

BBA@GJIMT



BACHELOR OF BUSINESS ADMINISTRATION — P R O G R A M M E —

-  CROSS CULTURAL EXPOSURE
WITH INTERNATIONAL STUDENTS
-  PLACEMENT OPPORTUNITY
WITH TOP COMPANIES
-  EARN WHILE YOU
LEARN OPPORTUNITIES
-  INDUSTRY BASED
PRACTICAL LEARNING
-  US WORK AND
TRAVEL PROGRAM

BBA PROGRAMME

The BBA provides a well-rounded business education with a focus on global business operations, emerging markets and technology enabled organizations. Students develop an in-depth understanding of two business majors and learn a broad range of managerial capabilities, problem solving and communication skills. Electives allow flexibility, adaptability and creativity and prepare graduates for diverse careers in global management, administration and entrepreneurship as well as range of post graduate opportunities.

PROGRAMME OBJECTIVES

- Assist students in becoming more proficient in analysis and decision making.
- Develop students abilities to understand business concepts, terms, and theories.
- Develop students' understanding of business and the effects of globalization.
- Prepare students for jobs in the field of management, marketing, human resources & finance.

SKILLS YOU WILL DEVELOP

- Become strong problem solver & develop analytical skills.
- Have a global business orientation.
- Develop strategic thinking and planning abilities.
- Groomed into a Pleasing personality
- Business and Management Skills
- Analytical & Critical Thinking
- Entrepreneurship & Innovation
- Professional & Personal Development



Graduate with Business Readiness in the AI Era @ GJIMT



CAREER OPPORTUNITIES AFTER BBA

- | | |
|----------------------------------|------------------------------|
| • Management Trainee | • Relationship Manager |
| • Business Analyst | • Account Executive |
| • Marketing Executive | • Credit Analyst |
| • Digital Marketing Executive | • Investment Analyst |
| • Sales Executive | • Product Coordinator |
| • Business Development Executive | • Supply Chain Executive |
| • Human Resource Executive | • Logistics Coordinator |
| • Financial Analyst | • Customer Success Executive |
| • Banking Officer | • Brand Executive |
| • Operations Executive | • Project Coordinator |

CURRICULUM OVERVIEW

SEMESTER 1 ➤ Principles & Practices of Management 6 ➤ Basic Accounting 6 ➤ Managerial Economics I 6 ➤ English 1 ➤ English Practical / Laboratory 1 ➤ Human Values, Deaddiction & Traffic Rules 3 ➤ Human Values, Deaddiction and Traffic Rules (Lab / Seminar) 1 ➤ Mentoring & Professional Development 1 Total Credits: 25	SEMESTER 2 ➤ Business Statistics 6 ➤ Business Environment 6 ➤ Managerial Economics-II 6 ➤ Environmental Studies 2 ➤ Entrepreneurship Setup and Launch 2 ➤ Mentoring & Professional Development 1 Total Credits: 23	SEMESTER 3 ➤ Organizational Behaviour 6 ➤ Marketing Management 6 ➤ Cost & Management Accounting 6 ➤ Production and Operation Management 6 ➤ IT tools for Business 2 ➤ Mentoring & Professional Development 1 Total Credits: 27	SEMESTER 4 ➤ Business Research Methods 6 ➤ Human Resource Management 6 ➤ Financial Management 6 ➤ Entrepreneurship Development 6 ➤ Business Ethics & Corporate Social Responsibility 2 ➤ Mentoring & Professional Development 1 Total Credits: 27						
SEMESTER 5 ➤ Operation Research 6 ➤ Mercantile Law 6 ➤ Elective – I 6 ➤ Elective – II 6 ➤ Mentoring & Professional Development 1 Total Credits: 26		SEMESTER 6 ➤ Strategy Management 6 ➤ Company Law 6 ➤ Elective – III 6 ➤ Elective – IV 6 ➤ Mentoring & Professional Development 1 Total Credits: 25							
SPECIALISATION Any of the following groups, each having two papers in Semester V, can be chosen as specialization by the students. <table><tr><td>MARKETING • Consumer Behaviour • Advertising & Sales Management </td><td>FINANCE • Corporate Accounting • Financial Markets & Services </td><td>HUMAN RESOURCE MANAGEMENT • Industrial Relations & Labour Law • Organisation Change and Development </td></tr><tr><td>MARKETING • Services Marketing • Retailing & Logistics Management </td><td>FINANCE • Personal Financial Planning • Direct and Indirect Tax Laws </td><td>HUMAN RESOURCE MANAGEMENT • Training & Development • Cross Cultural Human Resource Management </td></tr></table> Any of the following groups, each having two papers in Semester VI, can be chosen as specialization by the students.				MARKETING • Consumer Behaviour • Advertising & Sales Management	FINANCE • Corporate Accounting • Financial Markets & Services	HUMAN RESOURCE MANAGEMENT • Industrial Relations & Labour Law • Organisation Change and Development	MARKETING • Services Marketing • Retailing & Logistics Management	FINANCE • Personal Financial Planning • Direct and Indirect Tax Laws	HUMAN RESOURCE MANAGEMENT • Training & Development • Cross Cultural Human Resource Management
MARKETING • Consumer Behaviour • Advertising & Sales Management	FINANCE • Corporate Accounting • Financial Markets & Services	HUMAN RESOURCE MANAGEMENT • Industrial Relations & Labour Law • Organisation Change and Development							
MARKETING • Services Marketing • Retailing & Logistics Management	FINANCE • Personal Financial Planning • Direct and Indirect Tax Laws	HUMAN RESOURCE MANAGEMENT • Training & Development • Cross Cultural Human Resource Management							

OUR RECRUITERS



PLACEMENT

HIGHEST PACKAGE
₹5.88 LPA

MEDIUM PACKAGE
₹3.5 LPA

MAXIMUM EARNING POTENTIAL
₹9.0 LPA

INTERNSHIP HIGHLIGHTS

HIGHEST STIPEND
₹1.20 LPA

ELIGIBILITY CRITERIA

Passed 10+2 or equivalent in any stream by a recognized board/university.

FEE STRUCTURE

Semester 1	₹32,500/-
Semester 2	₹28,500/-
Semester 3	₹28,500/-
Semester 4	₹28,500/-
Semester 5	₹28,500/-
Semester 6	₹28,500/-
Total	₹1,75,000/-

*FEES
Exclusive
of:

- University Examination Fee to be paid Online by candidate during examination.
- College Kit worth ₹4500
- Fees Subject to Revision by IKG PTU (If any)

ADMISSION PROCESS

To book your seat register on our website by paying the fees. As per IKGPTU a candidate can get provisional admission in BBA program by filling the form, submitting the documents and paying the fees online.

ADMISSION DOCUMENTS

- | | |
|---|--|
| ☐ 10th DMC | ☐ 12th DMC |
| ☐ Character Certificate | ☐ Migration Certificate |
| ☐ Achievements Certificate (If any) | ☐ GAP Certificate (If Applicable) |
| ☐ Category Certificate (if applicable) | ☐ Aadhaar Card |
| ☐ 5 Passport size photos | |

ACTIVITIES AT GJIMT



Gian Byte Event within campus



Students participated at TEDx Event at Hotel Park Plaza, Zirakpur



Pre-Placement Training for students within campus



Students participated at Edu Summit, ISB Mohali



Jhalak Dikhlaja Competition within campus



Pre-Placement Training for students within campus



Students participated at Swadeshi Mahotsav 2025 at Panchkula



Collage Making Competition during Parakh within campus



**GIAN JYOTI INSTITUTE OF
MANAGEMENT & TECHNOLOGY**

HELPLINE: 0172-2264566 | 99144 33199
SECTOR-54, CHANDIGARH, PHASE-2, MOHALI.

www.gjimt.ac.in

Building Careers Since 1998
MBA | MCA | BBA | BCA | B.Com(Hons.)
with AI Integration