SRM
Institute of Science and Technology

Kattakulathur Chennai

BBA (3 YEAR PROGRAMME)
(UGC APPROVED)

About SRMIST

SRMIST is one of the top ranking and one of the most preferred institutions in India, established in 1985 by a visionary - Dr. T.R. Paarivendhar, Chancellor, SRM Institute of Science and Technology. It has four campuses, Kattankulathur, Ramapuram and Vadpalani in Chennai with the fourth campus at Modi Nagar,Ghaziabad and over 55,000 students and 3200 faculties are currently on rolls across all campuses. The Institution offers a wide range of undergraduate, postgraduate and doctoral programmes in Engineering, Management, Medicine & Health Sciences and Science & Humanities. For nearly three decades, the SRMIST has been engaged in nurturing minds through a rich heritage of academic excellence. Essentially a hub of bustling student activities, the green and beautiful campus hostel been a second-home to thousands of students in their journey to meet the challenges of time.

The Institution has moved up through international alliances and collaborative initiatives to achieve global excellence. The SRMIST's International Advisory Board (IAB) is actively involved in building a strong international dimension in Teaching-Learning Process and Research, which creates avenues for research and successful careers. The SRMIST is also engaged in technology driven initiatives which have made learning a very enriching experience. Over 550 students have been sponsored to 35 foreign Universities like MIT, Carnegie Mellon, UC Davis, Warwick and Western Australia under the Semester Abroad Programme. The Institute now enjoys an unsurpassed reputation in academia and corporate circles as a preferred talent source and as a world-class learning institution. All these have led the University to be rated in Four Star by the famous QS rating. SRMIST has been categorized as grade 'A' University by Ministry of Human Resources Development (MHRD), Government of India and accredited by NAAC with 'A + + Grade recently.

BBA DEGREE

Programme Overview

The Bachelor of Business Administration is a three-year degree programme geared for people interested in pursuing a management job. A business management curriculum will prepare you for the demands of the workplace as well as entrepreneurial approach. The programme is designed to provide you a comprehensive understanding of all aspects of business and management while also allowing you to go deep into a functional area of interest. Marketing on the Internet (Digital Marketing)

Highlights of the course:
Business Software, SEO Tools and Techniques, Social Media Marketing, Data Warehousing and Data Mining, Data Visualization, User Interface Design, Business Analytics and Intelligence, Software Quality Management, Web Analytics, E-Commerce and Digital Marketing

This curriculum allows participants to work as Web Analyst, Email Marketing Specialist, Project Manager, Social Media Manager, Web Designer

Eligibility Criteria

For Students with Indian Education

- Students with a pass in higher secondary examination (10+2 pattern) are eligible to apply.

- The minimum percentage of marks / Cumulative Grade Point Average (CGPA) required to be eligible for admission will be prescribed by the Admission committee of DOE.(Minimum eligibility of aggregate of 50% in +2)

- Applicant must possess enough knowledge and understanding of English Language.

For Students with Foreign Education:

- O Level Certificate (completing 10 years of formal schooling. Diploma will not be acceptable)
- A Level Certificate (completing 12 years of formal schooling. Diploma will not be acceptable)
- Certificate of equivalence from association of Indian Universities required from students with foreign education to apply in any university in INDIA.

Equivalent Qualifications to Grade 12:
- CBSE, ICSE, GCE A Levels, IB Diploma, WASSCE, STPM, American High School Diploma and others.

Fee Structure

Programme	Tution fee per semester in INR
BBA	21,500

NOTE: In addition to the tuition fees, the Exam fees for the semester and fees for certificates will be charged separately

- Duration : 3 Years
- Credit : 124
- Course Language : English

SRM Institute of Science and Technology
(formerly known as SRM University) ,
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