.
- Amalgamation of Major, Dual, Minor specialization- Major Management (Global Marketing, Event Management,) Dual specialization (HR/ Finance), Minor specialization (Travel & Tourism/ Sports Management).
- Full time Internship for 3 months in the last Trimester
- Event Management Exposure at a National Level
- Only program offering the course in Neuro Linguistic Program focusing on developing Decision making, Critical thinking, Analytical reasoning, Reflective thinking.
- 5+ Add on non-credit Certificate Programs-Business simulation, Negotiation Skills, Rural Immersion Program, IT in Industry, Event Financial Management etc
- On job training from Trimester I in all In-house events of MIT WPU and Outside Events
- Linkages with MNCs and Event Industries for Internships, Training and Placements
- Collaborations with well-known Institutes, Industries and Government agencies for Study Tours and Training.
- Skill Enhancement Program: Environmental Studies and NLP



BBA Global e-Business (BBA GeB)

BBA Global e-Business is a dual specialization, 3-year degree program spread across 9 trimesters. Primary specialization in Global e-Business offers a unique, pioneering curriculum to provide insights into digital convergence. This program links the business understandings with the different types of digital platforms for trade, business, information, and communication. This program imparts to develop and work with a digital solution, to make the existing business better with better user experience and to develop global business transformations. This degree would enhance and add value to any business setup by leaving global footprints.

BBA Global E-Business is designed for people looking to operate effectively in the Global Business Environment and to manage or lead either the transformation of existing business processes or the creation of new e-business activity. This degree equip students with the techniques to manage the strategic development of e-business based organizations and appropriate e-business technologies. The program focuses not only on online businesses, but also very much on the online activities and communications across more traditional organizations.

Salient Features

- First and only University in India offering BBA Global e-business with dual specialization in Marketing, Finance and Human Resources.
- Basic understanding about Commerce and Management Education among the students.
- Study of foreign languages (German/French) as a part of curriculum.
- Add-on Credit Programs & Certification Programs for Skills and Ability enhancement.
- Pre-Employment training programs and best placement opportunities.

BBA Banking, Finance & Insurance (BBA-BFI)

BBA BFI is a three-year nine trimester full time program designed to give rise to 'future professionals' rather than mere 'degree holders' in the field of Banking, Finance and Insurance. This program keeps in mind the needs of the industry, where the students ultimately find employment and therefore, has a completely different approach to learning. The program is designed with the objective of producing financial consultants & analysts, insurance claim adjuster & specialists, business executives, managers, entrepreneurs and decision makers with a blend of theory and practical expertise which helps students in taking up challenging tasks in the industry and their own ventures.

BBA Business Analytics (BBA BA)

With the predicted rapid growth of Business Analytics and pool of vast opportunities that will be floated, the Bachelors program in Business Analytics provides the right opportunity to equip students with skillset required in the current and future market. The program intends to train students to analyze complex business problems and help in critical decision making by making extensive use of analytics.

Salient Features

- Collaboration with Institutes like NIBM, NABARD.
- Tie ups for training workshops with RBI, SBI, BOI, HDFC, AXIS, ICICI, YES Bank
- Training for IIBF exam
- Certification courses from IRDA, IIBF etc
- On job training at esteemed Banks, Insurance organizations
- Self-paced online courses like LinkedIn, NPTEL etc
- Experienced full time, Visiting Faculties
- Exposure through interactive sessions with Internationally acclaimed academicians and experts from respective fields
- Well equipped & Automated library with linkage to online journals (EBSCO)
- State-of-the-Art infrastructure
- Value based education system

Salient Features

- First and only University in India offering BBA Business Analytics with dual specialization in Marketing, Finance and Supply chain & Operations Analytics.
- To impart knowledge and develop skillset required for critical & data driven decisions making.
- To enable students to study & extensively use analytics for delivering enhanced value to business and organization.
- Full time Internship of 3 months in last trimester.
- Business Simulation credit course offered in collaboration with Capstone or Marketplace.
- Add-on credit programmes & certification programmes for skills and ability enhancement.
- Pre-Employment training programs and best placement opportunities.
- State-of-Art Computer Lab with latest and updated softwares and Wi-Fi enabled smart classrooms.





BBA- Family Business and Entrepreneurship Management

BBA- Family Business and Entrepreneurship Management at MIT-WPU offers an ideal combination of Entrepreneurship specializations with traditional Family Business related courses. This course keeps in mind the need of the expansion of Family Businesses and thus professional skills are inculcated among the students to make them globally competent. Students can join their own traditional businesses after completing their graduation in Entrepreneurship & Family Business. This way, they can play a significant role in the successful expansion of business houses or family businesses. Family Business Management programme is also suitable for students wanting to venture into startups or get hired in top companies in managerial roles such as Business Consultant, Finance Manager, Business Administration Researcher, Human Resource Manager etc.

Salient Features

- Collaboration with WTC, Exim Bank, EDII, MCCIA, Indian Management Chamber of Commerce and Industry
- Unique Combination of Specialization
- Business Simulation Course in Collaboration with Marketplace-Simulation
- Mentorship of the Alumni Industry Experts
- Incubation Center
- Internship
- Faculty with Industry Expertise
- Professional Management
- International Exposure
- Ability Enhancement Courses

Rankings

Times B School **5th** in top 70 BBA Institutes in India, 5th rank in top private institutes, 3rd Best Private University for BBA in India, 8th in top Placement institutes, 2nd Best Institute in West Region for BBA in India, 2nd in top B-school in West Zone of India - Times B School Survey Ranking 2020

Times B School **9th** among top institutions offering BBA in India and 4th Rank among all top BBA Private Universities from India by Times B School BBA Education Ranking survey 2019 published by Times of India

Times B School **7th** Ranked 7th in India among Private Institutes by TOI B-School Survey 2019
Ranked 3rd in India among Private Universities by TOI B-School Survey 2019

THE TIMES OF INDIA **14th** in India by Times of India 2018

Business India **21st** in India by Business India 2017

INDIA TODAY **30th** in India by India Today 2021

MIT-WPU Methodology

- Peace Studies and Yoga
- Global Pedagogy
- Continuously Updated Education Method
- Guest Lectures
- Team Teaching
- Value Added Certification
- Mentor-Mentee
- Biography Studies
- Film Appreciation
- Trekking
- Internships
- Live Projects
- MIT-WPU Philosophy, MIT-WPU Methodology (how do you apply WPU method for your program)
- **Partnerships**
Partner with all individuals and organizations who can help students realize their fullest potential
- **Social Innovations**
Inspire students to come up with innovative solutions for our world family
- **Research**
Foster the spirit of scientific inquiry in students, to push the envelope of human knowledge and wisdom
- **Technology**
Nurture the ability of students to apply scientific knowledge for the well-being of the world



Intake

- BBA - 320
- BBA International Business - 240
- BBA Computer Application - 80
- BBA Global Marketing & Event Management - 80
- BBA Global e-Business - 80
- BBA Banking Finance & Insurance - 40
- BBA Family Business and Entrepreneurship Management - 40
- BBA Business Analytics - 40
- BBA Research - 40



Bachelor of Business Administration (BBA)

Trimester 1

- Business Organization and Systems
- Microeconomic Analysis
- Business Mathematics
- Financial Accounting
- World Famous Philosophers, Sages, Saints and Great Kings

Trimester 3

- Principles of Marketing
- Principles of Finance
- Basics of HRM
- Introduction to Business Demography (Elective)
- Information Communication Technology - (ICT) (Elective)
- Study of Languages, Peace in Communications and Human Dynamics

Trimester 5

- Specialization (Group I) Paper I
- Specialization (Group I) Paper II
- Macroeconomic Analysis
- Business Environment and Entrepreneurship Development
- Data Science
- Philosophy of Science and Religion/Spirituality

Trimester 7

- Dual Specialization Paper I
- Dual Specialization Paper II
- Business Law
- Research Methodology
- Indian Tradition, Culture and Heritage

Trimester 2

- Management Theory and Practices
- Cost Accounting
- Business Statistics
- Design Thinking
- Environmental Studies

Trimester 4

- Management Accounting
- Production and Operations Management
- Management Information Systems (MIS)
- Personality Development

Trimester 6

- Specialization (Group I) Paper III
- Specialization (Group I) Paper IV
- Business Ethics and Corporate Governance
- International Business

Specializations (Group I) - (Note - Specialization selected in SYBBA will continue in TYBBA) - Select Any One

Marketing, Accounting and Finance, Human Resource Management

Trimester 8

- Dual Specialization Paper III
- Dual Specialization Paper IV
- Specialization (Group I) Paper V
- Specialization (Group I) Paper VI
- Business Policy and Strategic Management
- Artificial Intelligence & Machine Learning for Business

Trimester 9

- Specialization (Group I) Paper VII
- Specialization (Group I) Paper VIII - Project
- Management Control Systems (MCS)
- Supply Chain and Logistics Management
- Humanities – Ethical, Moral and Social Sciences

ADDITIONAL COMPULSORY CREDIT COURSES

Particulars	Total Credits
Business Exposure	3
Tally Level 1	2
Advanced Tally	4
Internship	3
Business Simulation	3
Total	15

Note: International Immersion Program and National Immersion Program will be considered non-credit non-compulsory courses.

Dual Specialization (Group II) - (Note - Specialization selected in Trimester VII will continue in Trimester VIII) - (Specialization will be offered on the availability of seats) Select Any One

- **CSR Management**
- **Sports Management**
- **Entrepreneurship Management**
- **Travel and Tourism Management**

ADDITIONAL SUGGESTED SKILL ENHANCEMENT CREDIT COURSES

Particulars	Total Credits
FY BBA	
Business Communication	2
SY BBA	
Advance Excel	2
E Commerce	2
TOTAL CREDITS	6

BBA International Business (IB)**Trimester 1**

- Micro Economic Analysis
- Financial Accounting
- Commercial Geography
- Business English (Elective)
- Computer Fundamentals - I (Elective)
- World Famous Philosophers, Sages, Saints and Great Kings

Trimester 3

- Cost Accounting
- Business Statistics
- Introduction to Human Resource Management
- Principles of Marketing
- Study of Languages, Peace in Communications and Human Dynamics

Trimester 5

- Manufacturing & Production Management
- Management Accounting
- Foreign Exchange Operations
- German-II (Elective)
- French-II (Elective)
- Philosophy of Science and Religion/ Spirituality

Trimester 7

- Dual Specialization I
- Dual Specialization II
- Business Reporting & Analysis
- International Business Law
- International Banking & Finance
- Indian Tradition, Culture and Heritage

Trimester 2

- Macro-Economic Analysis
- Business Mathematics
- Principles & Practices of Management
- Business Communications & Personality Development (Elective)
- Computer Fundamentals - II (Elective)
- Data Science

Trimester 4

- Business Ethics & Corporate Governance
- International Economics
- International Marketing
- German-I (Elective)
- French-I (Elective)
- Artificial Intelligence & Machine Learning for Business

Trimester 6

- Business Taxation
- International Business in Service Sector
- International Project Management
- International Agri-Business Management

Trimester 8

- Dual Specialization I
- Dual Specialization II
- Supply Chain & Port Logistics Management
- International Relations
- Export-Import Procedure
- Design Thinking

Trimester 9

- Business Policy & Strategic Management
- International Brand Management
- International Financial Management
- Research Methodology & Cases in IB
- Humanities – Ethical, Moral and Social Sciences

ADDITIONAL COMPULSORY CREDIT COURSES

Particulars	Total Credits
Business Exposure	3
Tally Level 1	2
Advanced Tally	4
Internship	3
Business Simulation	3
Total	15

Dual Specialization (Group II) –(Note - Specialization selected in Trimester VII will continue in Trimester VIII) (Specialization will be offered on the availability of seats) Select Any One-
CSR Management
Sports Management
Entrepreneurship Management
Travel and Tourism Management

ADDITIONAL SUGGESTED SKILL ENHANCEMENT CREDIT COURSES

Skills Development Courses	Credits
Environmental Studies	3
E-Commerce	2
Introduction to Digital Marketing	2
Port Visits	2
TOTAL	9

BBA Global Marketing & Event Management (GM & EM)

Trimester 1

- Business Mathematics
- Financial Accounting
- IT Fundamentals
- Business Communication and Personality Development
- Fundamentals of Marketing
- Basics of HRM
- World Famous Philosophers, Sages, Saints and Great Kings

Trimester 3

- Managerial Economics
- Principles of Finance
- Event Resource Planning
- Digital Marketing and Virtual Events
- Event Field Work Paper - II
- Design Thinking
- Study of Languages , Peace in Communications and Human Dynamics

Trimester 5

- Management Accounting
- Retail Management
- Service Management
- Finance Management Electives / Human Resource Management Electives - Dual Specialization I
- Finance Management Electives / Human Resource Management Electives - Dual Specialization II
- Travel and Tourism Management /Sports Management - Paper I
- Philosophy of Science and Religion/ Spirituality

Trimester 2

- Global Theories of Management
- Cost Accounting
- Business Statistics
- Consumer Behavior
- Introduction to Event Management
- Event Field Work Paper - I

Trimester 4

- Business Law
- Business Modeling and Business Plan
- Sales Management
- Event Marketing
- Principles of Event Communication and Media
- Data Science

Trimester 6

- Management Information Systems (MIS)
- Fundamentals of Public Relation
- Media Mix and Elements
- Media Law
- Finance Management Electives / Human Resource Management Electives - Dual Specialization III
- Finance Management Electives / Human Resource Management Electives - Dual Specialization IV
- Travel and Tourism Management / Sports Management - Paper II

Trimester 7

- Fundamentals of Brand Management
- Strategic Marketing
- Finance Management Electives / Human Resource Management Electives - Dual Specialization V
- Finance Management Electives / Human Resource Management Electives - Dual Specialization VI
- Travel and Tourism Management / Sports Management - Paper III
- Artificial Intelligence & Machine Learning for Business
- Indian Tradition, Culture and Heritage

ADDITIONAL COMPULSORY COURSES (NO CREDIT)

Particulars
Rural Immersion Programme
Negotiation Skills
MS- Excel
IT in Industry
Event Financial Management
Basic Modules of Business Simulation
International Immersion Program

BBA Global e-Business (GeB)**Trimester 1**

- Management Theory & Practices
- Business Mathematics
- Computational Thinking
- Essentials of Business Communication
- World Famous Philosophers, Sages, Saints and Great Kings

Trimester 3

- Basics of Accounting
- Principles of Digital Marketing
- Basics of Human Resource Management
- Data Science
- Study of Languages , Peace in Communications and Human Dynamics

Trimester 5

- Business Law
- Foreign Language II
- Management Information System
- Computer Networks
- Philosophy of Science and Religion/ Spirituality

Trimester 7

- Research Methodologies
- Artificial Intelligence & Machine Learning for Business
- Business Policy & Strategic Management
- Software Project Management
- Indian Tradition, Culture and Heritage

Trimester 8

- Corporate Governance and Business Ethics
- E-Commerce
- International Marketing
- Client Agency Relationship
- Event Production and Logistics
- Event Promotions and Commercials
- Travel and Tourism Management / Sports Management - Paper IV
- Humanities – Ethical, Moral and Social Sciences

Trimester 9

- Internship and Project
- [Experiential Learning, Skill Enhancement- Full Term / Full Time]

SKILL DEVELOPMENT COURSE

Year	Skills Development Courses	Credits
First	Environmental Studies	3
Second	Neuro Linguistic Programming	2
Second	National Event Participation	2
TOTAL		7

Trimester 2

- Principles of Marketing
- Managerial Economics
- Business Statistics
- Introduction to Web Programming
- Business Organization and Systems

Trimester 4

- Business Ethics
- Foreign Language I
- Global E-Business Technology
- Database Management System
- Environmental Studies

Trimester 6

- Foreign Exchange Management
- Supply Chain Management
- Design Thinking
- Software Engineering

Trimester 8

(Specialization will be offered on the availability of seats)

- Cyber Law
- Software Testing
- Dual Specialization(Mkt/Fin/HR) Course 1
- Dual Specialization(Mkt/Fin/HR) Course 2
- International Business

Trimester 9

- Entrepreneurship Development
- Intellectual Property Rights
- Dual Specialization (Mkt/Fin/HR) Course 3
- Dual Specialization (Mkt/Fin/HR) Course 4 (Projects)
- Humanities – Ethical, Moral and Social Sciences

ADDITIONAL COMPULSORY CREDIT COURSES

Particulars	Total Credits
Certification Course 1	3
Certification Course 2	3
Internship	4
Total	10



BBA Business Analytics (BA)

Trimester 1

- Management Theory & Practices
- Financial Accounting
- Business Communication
- Business Statistics
- World Famous Philosophers, Sages, Saints and Great Kings

Trimester 2

- Principles of Marketing
- Human Resource Management
- Introduction to DBMS
- Probability and Statistics

Trimester 3

- Digital Marketing
- Business Economics
- Supply Chain Management
- Introduction to Business Analytics
- Analytics using MS Excel
- Study of Languages , Peace in Communications and Human Dynamics

Trimester 4

- Management Accounting
- Environmental Studies
- Optimization Techniques
- Data Science
- Data Analysis with R

Trimester 5

- Strategic Management & Business Policy
- Data Warehousing & Business Intelligence
- Python Programming
- Statistics with Python
- Philosophy of Science and Religion/Spirituality

Trimester 6

- Production & Operations Management
- Research Methodology
- Artificial Intelligence & Machine Learning for Business
- Cloud Computing

Trimester 7

- Specialization Course - 1
- Specialization Course - 2
- Design Thinking
- Big Data Analytics
- Indian Tradition, Culture and Heritage

Trimester 8

- Specialization Course - 3
- Specialization Course - 4
- Business Simulation
- E-Commerce

Trimester 9

- Industrial Internship Programme
- Humanities - Ethical, Moral and Social Sciences

Specialization	Course Name
Financial Analytics	Analysis of Financial Statements
	Banking and Financial Services
	Financial Analytics
	Analytical Models in Finance
Marketing Analytics	Sales Marketing
	Retail Marketing
	Analytics for Marketing
	Analytics for Retail
Supply Chain & Operations Analytics	Supply Chain Analytics - I
	Operational Analytics - I
	Supply Chain Analytics - II
	Operational Analytics - II

BBA- Banking Finance & Insurance (BFI)

Trimester 1

- Principles of Business Management
- Financial Accounting
- Business Communication
- Marketing Management
- World Famous Philosophers, Sages, Saints and Great Kings

Trimester 3

- Financial Management
- Human Capital Management
- Legal Aspects of Business
- Excel for Data Analytics
- Study of Languages , Peace in Communications and Human Dynamics

Trimester 5

- Banking Management & Regulatory Framework
- Marketing of Financial Services
- Digital Banking & Insurance
- Security Analysis & Portfolio Management
- Philosophy of Science and Religion/ Spirituality

Trimester 7

- Business Policy & Strategic Management
- Retail Banking
- Insurance Claim Management
- Taxation Laws & Practices
- Indian Tradition, Culture and Heritage

Trimester 9

- International Finance
- Customer Relationship Management
- Treasury & Risk Management
- Project - Product Designing
- Humanities - Ethical, Moral and Social Sciences

Trimester 2

- Organizational Behavior
- Business Statistics
- Cost & Management Accounting
- Managerial Economics

Trimester 4

- Financial Markets & Institutions
- Financial Services
- MIS & Reporting
- Financial Planning & Invest Options
- Data Science

Trimester 6

- Credit Management
- Introduction to Actuarial Science
- Insurance Management & Regulatory Framework
- Financial Derivatives
- Artificial Intelligence & Machine Learning for Business

Trimester 8

- Business Ethics & Corporate Governance
- E-Commerce, Cyber Security Laws
- NPA Management & Documentation
- Behavioral Science
- Design Thinking

BBA (CA)

Life Transforming Management Education

ADDITIONAL COMPULSORY CREDITS

Particulars	Total Credits
Business Exposure (Industry Visits)	3
TOTAL CREDIT FY	3
Summer Internship (4-6 weeks)	3
TOTAL CREDIT SY	3
Business Simulation	3
TOTAL CREDIT TY	3
TOTAL CREDIT	9

COMPULSORY CREDITS FOR SKILL DEVELOPMENT COURSE

Year	Skills Development Courses	Credits
FY	Environmental Studies	3
SY	Aptitude Training & Soft Skills	2
SY	Advanced Excel	2
TY	Fintech Course	3
TOTAL		10

ADDITIONAL CREDITS SUBJECT TO COMPLETION OF COURSE

Year	Ability Enhancement - Courses	Credits
FY	Research Methodology	2
SY	Data Analytics in Banking & Insurance	2
SY	Anti-Money Laundering & Know Your Customer	2
TY	IRDA Certification (Elective)	2
TY	NSIC - Online Courses on Basic / Capital Markets / Financial Derivatives (Elective)	2

*(Subject to availability of seats)***BBA Computer Application (CA)****Trimester 1**

- Computational Thinking
- Essentials of Business Communication
- Business Mathematics
- Management Theory & Practices
- World Famous Philosophers, Sages, Saints and Great Kings

Trimester 3

- Principles of Digital Marketing
- Basics of Financial Accounting
- Advanced C Programming
- Database Management Systems
- Study of Languages, Peace in Communications and Human Dynamics

Trimester 5

- Data Structure using C
- Organizational Behavior
- .Net Programming
- Object Oriented Software Engineering
- Philosophy of Science and Religion/Spirituality

Trimester 7

- Advanced Java Programming
- Unix Operating System
- Cloud Computing & Virtualization
- Project Work
- Indian Tradition, Culture and Heritage

Trimester 2

- Management Information System
- Business Statistics
- Principles of Marketing
- C Programming
- Data Science

Trimester 4

- Web Programming
- Operating System
- Object Oriented Programming using C++
- Software Engineering
- Design Thinking

Trimester 6

- Java Programming
- Web Programming using ASP.Net & C#
- Software Testing & Quality Assurance
- Environmental Studies

Trimester 8

- Android Programming
- Web Programming using PHP
- Computer Networks
- Basics of Human Resource Management

Trimester 9

- Software Project Management
- Python
- Artificial Intelligence & Machine Learning
- Project Work
- Humanities - Ethical , Moral and Social Sciences

ADDITIONAL COMPULSORY CREDIT COURSES

Particulars	Total Credits
Certification Course 1	3
Certification Course 2	3
Internship	4
Total	10

BBA-Family Business and Entrepreneurship Management (FB & EM)

Trimester 1

- Micro Economic Analysis
- Financial Accounting
- Principles and Practices of Management
- Marketing Management
- World Famous Philosophers, Sages, Saints and Great Kings

Trimester 2

- Macro Economic Analysis
- Human Resource Management
- Business Mathematics
- Principles of Finance

Trimester 3

- Cost Accounting
- Communication Skills for Entrepreneurs
- Business Statistics
- Introduction to Data Analytics
- Study of Languages , Peace in Communications and Human Dynamics

Trimester 4

- Introduction to Family Business Management
- Introduction to Entrepreneurship
- Legal Aspects of Business
- Enterprise Resource Planning
- Data Science

Trimester 5

- Dynamics of Family Business and Succession Planning (Spln -I)
- Practices in Startups and New Venture (Spln -II)
- Global Business Environment
- Management Accounting
- Philosophy of Science and Religion/ Spirituality

Trimester 6

- SME Management (Spln -III)
- Business Model and Intellectual Property (Spln -IV)
- Production and Operations Management
- Business Ethics for Entrepreneurs
- Artificial Intelligence & Machine Learning for Business

Trimester 7

- Supply Chain & Logistics Management
- Consumer Behavior and CRM
- Indian Economy and Legal Framework
- Research Methodology
- Indian Tradition, Culture and Heritage

Trimester 8

- Negotiation and Dispute Resolution (Spln -V)
- Corporate Governance in FBM (Spln -VI)
- Entrepreneurial Finance
- Design Thinking

Trimester 9

- Disruptive Innovation (Spln -VII)
- Project Management and Business Plan Execution (Spln-VIII)
- Strategic Management
- Brand Management
- Humanities - Ethical, Moral and Social Sciences



BBA (FB & EM)

Life Transforming Management Education

ADDITIONAL COMPULSORY CREDITS

Particulars	Total Credits
Business Exposure (Industry Visits)	3
TOTAL CREDIT FY	3
Summer Internship (4-6 weeks)	3
TOTAL CREDIT SY	3
Business Simulation	3
TOTAL CREDIT TY	3
TOTAL CREDIT	9

COMPULSORY CREDITS FOR SKILL DEVELOPMENT COURSE

Year	Skills Development Courses	Credits
FY	Environmental Studies	3
SY	E- Commerce	2
SY	Soft Skills	2
TY	Digital Marketing for Start ups	2
TOTAL		9

LEARNING THE ART OF LEADERSHIP WITH THE BEST MANAGEMENT SCHOOL



Our curriculum is a mix of management and giving extra skills to the students. We make sure that the industry-driven program helps our students to be industry-ready.

Bachelor of Business Administration (BBA) - Research

BBA Research is a four-year undergraduate degree program offered to the students who have completed 12th Std. education from any stream. The course is perfect blend of commerce and management education which imparts the knowledge / covers the fundamental areas of any business organization.

The BBA Research program offered at MIT WPU is unique in its academic structure. The program is spread over 12 trimesters in 4 years which covers the basic management courses & specializations.

The program focuses on the practical exposure to the students by providing internship for 3 full trimesters along with the strong academic base by way of imparting knowledge of conventional operational areas of management as well as advanced & upgraded technological courses like AI & ML, Fintech etc. This ensures the student to be industry ready as

soon as one completes the degree.

Apart from the management courses as a part of curriculum, the University provides ample Add On Courses like Advance Excel, Visits to various Universities of good repute, visits to different industrial sectors etc. which enhances the skills and abilities of the students that are essential for any graduate student in order to meet the industry expectations and have comfort while entering into business world.

At MIT WPU, our emphasis not only on the academic enhancement but on the wholistic development of the student. In view of that the curriculum incorporates certain courses focusing on history, culture, and ethics as a part of "Peace Course" component which can help one to be able to lead not only professional life but emotional and personal life as well.

Salient Features

- The BBA-Research Program under MIT-WPU is a 4-year (As per New Education policy 2020) 12-Trimester choice-based credit system pattern program.
- Specialization available in this program are, marketing management, financial management and entrepreneurship Management
- Number of summer internships available in this program, makes it different from other BBA programs. In this program total three national level internships of are available in trimester II, IV and VIII.
- International summer school which is part of trimester XI of fourth year of BBA-Research program is a unique feature available in this program which gives international hands on experience and exposure to students to understand global market.
- To enrich the curriculum, this program includes three online courses (In trimester II, IV and VIII) of various duration (4, 6 and 17 weeks respectively) from one of the world's best B-School that is Harvard Business School (HBS).
- Exposure to the corporate world through industry visits, summer internships, and live projects
- Regular lectures will be conducted by an ideal combination of faculties from the industry as well as from academics.
- Series of guest lectures and seminars for students of all four years.
- Strong placement training and support from career services department is available.
- Training for higher studies through various seminars on career opportunities after graduation.



Summary of Program Structure

Sr. No.	Year	Trimester	Nature	Credits
1	1 st Year	I	Core Courses + World Peace Course	17
2		II	Internship + HBS Online (Leadership Principles-6 weeks)	15
3		III	Core Courses + World Peace Course	19
Total Credits for 1st Year				51
4	2 nd Year	IV	Core Courses + World Peace Course	17
5		V	Internship + HBS Online (Global Business-4 weeks)	15
6		VI	Core Courses + World Peace Course	14
Total Credits for 2nd Year				46
7	3 rd Year	VII	Core Courses + World Peace Course	17
8		VIII	Internship + HBS Online (Extended CORe-17 weeks)	15
9		IX	Core Courses + World Peace Course	19
Total Credits for 3rd Year				49
10	4 th Year	X	Core Courses	15
11		XI	International Summer School / Program	15
12		XII	Core Courses	15
Total Credits for 4th Year				45
Total credits for Bachelor of Business Administration (BBA) - Research Program				191

**BBA Research (First Year) (Batch 2021-25)
First Year**

Trimester I			Trimester II		Trimester III		
No.	Core Courses	Credits			No.	Core Courses	Credits
1	Management Theory & Practices	03	Internship (12) + HBS Online (Leadership Principles - 6 weeks) (3)		6	Environmental Studies	03
2	Business Mathematics	03			7	Financial Accounting	03
3	Microeconomic Analysis	03			8	People's Management Skills	03
4	Organizational Behavior	03			9	Business Statistics	03
5	Business Communication*	03			10	Information Communication Technology (ICT) for Business	02
World Peace Course					11	Data Science	03
					World Peace Course		
PC1	World Famous Philosophers, Sages, Saints and Great Kings	02			PC3	Study of Languages , Peace in Communications and Human Dynamics	02
Total Credits		17	Total Credits 15		Total Credits		19

Note: * Cambridge Certification - BEC

TOTAL CREDITS FOR FY BBA 17+15+19= 51

BBA Research (First Year) (Batch 2021-25) Second Year

Trimester IV			Trimester V	Trimester VI		
No.	Core Courses	Credits		No.	Core Courses	Credits
11	Financial Management	03	Internship (13) + HBS Online (Global Business - 4 weeks) (02)	16	Management Accounting	03
12	Marketing Management	03		17	Banking and Insurance	03
13	Macroeconomic Analysis	03		18	Government and Governance	03
14	Business Analytics	03		19	Advance Excel & PowerPoint Presentation Skills	02
15	Entrepreneurship	03		20	Retail Management	03
World Peace Course						
PC4	Philosophy of Science and Religion/ Spirituality	02				
Total Credits		17	Total Credits 15	Total Credits		14
TOTAL CREDITS FOR SY BBA 17+15+14= 46						

BBA Research (First Year) (Batch 2021-25) Third Year

Trimester VII			Trimester VIII	Trimester IX		
No.	Core Courses	Credits		No.	Core Courses	Credits
21	Corporate Environmental Responsibility & Sustainability	03	Internship (6) + HBS Online (Extended CORE - 17 weeks) (9)	26	Cost Accounting	03
22	Research Methodology	03		27	Design Thinking	03
23	Globalization and Change	03		28	Supply Chain and Logistics Management	03
24	Digital Marketing	03		29	Negotiation Skills	03
25	AI & ML for Business	03		30	Production and Operations Management	03
World Peace Course					World Peace Course	
PC7	Indian Tradition, Culture and Heritage	02		PC9	Humanities - Ethical , Moral and Social Sciences	02
Total Credits		17	Total Credits 15	Total Credits		17
TOTAL CREDITS FOR TY BBA 17+15+17= 49						



**BBA Research (First Year) (Batch 2021-25)
Fourth Year**

Trimester X			Trimester XI	Trimester XII		
No.	Core Courses	Credits		No.	Core Courses	Credits
31	Legal Aspects of Business	03	International Summer School (15)	36	Strategic Management	03
32	SPSS & Academic Writing	03		37	Dissertation	03
33*	Fintech/Consumer Behavior & Customer Relationship Management/New Venture Creation	03		38*	Financial Engineering & Risk Management/Legal Aspects of Entrepreneurship/Rural Marketing	06
34*	International Finance/Integrated Marketing Communication/Entrepreneurship Essentials	03		39*	Financial Markets & Institutions/Creation & Innovation/International Marketing	03
35*	Security Analysis and Portfolio Management/Services Marketing/Entrepreneurial Finance	03				
Total Credits		15	Total Credits 15	Total Credits		15
TOTAL CREDITS FOR GY BBA 15+15+15= 45						

***Courses Will be applicable as per the specialization selected by students. Specialization selected in trimester X(Fourth Year),will continue for rest of the trimesters.**



Student testimonials



The classes are not only theoretical. We start with theory but jump into case studies. This is a good practice for internships and jobs. Even though we have been studying online but still managed to organize many events on online platforms with the help of our amazing professors which was an amazing experience for me.”

Muskan Jashnani
FY BBA Event Management

My experiences in MIT WPU so far have been extraordinary to say the least. It's my privilege to learn under the academic expertise of all the revered professors. Being a part of various student clubs has given me a strong social network. Working in the university's social media team as a content strategist and Writer has given me exceptional experience and remarkable exposure as I was a part of many prestigious national and international events organized by the university. I am honored and grateful to MIT WPU for having given me countless opportunities to sharpen my leadership and communication skills and mould me into a dynamic and proactive young adult. I shall cherish these experiences for a lifetime.

Ayush Sutar
SY BBA (GeB)



Being one of the many strangers who come to Pune to study at MIT World Peace University, I was scared for what was lying ahead, new friends, new city, so much change. It all changed the second I stepped into the class. Even being hundreds of miles away from home, it felt like home. Students from different cities and cultures not only broadened my perspective but also helped me make new relations across world.

The professors at MIT-WPU are one of the best I have encountered till now. I believe this expertise come from four decades of managing experience. Value Added Programs, cultural events, practical experience, they have ensured to provide an all-around weightage to all the necessary subjects. Even the Respected Deans and Chancellors stay in constant touch with students and faculties to ensure that all their needs are satisfied. I personally have seen the professors go an extra mile to help students with their different projects, assignments and exams.

Today, in the last year of my Bachelor of Business Administration, I can claim that I made the right decision of coming to this renowned university

Jainish Trivedi
BBA



Corporate Speak



Event is an occasion, which starts with an innovative idea and ends with an ultimate execution, it is a knowledge, which teaches everyone how to conceptualize right thing at right place at right point of time and to make it very clear. Event is going to be the world's most needful asset for every corporate and retail brands in coming future. In BBA-EM, students learn these basic concepts.

Mr. Harshit Kumar
Radio Mirchi, Pune

Every organisation needs an extended arm to help it out in conducting its operations. We were happy to have students from MIT WPU as our extended arm. They worked with us for 3 months and assisted us in carrying out our projects efficiently. The students are young and malleable and hence for any organisation, they are an asset. We are thankful to the institute for facilitating the entire internship program and look forward to hosting more students in the near future.

Neha Wagh

Manager Human Resources (Learning and Development)
Sahyadri Group of Hospitals



Alumni Speak



Studying at MIT WPU in the 'Golden scholar batch' was one of the best decisions of my life. I first came across MIT as a participant during the inter-college fest, Enthusia. I loved the activities taking place in campus, as well as the various extra-curricular opportunities students are given. I was able to start my own oratory club, after all!

The premise of a 'National Study Tour Program', 'Rural Immersion', and an 'International Study Tour Program' really appealed to me. I know of no other institute that mandates such programs as a part of their degree, and I believe that's what made my decision stronger. These programs helped me gain an all-inclusive education that not only focused on class teaching, but also on experiential learning.

I am very happy to have invested my time and money to get an undergraduate education from one of the finest institutions in Pune. I am eternally grateful to my faculty mentors for guiding me and preparing me for what lies ahead in life!

Shabbir Patrawala

Alumnus, BBA IB
Sales Growth Manager, Zomato, Abu Dhabi

College life- "The last few years of fun". Well, I am not one of those people who thinks the same way. I believe that these three years of my life was a wonderful experience. Experience, which I won't be able to forget. Coming to a new city, staying away from family, making new friends etc. seemed like a big task. Before coming to this college, I was quite young, nervous and afraid of what will happen in the next three years of my life. It gives me a great pleasure to say with pride that I have completed my degree in International Business from SOM UG, MITWPU, Pune. MITWPU gave me a lot of opportunities which helped in overcoming my fears. This college gave me a new vision, and guided me to the path that I wished to pursue. It helped me to grow and prepare myself for the new upcoming corporate world which we all about to enter.

I would like to thank all the faculties and staff, for making me a "Better person".

Raghav Arora

Alumnus, BBA IB





Centre for Industry Academia Partnership

The objective of this initiative is to build a strong collaboration between university and industry partners. CIAP believes that the collaboration between industry and academia is fundamental in catalysing the innovation and growth in technology. While industry partners quite often focus on providing solutions that have greater impact on businesses, educational institutions focus on building new knowledge through research and imparting education to students which make them ready to

serve those industry needs. CIAP as a catalyst plays an important role in creating more and more opportunities and make student equip with the skills that are needed to be served.

The key functions like Industry Partnerships, Career Services, Internships and Alumni Engagement are forefront in serving the ongoing needs of our students and alumni. These functions not only engage the students in improving their skills through the structured assessments, training and grooming activities, they also help students gain the strength to get best of the job opportunities by collaborating world class employers.

Eligibility

BBA, BBA IB, BBA GM&EM, BBA GeB, BBA CA, BBA BFI, BBA FB&EM, BBA Research

- 1) HSC (10+2) from any stream with English as passing subject with minimum 50% marks (45% for Reservation category) in aggregate
- 2) Two years / Three years Diploma of Board of Technical Education or it's equivalent with minimum 50% marks (45% for Reservation category) in aggregate.
- 3) Minimum Competency and Vocational Courses (MCVC) with minimum 50% marks (45% for Reservation category) in aggregate

BBA Business Analytics

- 1) HSC (10+2) from any stream with English and Mathematics as passing subject and minimum 50% marks (45% for Reservation category) in aggregate in 12th standard.
- 2) Two years / three years Diploma of Board of Technical Education or it's equivalent with minimum 50% marks (45% for Reservation category) in aggregate.
- 3) Minimum Competency and Vocational Courses (MCVC) with minimum 50% marks (45% for Reservation category) in aggregate.

Selection Process

- **Entrance Test +**
 - **Personal Interview**
- (For BBA FBEM)
- **Entrance Test +**
 - **Psychometric Test +**
 - **Personal Interview**

Fee Structure:

- **BBA - Rs. 2,35,000**
- **BBA International Business - Rs. 2,35,000**
- **BBA Computer Application - Rs. 1,60,000**
- **BBA Global Marketing & Event Management - Rs. 2,35,000**
- **BBA Global e-Business - Rs. 1,60,000**
- **BBA Banking Finance & Insurance - Rs. 2,35,000**
- **BBA Family Business and Entrepreneurship Management - Rs. 2,50,000**
- **BBA Business Analytics - Rs. 2,35,000**
- **BBA Research - Rs. 4,00,000**

Scholarship

Merit scholarships are proposed to reward and motivate the meritorious students with financial assistance based on their academic performance, the performance in proposed National Level tests and based on MIT - WPU internal tests (UGPET & PGPET) for the A.Y.2021-22.

The categories of Merit Scholarships are detailed below.

- Dr. Vishwanath Karad Merit Scholarship AY 2021-22
- MIT-WPU Merit Scholarship AY 2021-22
- Scholarship to Rank Holders AY 2021-22
- Scholarships to Elite Sports person AY 2021-22
- Scholarship Awarded to Wards of MIT-WPU/MAEER's Staff Members

Other Scholarships

- Wards of Personnel working in/retired from Defence/Paramilitary Services
- Students taken Admission under Jammu & Kashmir Quota
- Candidates with a disability of 40% and more.

Note:

- **Students should meet score criteria in the, 12th standard, and UG PET examination to be eligible for the scholarship**
- **MIT-WPU reserves the right to modify the fee structure.**
- **MIT-WPU reserves the right to modify scholarship policy without any notice.**

For more details visit
<https://mitwpu.edu.in/management-fees-structure-scholarship/>



Apply online

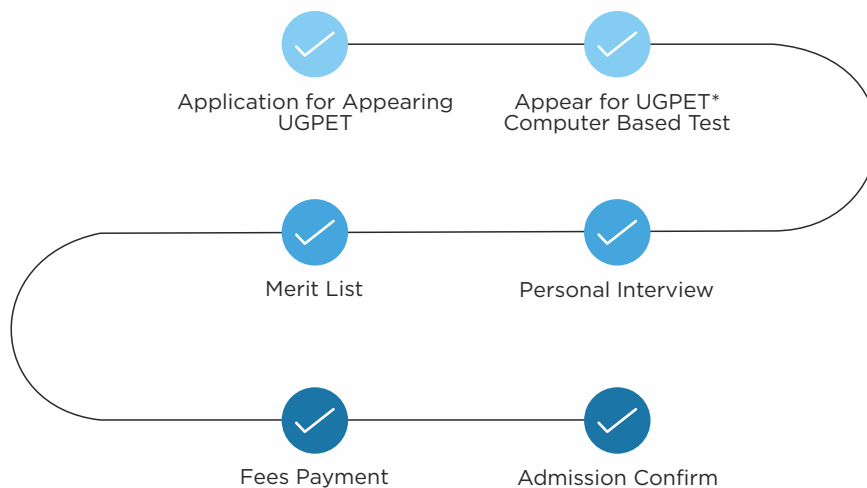
Corporate Relations & Placements

₹ **10.00**
lakhs p.a
Highest Salary

₹ **3.5**
lakhs p.a
Average Salary

180+
Average number
of companies visited

Admission process



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Dr. Vishwanath Karad
MIT WORLD PEACE UNIVERSITY | PUNE
TECHNOLOGY, RESEARCH, SOCIAL INNOVATION & PARTNERSHIPS



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📧 9881492848
✉ admissions@mitwpu.edu.in



Apply online

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