



BGU
BIRLA GLOBAL
UNIVERSITY

**BIRLA SCHOOL OF
MANAGEMENT**

**Your path to
Management
Excellence**



www.bgu.ac.in

FULL-TIME PROGRAMME
BBA (Honours)

PROSPECTUS





BGU

Birla
Global
University

Birla Global University (BGU) is a self-financed private unitary University and has been established by the enactment of Birla Global University Odisha Act, 2015 with its main campus spread over an area of nearly 30 acres of land in Gothapatna in Bhubaneswar the capital city of Odisha. The management of the University is carried out by a Board of Governors headed by Smt. Jayashree Mohta, Chairperson, Birla Academy of Art & Culture, being the main promoter of Birla Global University. The Hon'ble Governor of Odisha is the Chancellor of the University.

***The University
has been established
with a goal to be the
best destination for
aspiring new-gen
managers.***

Vision

To create and disseminate knowledge in global context while pursuing Excellence, Innovations and Inclusiveness

Mission

- To globalize through international collaborations and exchange of students and faculty.
- To strive for excellence in teaching and research.
- To continuously innovate pedagogy and course content.
- To encourage diversity and inclusiveness.

The University has been established with a goal to be the best destination for aspiring new-gen managers. It is committed to redefine 'quality' in management education with state-of-the-art facilities, best of infrastructure and finest of faculty. Presently, the University operates with six schools i.e.

1. Birla School of Management offering Ph.D. in Management, MBA, BBA (Honours), BBA Honours (Business Analytics) and BBA Honours (Digital Marketing)
2. Birla School of Communication offering Ph.D. in Journalism & Mass Communication, MA in Journalism & Mass Communication (MAJMC) and BA in Journalism & Mass Communication (BAJMC) (Honours)
3. Birla School of Commerce offering Ph.D. in Commerce, M.Com & B.Com (Honours)
4. Birla School of Social Sciences & Humanities offering Ph.D. in Economics, MA in Financial Economics
5. Birla School of Law offering Ph.D. in Law, LL.M., BBA.,LL.B. (Honours)
6. Birla School of Applied Sciences offering Ph.D. in Computer Science, MCA, Integrated MCA, BCA, B.Sc. Data Science (Honours)

The University plans to extend the scopes of the existing schools as well as to open new schools for Art & Culture, Literature, Sciences and research programmes. In fact, the core strength of the University is its commitment towards research and development. The University, in this way, aims at catering to the need of the youth of the country and to take Odisha to the global arena in the sphere of higher education.

Values

Honesty and integrity

We believe in being truthful and adhering to the highest ethical standards in personal and professional conduct.

Empathy

We recognize the needs of human development and respect diverse social, cultural and economic perspectives.

Transparency

We believe in openness and assume responsibility as well as accountability in all our dealings and actions.

Freedom

We value the freedom of thought and expression to develop one's creativity and innovation in pursuit of academic excellence.

Respect

We foster a culture of respecting self and others.

Collaboration

We encourage teamwork and partnership in all endeavors for knowledge creation, acquisition and dissemination.



Birla Legacy



Late Dr. (Smt.) Sara la Birla and Late Syt. B.K. Birla

To be known for developing ethical global leaders and entrepreneurs striving for sustainability and inclusive growth

Late Syt. Basant Kumar Birla and Late Dr. (Smt.) Sarala Birla, successors of Late Syt. G.D. Birla, are our Founders and Patrons who established the Birla Academy of Art & Culture (BAAC) in Calcutta in 1964 to promote arts, culture, literature and education. The academy has been vital in establishing Birla Global University, formerly BIMTECH, Bhubaneswar.

Late Syt. B.K. Birla has been involved in management since he was fifteen. Apart from being associated with management of several companies like Birla Brothers Pvt. Ltd. and Kesoram Industries & Cotton Mills Ltd., he has established many new industries for producing cotton, paper, polyester and nylon yarns, cement, chemical, tea, coffee, and cardamom.

While he was associated with Birla Institute of Technology & Sciences, Pilani, Birla Education Trust, Pilani and BITS, Biwani as trustee, he was also associated with educational institutions noted below:

1. Birla Global University (BGU), Bhubaneswar
2. Birla Institute of Management Technology, Greater Noida
3. Birla Vidya Vihar Trust, Calcutta
4. Birla Sanskriti Trust, Calcutta
5. Birla Vidya Mandir, Nainital
6. Birla Vidya Niketan, New Delhi
7. G.D. Birla Memorial School, Ranikhet



Background of the Birla School of Management



Prior to establishment of BGU, Birla Institute of Management Technology (BIMTECH), Bhubaneswar was set up in the year 2013 by Birla Academy of Art & Culture as an off-shoot of its 29 year old top ranking B-School BIMTECH, Greater Noida, in order to meet the felt need of an institute of international repute to create global learning environment in the eastern part of India. Within four years of its existence, BIMTECH, Bhubaneswar made its presence felt and earned a name for its value-driven quality education, successful placement of students and for creating an eco-friendly, highly disciplined and state-of-the-art campus. Now, it has become part of the Birla Global University with a new name: Birla School of Management.

BBA (Honours)

About the programme

Birla Global University, Bhubaneswar offers 3 years, full-time BBA (Hons.) programme. This programme provides rigorous training in Business Management encompassing areas such as General Management, Marketing, Human Resource Management, and Finance. The emphasis is on contemporary issues affecting business management and to face challenges in an increasingly dynamic environment and the development of skills across organizations and sectors.

Minimum Eligibility & Selection Criteria

A Minimum Eligibility

The Candidate should have passed 10+2 with Minimum 50%* marks or equivalent CGPA. Candidates appearing in final examinations can also apply.

* University may consider 5% relaxation in exceptional cases.

B Selection Criteria

Students would be admitted to the programme on the basis of merit (Percentage of marks secured in 10th and 10+2/12th Board Examination).

Candidate may also be called for Personal Interview, if so desired by the University.

Programme Objectives

- To understand the business concepts and principles;
- To identify and define problems and opportunities in business scenario;
- To effectively communicate management concepts, plans and decisions in written reports and oral presentations;
- To demonstrate professional conduct within any team activities; and
- To develop the culture of business and entrepreneurial aptitude.



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