



**O.P. JINDAL GLOBAL**  
INSTITUTION OF EMINENCE DEEMED TO BE  
**UNIVERSITY**  
A Private University Promoting Public Service



**JINDAL GLOBAL**  
**BUSINESS SCHOOL**  
INDIA'S FIRST MULTI-DISCIPLINARY GLOBAL BUSINESS SCHOOL

# BBA (HONS.) PROGRAMME AT JGBS



**RANKED**

# NO. 1

**AMONG THE 130  
BBA PROGRAMMES  
IN INDIA**

BY **Outlook** ICARE Rankings 2024

FOR 2 YEARS IN A ROW



TO APPLY SCAN HERE



Granted Autonomy by  
University Grants  
Commission



Institute of Eminence by  
Ministry of Education,  
Govt of India



Member of  
Association of  
Indian Universities (AIU)



Member of Association to  
Advance Collegiate  
Schools of Business

# BBA (HONS.) – Marketing | Finance | HR

The four year fully residential BBA (Hons.) Degree programme is designed to give a global business management perspective through a unique pedagogy of learning and interaction. Today's global economy rewards people who can traverse borders, understand cultures and operate in an international context. This industry focused programme aims to make students proficient in learning software tools and best practices.

BBA Programme of Jindal Global Business School (JGBS) is Ranked India's No. 1 in Outlook ICare Rankings-2024. This has happened barely in 8 years since the launch of the BBA programme by JGBS in 2016.

**The BBA Programme at JGBS was assessed on the basis of five important methodological Variables**

- | Academic & Research Excellence
- | Industry Interface & Placement
- | Diversity & Outreach
- | Governance & Admissions
- | Infrastructure & Facilities

## DISTINCTIVE FEATURES

- Specialization Offered - Marketing | Finance | HR
- Multidisciplinary Approach - Students can pick cross elective subjects from 11 other schools of JGU
- Optional Foreign language - Mandarin | Spanish | French | Arabic
- International Exposure- Summer/ Winter Schools | Semester Exchange | Pathway Program ( 2+2 ) or ( 3 + 1 ) Options across US, UK, Australia, Canada, Germany
- Mandatory Multiple Internships after every semester to impart practical learning

Course  
Duration:

**4 Years**

Programme  
Fee:

**₹ 4,50,000/-** per annum\*

\*The tuition fee is subject to an annual increase of UPTO 10%.

## PROGRAMME HEAD

"This programme serves as a bedrock for aspiring business leaders. With a dynamic curriculum enriched by a range of core and elective courses, such as 'Business Ethics and CSR' and 'Global Business Enterprise', covering seven contemporary domains of business and management, we aim for a comprehensive learning experience."

**Prof. (Dr.) Deepak Sangroya**

Associate Professor, Ph.D. (IIT Roorkee)



**RANKED**

**NO.1**

**BBA (HONS.) PROGRAMME**

**OUTLOOK-ICARE RANKINGS 2023-24**

**FOR 2 YEARS IN A ROW**

# BBA (HONS.) BUSINESS ANALYTICS

Business Analytics, enabled by rapidly evolving digital technologies, is transforming the way businesses and organizations work and grow across all industries, including, retail, manufacturing, banking & finance, healthcare, and sports. Business Analytics is helping organizations make better decisions, respond quickly, prevent downtime, mitigate risk, and improve overall performance. Business Analytics deals with the study, analysis, and interpretation of data about businesses. This specialized programme is meant for those who are interested to solve business problems in a data-driven manner.

*\*Mathematics in class 12th is mandatory.*

## Combining The Power of Business Management & IT

The curriculum, focusing exclusively on Analytics, is uniquely designed for the young minds who need to acquire the combination of skill sets of Business Management and Information Technology. The curriculum covers the following aspects:

- Information Technology (IT)
- Quantitative Methods
- Business Management

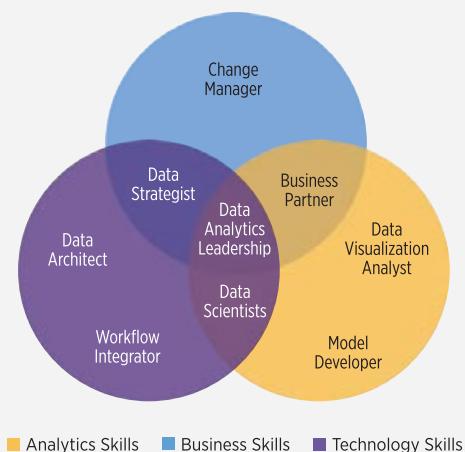
### Key Job Roles :



### Information Technology Related Courses:

- Mathematics for Data Science
- Python for Data Analytics
- Advance Statistical Methods
- Management Information Systems
- Database Management Systems
- Optimization Techniques
- AI and Blockchain for Business
- Business Research Methods

### Analytics increasingly pervasive across job roles



### Dual Degree Options:

 UK (3+1) M.Sc. Business Analytics	 USA (3+1) Masters in Global Management	 UK (3+1) M.Sc. Logistics & Operations Management	 US UNIVERSITY OF SUSSEX	 University of St Andrews	 Loughborough University
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Course Duration:

**4 Years**

Programme Fee:

**₹ 4,50,000/-** per annum\*

\*The tuition fee is subject to an annual increase of UPTO 10%.

## PROGRAMME HEAD

"Welcome to the undergraduate program in Business Administration with a specialization in Business Analytics. This program is designed to provide a strong foundation in core business principles while integrating advanced analytical techniques. Students will gain expertise in data analysis, statistical modelling, and data-driven decision-making to solve real-world business challenges. By blending management skills with cutting-edge analytics tools, graduates will be well-prepared to lead in the modern, data-driven business landscape."

**Prof. (Dr.) Sanlap Acharya**

Assistant Professor, FPM (IIM Indore)



# BBA (HONS.) FAMILY BUSINESS

Family businesses have played a crucial role in the creation, preservation, and continuance of wealth in India and countries worldwide. In India, family businesses account for 85% of the businesses with a contribution of around 70% in the nation's GDP. Understanding the ever-growing importance of family firms in India, we offer BBA (Hons.)-Family Business Programme. The course work imparts an adequate mix of practical and academic training to students by incorporating internships, core and elective courses, and an action learning project. The course work has two primary objectives-equip students with the skills required to understand the general business environment, and familiarize them with family business dynamics. The curriculum comprehensively considers the skills, competencies & attitude required by scions of family firms as presented in the latest reports such as the 10th PwC Global Family Business Survey.

## Need for the Transformation of Family Businesses:

PwC India Family Business Survey (2016: 2021) has found that family businesses in the current complex external environment can survive, grow, and prosper if they exhibit resilience and agility. Additionally, it is paramount that family businesses pursue and progress on the path of sustainable development (UNCTAD- The Family Business Network Global Initiative 'Family Business for Sustainable Development', 2021). Family businesses have their peculiarities in terms of:



### Dynamics of Family Business:

Governance issues



### Diversification:

Organic and inorganic growth and scale-up



### People Management:

Managing professional managers, family members with managerial responsibilities, negotiation



### Succession Planning Models:

Internal conflicts, trust, expansion



### Financial Planning:

Financial modelling, resource planning



### Entrepreneurial Skills:

Sensing, exploring, and exploiting new opportunities both within and outside the existing organization

## Career Pathways:

This course will prepare students to either join a family business or start a new business. After completing this programme, they will be in a position to effectively pitch their ideas to potential investors as well as to incubators and accelerators. Additionally, the course encourages students to pursue career opportunities in industry.

- Next generation of family businesses
- Entrepreneurial Ventures
- Higher Studies
- Jobs in industry

Course  
Duration:

**4 Years**

Programme  
Fee:

**₹ 4,50,000/-** per annum\*

\*The tuition fee is subject to an annual increase of UPTO 10%.

## PROGRAMME HEAD

"This programme serves as a crucible for the next generation of family business leaders and entrepreneurs. Our unique pedagogy integrates both theoretical knowledge and practical insights, with regular guest lectures from industry pioneers and extensive internship programs tailored for family businesses. By doing so, we prepare our students to either bring new life to their family enterprises or to blaze their own trails as entrepreneurs."

### Prof. (Dr.) Rameshwar Arora

Assistant Professor, FPM (IIM Indore)



# BBA (HONS.) FINANCIAL MARKETS

Financial Markets is a unique program designed for the students who want to specialize in Finance. Indian Capital markets have witnessed an immense growth in last three decades. However, proper financial literacy is limited to few people who have made a superb growth in their careers based on their financial competencies. The current financial world is changing at a faster pace due to advent of blockchain technologies, cryptocurrencies etc. This intersection of finance and technology is going to provide millions of jobs in the coming years along with the already existing pool of jobs such as Banking, Stock research, Investment Banking and others.

## Career Pathways:

 Investment Banking	 Hedge Fund Management
 Equity Research	 Financial Analysis
 Wealth Management	 Banking
 Mutual Fund Management	

## Higher Studies Opportunities:

- |                                     |   |
|-------------------------------------|---|
| • Master of Finance                 | • Master's in Financial Engineering               |
| • M.Sc. Finance                     | • MBA Finance                                     |
| • Master of Commerce                | • Master's in Financial Risk Management           |
| • Master's in International Finance | • CFA/Chartered Financial Analyst (CFA Institute) |
| • Master's in Financial Analysis    |   |

## Dual Degree Options:

JGBS offers dual degree options to BBA (Hons.) Financial Markets students under partnerships with Queen Mary University of London, Pace University, USA, and Arizona State University, USA if they choose to spend one extra year at any of these partner universities after completing three years' study at JGBS.

 UK (3+1) M.Sc. Business Analytics	 USA (3+1) Masters in Global Management	 UK (3+1) M.Sc. Logistics & Operations Management
		

Course  
Duration:

**4 Years**

Programme  
Fee:

**₹ 4,50,000/-** per annum\*

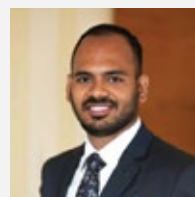
\*The tuition fee is subject to an annual increase of UPTO 10%.

## PROGRAMME HEAD

"This programme is dedicated to equipping you with the essential skills, profound knowledge, and invaluable practical experience required to survive and thrive in the financial industry's highly competitive arena. Whether your ambitions lead you toward a career as an investment banker, financial analyst, risk manager, or a leader in any other financial domain, this programme is strategically crafted to metamorphose your aspirations into tangible achievements."

### Prof. (Dr.) Sanjeev Kumar

Associate Professor, Ph.D. (IIM, Mumbai)



# INTEGRATED BBA (HONS.) + MBA

The Integrated BBA(H) + MBA programme is a game-changer for students seeking a fast-tracked path to leadership. The course offers a rigorous academic experience along with 12 months of corporate and social internships across diverse companies. It's an unparalleled blend of theory and practice, positioning students exceptionally well for high-impact roles upon graduation. It also unlocks limitless global opportunities for them through international immersions, semester exchange, and dual degree programmes to explore global perspectives and prospects.

**IBM programme offers credited internships for 2+2+2+6=12 months.**

## DISTINCTIVE FEATURES

### ■ Global Exposure:

- Compulsory foreign language (French / Spanish / German / Mandarin)
- Optional Immersion Trips, Summer Schools between semesters
- One or more full semester exchange(s) abroad in partner universities (optional)
- MS degree in the 5th year with partner foreign universities (optional) – University of Texas, Dallas, European Business School, Quinnipiac University, University of New Brunswick, Queen Mary University, Bond University, Goethe University, Aston Business School

### ■ Internship:

- 3 compulsory internships after 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> year in both corporate and social sectors.
- The option for working in a firm as an intern for 6 months in 5<sup>th</sup> year.

### ■ Entrepreneurship:

- All the students have the option to register for RISE (Research & Innovation Semester for Entrepreneurs) in their final semester to design and develop one or more new business ideas under the guidance of leading entrepreneurs.

### ■ Business Consultancy:

- Compulsory Business Simulation (CAPSTONE).
- The option to assist a professor in business consultancy.

### ■ Multi-disciplinarity:

- Options for choosing cross-elective courses from other 11 schools of the university including Law, International Affairs, Banking & Finance.



Course  
Duration:

**5 Years**

Programme  
Fee:

**₹ 4,00,000/-** per annum\*

\*The tuition fee is subject to an annual increase of UPTO 10%.

\*\*There is no exit option after three years.

## PROGRAMME HEAD

"This programme is a game-changer for students seeking a fast-tracked path to leadership. The course offers a rigorous academic experience along with 12 months of corporate and social internships across diverse companies. It's an unparalleled blend of theory and practice, positioning students exceptionally well for high-impact roles upon graduation."

**Prof. [Dr.] Ashish Trivedi**

Associate Professor, FPM (IIM Rohtak)





# INTERNSHIPS AND PLACEMENTS



**Himanya Katyal**

BBA (H)  
Batch 2023-27  
Intern at



**Mummadi Jagadhesh K. Reddy**

BBA (H)  
Batch 2022-25  
Placed With



**Jyothi Harshith N R**

BBA (H)  
Batch 2022-25  
Placed With



**Devanshi Musaddi**

BBA (H)  
Batch 2022-25  
Placed With



**Manya Bajaj**

BBA (H)  
Batch 2022-25  
Placed With



**Harshit Gupta**

BBA (H) Business Analytics  
Batch 2022-25  
Placed With



**Goury A K**

Integrated BBA (H) + MBA  
Batch 2020-25  
Intern at



**Siri Ganti**

Integrated BBA (H) + MBA  
Batch 2020-25  
Placed With



**Harsh Kashyap**

Integrated BBA (H) + MBA  
Batch 2020-25  
Placed With



**Janhavi Mishra**

Integrated BBA (H) + MBA  
Batch 2020-25  
Placed With



**Mahika Jain**

Integrated BBA (H) + MBA  
Batch 2020-25  
Intern at



**Shashank Srivatsa**

Integrated BBA (H) + MBA  
Batch 2020-25  
Intern at



# INTERNATIONAL COLLABORATIONS



**Abhishek Jain**

Integrated BBA (H) + MBA

Batch 2021-26

Semester Exchange



**Ananya Chaudhary**

BBA (H)

Batch 2022-25

Dual Degree



**Britant Singh**

Integrated BBA (H) + MBA

Batch 2021-26

Semester Exchange



**Daman Chawla**

BBA (H)

Batch 2022-25

Semester Exchange



**Deveshi Roy**

Integrated BBA (H) + MBA

Batch 2020-25

Semester Exchange



**Jhalak Bansal**

Integrated BBA (H) + MBA

Batch 2020-2025

Semester Exchange



**Medha Rashmi**

Integrated BBA (H) + MBA

Batch 2020-2025

Dual Degree



**Sanyam Madaan**

Integrated BBA (H) + MBA

Batch 2021-2026

Semester Exchange



**Varenva Subramanian**

Integrated BBA (H) + MBA

Batch 2020-2025

Dual Degree





# OUR NOTABLE ALUMNI

EMPLOYED



**Aditi Sehajwani**

BBA (H) - Financial Markets  
Batch 2021-24

Analyst



HIGHER STUDIES



**Ankur Chugh**

Integrated BBA (H) + MBA  
Batch 2019-24

MSc Investment Banking (With CFA Pathway)



HIGHER STUDIES



**Rongali Sunayana**

Integrated BBA (H) + MBA  
Batch 2019-24

Masters in Marketing



EMPLOYED



**Arav Jasal Reberio**

Integrated BBA (H) + MBA  
Batch 2019-24

Management Trainee,  
Business Planning & Control



EMPLOYED



**Yash Gaur**

Integrated BBA (H) + MBA  
Batch 2019-24

Investment Banking Analyst



EMPLOYED



**Yuvraj Balyan**

Integrated BBA (H) + MBA  
Batch 2019-24

Business Analyst



EMPLOYED



**Aashita Sikka**

Integrated BBA (H) + MBA  
Batch 2019-24

Executive - Valuation Department



HIGHER STUDIES



**Enayat Garg**

BBA (H)  
Batch 2021-24

Master's in PRL Advertisement



EMPLOYED



**Pratham Jain**

BBA (H)  
Batch 2021-24

Founder's Office - Program Associate



# OUR NOTABLE ALUMNI

EMPLOYED



**Sarthak Poddar**

BBA (H)

Batch 2021-24

Growth Specialist Trainee



HIGHER STUDIES



**Bharvi Singh**

BBA (H)

Batch 2021-24

MPS in Management



EMPLOYED



**Vanshika Garg**

BBA (H)

Batch 2021-24

Associate



EMPLOYED



**Tanveer Singh**

BBA (H) - Business Analytics

Batch 2021-24

Customer Handling



EMPLOYED



**Rudransh Awasthi**

BBA (H) - Business Analytics

Batch 2021-24

Business Analyst



HIGHER STUDIES



**Adit Goenka**

BBA (H) - Family Business

Batch 2021-24

Master of Business Administration



HIGHER STUDIES



**Neel Nitin Malde**

BBA (H) - Family Business

Batch 2021-24

Master of Business Administration



HIGHER STUDIES



**Aaditya Gupta**

BBA (H) - Financial Markets

Batch 2021-24

MSc Management & Entrepreneurship



EMPLOYED



**Kshitiz Jain**

BBA (H) - Financial Markets

Batch 2021-24

Unit Manager



# FACILITIES

## ULTRA-MODERN GREEN CAMPUS

Spread across 102 acres and 24 hours monitored security system.



## CAMPUS HOUSING

Air Conditioned -Hostels and Classrooms



## LAUNDRY SERVICE

Includes washing, drying, ironing & dry cleaning facilities.



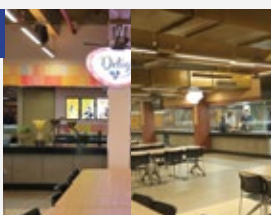
## HEALTH & FITNESS

Full-fledged gymnasium with modern equipment. Other activities include aerobics, pilates & yoga.



## DINING SERVICES INCLUDING 3 CAFETERIAS

Serving regular and healthy cuisines.



## SPORTS FACILITIES

Wide range of sports & fitness facilities including Cricket, Basketball, Football, Badminton under the supervision of qualified coaches.



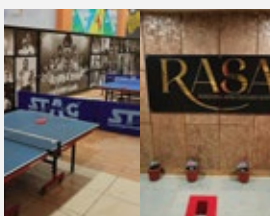
## BANK FACILITY

ICICI Bank has a branch inside the campus in addition to multiple ATMs of other leading banks.



## HEALTH CARE

The university has a 24-hour health centre, ambulance facility and on-campus Apollo pharmacy.



## STUDENT COMMON ROOM

Equipped with multimedia & indoor sport facilities, including pool tables, chess, carrom, music systems etc.



## GLOBAL LIBRARY

Extensive collections of journals & electronic resources.



## MULTI-CUISINE FOOD COURT

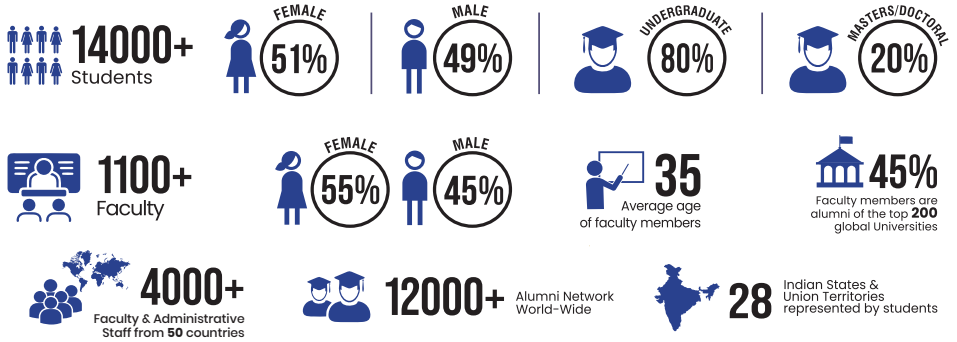
Has popular outlets like Subway, Moti Mahal, Bikanervala, Dominos, Chaayos, Bercos etc.



## STATE-OF-THE-ART FACILITIES

Horse Riding and Polo Classes & Jogging Track with PU Top Coating & Cushioning (410 Meter).

# JGU AT A GLANCE



**12 SCHOOLS**



**45+**  
Programmes

**30+** Undergraduate Programmes  
**15+** Postgraduate Programmes  
 Doctoral Programme

## ELIGIBILITY CRITERIA:

Successful completion of class XII examination or equivalent (CBSE, ISC, IB, Cambridge, State Boards, and other government recognized school leaving examination). Student securing more than SAT  $\geq 1100$  Marks / ACT  $\geq 27$  Points / UGAT or CUET  $\geq 60$  Percentile are exempted from JSAT (Jindal Scholastic Aptitude Test) entrance exam.  
 JGU accepts IB Diploma & IBCP candidates only. Students with IB Certificate are not considered eligible to apply in any of the UG courses at JGU.

## SELECTION PROCESS:

Applicants are selected through a holistic admission process conducted over three round based on Academic Profile, Entrance Exam Scores (JSAT, SAT, ACT, UGAT, CUET) & Personal Interview.

## ACCOMMODATION & OTHER ALLIED SERVICES FEES

Particular	Amount (INR) p.a.
Accommodation Charges	2,18,000/- p.a.
Other Allied Services Charges (Food, Laundry, Security Services, House-Keeping, Electricity etc.)	1,17,000/- p.a.
<b>Total Fees</b>	<b>3,35,000/- p.a.</b>
Refundable* Security Deposit (at the time of joining)	50,000/-

\*The security deposit is fully refundable after a student completes his/her studies and/ or secures a 'No Dues Certificate' as per University rules. The security deposit shall not carry any interest.

**Note:** Accommodation & other allied services charges are same across all JGU programmes & are subject to an annual increase of up-to 10%.

## SCHOLARSHIPS

- JGBS offers scholarships on Merit cum Means Basis.
- Minimum 80% marks (Overall in Class 12th).
- Parents combined Gross Total Income should be less than Rs. 50 lakhs per annum for each assessment year. Last 2 Years are taken into consideration.

**Mr. Vikram Singh Tomar**

Director, Admissions & Outreach  
 +91-8396907440

**Mr. Gaurav Negi**

Manager  
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**Mr. Agnish Sarker**

Manager  
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**Ms. Vibha Juneja**

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