BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Honours / Honours with Research | School of Business and Management

Bangalore Central • Kengeri • Yeshwanthpur • Pune Lavasa • Delhi NCR

BBA Degree: 3 Years (6 Semesters) | Optional 4th Year: BBA (Honours) / BBA (Honours with Research)

The BBA programme prepares students for contemporary business and management through a strong foundation in business, management, entrepreneurship, communication and decision-making, with opportunities to specialise in functional areas. Students may complete the BBA degree in three years and continue into a fourth year for Honours or Honours with Research. The programme combines multidisciplinary learning, industry exposure, experiential pedagogy, digital learning and global opportunities.

Why CHRIST? — 2026 Recognition

NIRF	India Today–MDRA	CSR–GHRDC
Management Rank 57*	**BBA Rank 2**	**BBA Rank 1**
Latest published NIRF Management rank	Best Colleges Ranking 2026	2026 BBA ranking

Programme Outcomes

- PO1: Apply interdisciplinary knowledge of management, finance, marketing, human resources and related business areas to address real-world organisational challenges.
- PO2: Demonstrate leadership, communication, teamwork and ethical decision-making in diverse professional environments.
- PO3: Use analytical, research and digital tools to evaluate business problems and support evidence-based decisions.
- PO4: Develop entrepreneurial, innovative and sustainable strategies that respond to changing business and societal needs.
- PO5: Apply global, multidisciplinary and socially responsible perspectives to create value for organisations and communities.

Programme Highlights

- Career-oriented, multidisciplinary curriculum with industry-relevant specialisation pathways.
- Experiential learning through case-study-based teaching, live projects, simulations, industry visits, internships and corporate interactions.
- Learner-centric pedagogy combining classroom learning, skill courses, service learning and social concern projects.
- Multidisciplinary courses and Indian Knowledge System (IKS)-based courses connecting contemporary management with Indian perspectives and knowledge traditions.
- AI-integrated teaching and learning with digital tools, analytics and technology-enabled decision-making.
- Regular mentoring for career guidance, academic progression and student wellbeing.
- Micro-credits and Add-On courses enabling students to earn up to 6 additional credits per semester, subject to applicable academic regulations, for inclusion in the Academic Bank of Credits (ABC).
- Multiple opportunities for international exposure, interdisciplinary learning and industry engagement.

Internship & Fourth-Year Advantage

- 12-week internship between Semester IV and Semester V for the Honours pathway, enabling deeper industry immersion.
- Additional 8-week internship between Semester VI and Semester VII, creating a second structured industry exposure opportunity.
- Fourth year: 40% digital-content-based learning, enabling greater flexibility for extended internships through multiple internship tracks.
- Honours with Research: advanced research exposure and dissertation pathway for students considering higher studies and doctoral progression.

Global Exposure

- Semester exchange and immersion opportunities with universities in Germany, the UK, USA, France, Malaysia and Australia.
- Global learning through international academic interaction, cultural immersion and cross-border business perspectives.

Specialisation & Elective Options

- Core specialisation tracks: Human Resource Management, Marketing, Finance, Entrepreneurship Development and Business Analytics.
- Specialisation availability and elective baskets may vary by campus and approved curriculum.

Programme Structure

Semester-wise course titles, course type and credits. Type: CC – Core Course | PC – Professional Core | CE – Core Elective | MDC – Multidisciplinary Course | MDC-IKS – IKS Multidisciplinary Course | AEC – Ability Enhancement | SEC – Skill Enhancement | VAC – Value Added Course | DSE – Discipline Specific Elective | Project – Project/Internship

Semester I | Total Credits: 21

Course Title	Type	Credits
Management and Behavioural Process	CC	3
Financial Accounting	CC	3
Marketing Management	CC	3
Business Mathematics	PC	3
MDC: Non Commerce and Management	MDC	3
English I	AEC	2
Professional Fluency in Digital Workplace	SEC	2
Holistic Education	VAC	1
Environmental Studies	VAC	1

Semester II | Total Credits: 22

Course Title	Type	Credits
Financial Management	CC	3
Business Economics	CC	3
Business Statistics	CC	3
Business Environment	PC	3
MDC: Non Commerce and Management	MDC	3
English II	AEC	2
Foundations of AI and Spreadsheet	SEC	2
Holistic Education	VAC	1
Understanding of India	VAC	1
Management Practices through Social Intervention	Project	1

Semester III | Total Credits: 22

Course Title	Type	Credits
Corporate Accounting	CC	3
Human Resource Management	CC	3
Business Analytics	PC	3
Core Elective	CE	3
Business Communication I	AEC	2
SEC	SEC	2
MDC–IKS	MDC-IKS	3
Value Added Course	VAC	2
Holistic Education	VAC	1

Semester IV | Total Credits: 21

Course Title	Type	Credits
Strategic Management	CC	3
Entrepreneurship Development	CC	3
Research Methodology	CC	3
Intelligent Systems Driven Digital Transformation	PC	3
Core Elective	CE	3
Business Communication II	AEC	2
SEC	SEC	2
Holistic Education	VAC	1
Industry Review Project	Project	1

Semester V | Total Credits: 23

Course Title	Type	Credits
Taxation Law and practice	CC	3
Summer Internship Project	Project	6
SEC	SEC	2
Finance Specialisation	DSE	12
Marketing Specialisation		
Human Resource Specialisation		
Entrepreneurship Development Specialisation		
Business Analytics Specialisation		

Semester VI | Total Credits: 23

Course Title	Type	Credits
Management Accounting	CC	3
Law, Governance and Ethics	CC	3
Project	Project	3
SEC	SEC	2
Finance Specialisation	DSE	12
Marketing Specialisation		
Human Resource Specialisation		
Entrepreneurship Development Specialisation		
Business Analytics Specialisation		

Semester VII | Total Credits: 20

Course Title	Type	Credits
Business Model Innovations	CC	4
Artificial Intelligence for Data Driven Decisions	CC	4
Crises Management and Resilience	CC	4
Internship	Project	4
Finance Specialisation: Sustainable Finance	DSE	4
Marketing Specialisation: Marketing Intelligence and Decision Support Systems		
Human Resource Specialisation: Human Captial Engineering		
Entrepreneurship Development Specialisation: Venture Monetization using Revenue Models		
Business Analytics Specialisation: ESG Analytics for Policy Making		

Semester VIII | Total Credits: 20

Course Title	Type	Credits
Global Leadership and Sustainability	CC	4
Business Consulting and Problem Solving	CC	4
Business Process Improvement	CC	4
Finance Specialisation: Fraud Detection and Forensic Accounting	DSE	4
Marketing Specialisation: Customer experience Strategy and Service Innovation		
Human Resource Management Specialisation: HR Consulting and Advisory Practices		
Entrepreneurship Development Specialisation: Digital Transformation for Entrepreneurs		
Business Analytics Specialisation: Deep Learning in Business Applications		
VAC	VAC	2
VAC	VAC	2

Eligibility

Pass in Class 12 (10+2) with a minimum of 55% at the +2 level (Karnataka PUC | ISC | CBSE | NIOS | IGCSE | IB | State Boards), in any stream, from any recognised Board in India. Candidates writing the +2 examinations in March–May of the admission year may apply with their Class X and XI marks.

Applicants pursuing international curriculum must note that eligibility is according to AIU stipulations.

IB Curriculum must have 3 HL and 3 SL with 24 credits | GCE/Edexcel must have a minimum of 3 A levels with grade not less than 'C'.

Selection Process

SP Steps	SP Particulars	SP Time	SP Mode
Entrance Test (ET)	Entrance Test of 90 minutes, except if otherwise specified.	As per E-Admit Card	Centre Based Entrance Test
Skill Assessment (SA) | Micro Presentation (MP) | Personal Interview (PI) | Academic Performance (AP)	SA: topic-based writing. MP: 90-second presentation. PI: 10 minutes. AP: assessment of Class 10 and Class 11/12 performance.	As per E-Admit Card	Venue Based SA_MP_PI

Important Note

Programme structure above is based on the programme structure provided for AY 2026–27. Campus-wise offerings and elective availability are subject to the approved curriculum.

Office Timings: Monday to Friday: 09:00 AM to 04:00 PM | Saturday: 09:00 AM to 12:00 PM