



— SHAPE
TOMORROW
LEAD TODAY
WITH BBA



Redefine Your Potential, Build a World of Possibilities

BBA PROGRAMME

 **IILM UNIVERSITY**

Gurugram | Greater Noida

Our Vision

Our vision is to be a leading University that inspires students to become responsible global citizens and leaders in their chosen fields and the world, through an innovative, interdisciplinary, and inclusive approach to learning.

Our Mission

Our mission is to provide students with an education that is intellectually stimulating and practically relevant. We aim to foster a community of learners who are innovative, interdisciplinary, and socially responsible. We offer a range of programmes that are designed to prepare students for purposeful work and to inspire them to make a positive difference in the world. We are dedicated to empowering students with the knowledge, skills, and experiences they need to achieve their full potential and become responsible global citizens and leaders.



Message from the Dean's Desk

Mr Aunindyo Chakravarty
IILM University Gurugram

The world of business is changing rapidly thanks to three key things - AI, entrepreneurial innovation and personal branding. Only those who excel in these will be able to succeed in the coming world of business. That is precisely what our BBA programme will help you master. Our courses are meant to equip you to become business leaders in the new AI-driven world, to be at the cutting edge of finance and technology, and to learn not only how to market your product or service, but also build your own brand image. At the same time, our BBA programme will provide you all the traditional elements of business studies - from management principles to how to nitty gritty of operations. This is a well rounded programme intended to build the world's future business leaders.



Message from the Dean's Desk

Dr Akhil Damodaran
IILM University Greater Noida

Welcome to IILM University, where we prepare future leaders to excel in a rapidly evolving, post-COVID world. As one of the few universities integrating Artificial Intelligence (AI) in education, our BBA programme combines applied learning, emerging technologies, and industry mentorship to provide you with a competitive edge. With a focus on innovation, startups, and cross-disciplinary education, we nurture critical thinking, adaptability, and leadership skills. At IILM, you'll gain practical experience, global exposure, and the tools to thrive in a technology-driven business landscape.

BBA: Building Future-Ready Leaders

The Bachelor of Business Administration (BBA) programme is a meticulously designed undergraduate course that blends core management principles with technological insights, fostering holistic development and preparing students for leadership roles in the modern business world.

The programme stands on five foundational pillars, ensuring comprehensive education and real-world readiness:

◆ Core Management Education

The curriculum provides a strong foundation in essential management domains such as Finance, Marketing, Human Resources, Operations, and Strategy.

◆ Specialisation Opportunities

Students can tailor their education by choosing from a wide range of specialisations such as Artificial Intelligence, Business Analytics, Aviation Management, Entrepreneurship, and more.

◆ Multidisciplinary Flexibility

The programme offers the flexibility to pursue minors across disciplines, including Law, Computer Science, Liberal Arts, and Economics.

◆ Experiential and Entrepreneurial Learning

With internships and real-world projects, students gain hands-on experience with industry leaders like KPMG, HCL, and Ernst & Young.

The StartupX LaunchPad provides incubation support for entrepreneurial ventures, mentorship, and funding opportunities.

◆ AI-Driven Learning with GPT

The programme incorporates AI-powered GPT-based interactive learning in 80% of its courses, fostering personalised learning and enhancing problem-solving skills.

Why Choose IILM University for Your BBA Programme?

◆ Future-Ready Curriculum

- Integrates emerging technologies such as AI, blockchain, business analytics, and digital marketing.
- A flexible, multidisciplinary approach aligned with the NEP 2020.
- 80% of courses are blended with IILM GPT, providing AI-powered, interactive learning experiences.

◆ AI Specialisation

- Offers an AI-focused curriculum, blending management fundamentals with technical insights for AI-driven careers.

◆ Global Exposure and International Progression Opportunities

- Collaboration with Virginia Commonwealth University for undergraduate students to earn PG in 1.5 years.
- Immersion programmes at Copenhagen Business School for global business insights.
- Partnership with the University of the Western of England (UWE), Bristol, for Year 2 entry and top-up degrees.

◆ Hands-On Industry Experience

- Internships and live projects with companies such as KPMG, HCL, Ernst & Young, and Bharti Airtel.

◆ Strong Industry Connections

- Collaborations with IBM for AI and analytics training.

◆ Strategic Location & Support

- Centrally located green campuses with merit-based scholarships and a strong alumni network.



Programme Overview

Forward-Thinking Curriculum	Designed in alignment with the National Education Policy (NEP) 2020, offering a multidisciplinary approach and integrating core management with technology. Option for 3-year/4-year (Hons) Degree.
Customisable Minors	Combine minors from various disciplines (e.g., Law, Computer Science, Liberal Studies) to enhance career flexibility.
Global Opportunities	Top-up degree, Immersions and Accelerated Masters.
Specialisations	Options include General Management, Management Technology, Aviation Management, Artificial Intelligence, Business Analytics, Entrepreneurship, and more.
Incubation Support	Access to the Startup LaunchPad for mentorship, funding, networking, and workspace.

USP (Unique Selling Proposition)

- **Comprehensive Curriculum**
Designed in alignment with NEP 2020, combining management principles with emerging technologies.
- **Industry Engagement**
Hands-on experience with industry leaders such as KPMG, HCL, Ernst & Young, and Bharti Airtel through internships and live projects.
- **Global Opportunities**
Pathways for accelerated master's progression with VCU and top-up degrees with UWE Bristol, along with international exposure through immersion programmes at Copenhagen Business School.
- **Innovative Learning**
80% of courses are blended with IILM GPT-powered learning, enabling interactive and technology-driven education.
- **High Demand Specialisations**
Options in AI, Business Analytics, International Business, etc., aligned with growing industry needs to ensure job readiness.

EXISTING COLLABORATIONS

<p>Accounting and Finance Pathway with</p>  <p>Industry-aligned expertise in accounting, auditing, and financial management.</p>	<p>Artificial Intelligence, Data Science, and Business Analytics Pathway with</p>  <p>Advanced specialisations integrating AI & data science with business management.</p>	<p>Micro-Credentials with</p>  <p>Certified skill-building courses to enhance career readiness.</p>	<p>International Immersion Outbound Programme with</p>  <p>Explore global business practices and international markets.</p>
<p>Entrepreneurship Development Programme with</p>  <p>Master entrepreneurship with hands-on mentorship and practical training.</p>	<p>T-Hub Entrepreneurship Programme with</p>  <p>Real-world exposure to startup ecosystems and entrepreneurial growth.</p>	<p>ASCM Supply Chain Certification with</p>  <p>Available for Aviation and Supply Chain students.</p>	

Programmes Available

BBA **GURUGRAM**

- Artificial Intelligence
- Entrepreneurship
- Finance and Valuation
- General (Finance/HRM/Marketing)
- International Business
- Logistics Management
- Operations Management
- Real Estate

BBA **GREATER NOIDA**

- Accounting and Finance (KPMG)
- Artificial Intelligence
- Aviation Management
- Banking and Finance
- Business Analytics (HCL Tech)
- Entrepreneurship
- General (Finance/HRM/Marketing)
- International Business
- Logistics Management
- Management Technology (HCL Tech)
- Operations Management

Faculty Members

Dr Nihar Amoncar

PRO VICE CHANCELLOR
DIRECTOR, SCHOOL OF MANAGEMENT
IILM UNIVERSITY, GREATER NOIDA

Dr Nihar Amoncar, Editorial Board Member for Journal of Research in Marketing and Entrepreneurship and is the Advisory Board Member to GRCME, USA. He holds a PhD and MBA from the University of South Wales, UK, and has served in key leadership positions, including Executive PGDM Chair at IMT Ghaziabad and Director of the MBA programme at the University of Derby, UK.



Dr Sangeeta Maini K M

DIRECTOR, SCHOOL OF MANAGEMENT
IILM UNIVERSITY, GURUGRAM

Dr Sangeeta Maini, with 23 years of industry and academic experience, led a Quantum-Tech company, developed a medical imaging prototype at University College London, and managed entrepreneurship programmes for 600+ colleges at Anna University. She holds a PhD from University College London (UCL), London, UK.



Mr Aunindyo Chakravarty

DEAN-BBA, SCHOOL OF MANAGEMENT
IILM UNIVERSITY, GURUGRAM

Mr Aunindyo Chakravarty, Former Senior Managing Editor at NDTV, oversaw NDTV Profit and NDTV India channels. He anchored prime time on NDTV's business channel, focusing on equity markets. He also contributed to the editorial page at the Times of India. He attained First Class First in the M Phil programme at Delhi University.



Dr Akhil Damodaran

DEAN, SCHOOL OF MANAGEMENT
IILM UNIVERSITY, GREATER NOIDA

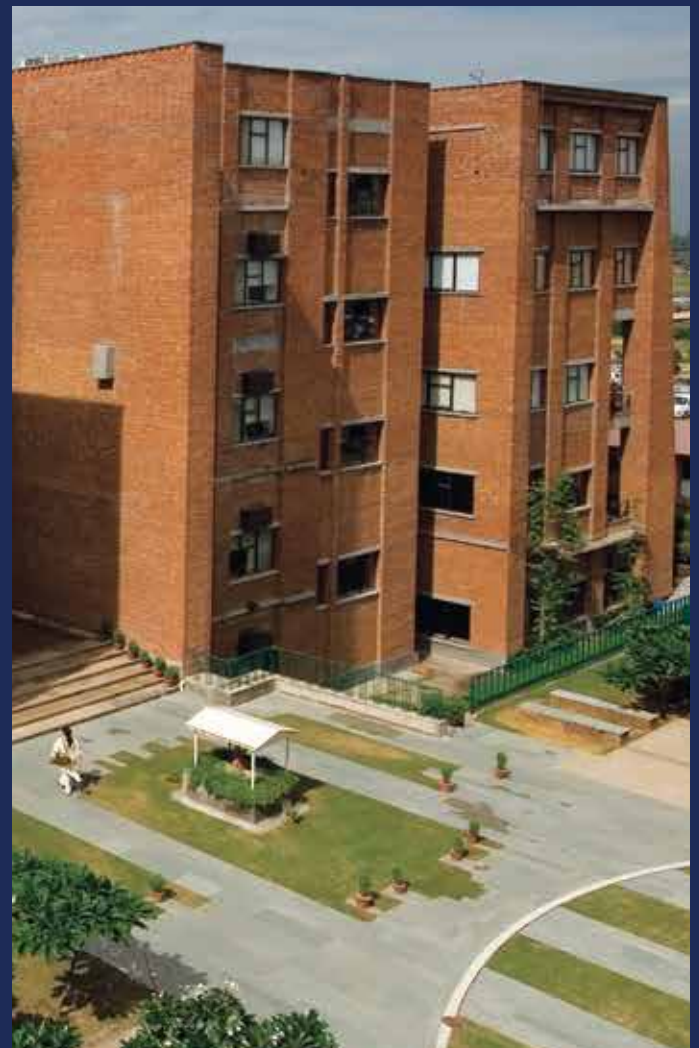
Dr Akhil Damodaran, has a diverse background in telecom, IT, and education, Cluster Head of the Emergent Vertical within the School of Business at UPES. He mentors entrepreneurial initiatives at IIT Bombay, holds degrees from IIT Delhi, National Law University, and a PhD from UPES, and is a TEDx speaker. He is a Guest Editor for Journal Emerald Emerging Market Case Studies. He is also Co-Founder and CEO, Elteridium.



Dr Shweta Tiwari

ASSOCIATE DEAN, SCHOOL OF MANAGEMENT
IILM UNIVERSITY, GURUGRAM

Dr Shweta Tiwari is a Professor of Human Resource Management and Organisational Behavior at IILM University, Gurugram, with over 20 years of leadership experience in academia, faculty development, and institutional growth. She has guest edited two influential issues of Worldwide Hospitality and Tourism Themes showcasing her expertise in HR and organisational studies.



Career & Placements: Your Future Starts Here

We recognise that higher education is a pivotal step towards building a successful and rewarding career. Our Career Development Centre (CDC) is dedicated to guiding students from the classroom to the professional world, offering a blend of academic rigour, practical exposure, and extensive industry interaction. We equip our students with the skills and confidence necessary to thrive in today's competitive job market.

Our robust placement programme connects students with top recruiters from a variety of industries. Through strong partnerships with global and national companies, we ensure that our graduates have access to excellent placement opportunities, helping them launch fulfilling careers.

Key Career Pathways:

Graduates of the BBA programme are well-equipped to excel in diverse industries and roles due to the programme's emphasis on multidisciplinary education, hands-on experience, and global exposure. Here's what makes careers after BBA promising:

Diverse Career Paths:

Opportunities in management, marketing, finance, human resources, operations, analytics, and emerging fields like artificial intelligence, cybersecurity, and fintech.

Job-Ready Skills: Practical experience through internships with leading companies such as KPMG, HCL, Ernst & Young, and Bharti Airtel ensures students are prepared for corporate challenges.

Entrepreneurial Ventures:

Support from the StartupX LaunchPad and collaborations like T-Hub and Wadhvani Foundation empower graduates to launch and manage their startups successfully.

Global Career Prospects:

International exposure and collaborations with institutions like Copenhagen Business School prepare students for global roles and opportunities.

Advanced Certifications:

Micro-credentials with Infosys Springboard and specialised pathways in AI, data science, and finance enhance employability in high-demand sectors.

Leadership Roles:

The programme develops future-ready leaders with a strong foundation in business strategy, decision-making, and innovation.

Corporate Connections:

Access to IILM's robust alumni network and partnerships with industry leaders provides a competitive edge in securing placements and career growth.

Further Education:

Seamless progression to international master's programmes and opportunities for advanced degrees through global pathways.

A BBA from IILM opens doors to leadership roles across industries and equips graduates to thrive in the evolving global business landscape.

Top Recruiters

We have built strong connections with leading companies across multiple industries. Our top recruiters for the Greater Noida and Gurugram campuses include:



These companies represent a wide range of industries, including consulting, financial services, FMCG, retail, IT, e-commerce, and real estate, providing IILM students with vast and varied career opportunities.

We are committed to not only helping students secure jobs but also empowering them to build long-term, successful careers. With dedicated career counselling, strong industry links, and continuous skills development, our graduates are well-positioned to achieve their professional goals in an ever-evolving job market.

Clubs and Societies

Our clubs and societies offer a platform for students to explore their interests, collaborate with peers, and engage in a vibrant campus life. Discover the diverse range of clubs available at our campuses:

GURUGRAM CAMPUS:

- Nazariya - The Journalism Club
- wEvolve - The Psychology Club
- Meraki - The Design Club
- Lex Clava - The Law Club
- The Fundwiser - The Finance Club
- Placement Committee
- The Chronicles - The History and IR Club
- iFLIE Cell - The Entrepreneurship Club
- Unibiz Club - The Business Club
- Utsav - The Cultural Club
- Rhetoric Revive - The Orator's Hub
- Prakritik - The Environment Club
- Aawaz Club - The Expression Club
- Junoon - The Theatre Club
- Rejuven8 - The Health & Lifestyle Club

GREATER NOIDA CAMPUS:

- Eco-fin Club: Promotes financial literacy and economic awareness through the collaboration of economics and finance.
- Aikyam Sports Club: Fosters competitiveness and teamwork towards common goals.
- Aaghaaz Cultural Club: Celebrates India's diverse cultures and festivals.
- Qasid NGO Club: Empowers underprivileged individuals and communities.
- Ikshana Social Media Club: Connects, engages, and amplifies voices.
- Markbuzz Marketing Club: Provides hands-on marketing skills through campaign and event management.
- Connectors HR Club: Enhances HR expertise and refines soft skills through student activities.
- Corporate Club : Industry interface club where students invite and interact with industry

Engage with these clubs to enrich your university experience and develop skills that will benefit you both personally and professionally.

The IILM Board: Guiding Your Educational Journey

Experience the guidance of world-class pioneers on your journey towards education, wisdom, and knowledge. The IILM Board comprises esteemed leaders and experts from diverse fields, bringing their vast industry experience to enhance the teaching and learning process.

Mr Rajeev Dubey

Chairman, Mahindra Insurance Brokers & Mahindra First Choice Services, Chairman of the Board

Dr S Y Quraishi

Chancellor Emeritus, IILM University, Gurugram; Former Chief Election Commissioner of India

Prof (Dr) Shailesh Gandhi

Pro-Chancellor, IILM University, Gurugram; Former Dean, IIM Ahmedabad

Mr P Dwarakanath

Chancellor, IILM University, Gurugram; Former Chairman, GSK Consumer HealthCare

Prof Bhimaya Metri

Director, IIM Nagpur

Prof Mahadeo Jaiswal

Director, IIM Sambalpur; Professor of Information Systems

Prof R Narayanswami

Professor of Finance & Accounting, IIM Bangalore

Mr Raj Nehru

Vice-Chancellor, Shri Vishwakarma Skill University; MD, Haryana Skill Development Mission (Govt of Haryana)

Prof P D Jose

Professor of Strategy, IIM Bangalore

Mr Bobby Kewalramani

Former Co-Founder & CEO, Perfect Relations Group

Dr Bhaskar Chatterjee (IAS Retd.)

Former DG & CEO, Indian Institute of Corporate Affairs

Mr K S Bakshi

CHRO, Interglobe



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Join the IILM Family - Your Future Starts Here

Admission Process:

Your Journey Begins Now - A seamless admission process designed with you in mind. Apply today and take the first step towards your dream career.

Scholarships:

Invest in Your Future - Explore our scholarships and financial aid options, tailored to help you achieve your academic goals without financial stress.



SCAN FOR
MORE
DETAILS

Ready to Take the Leap?

Visit our campus, meet our community, and see for yourself why IILM University is the right choice for your future. We can't wait to welcome you!

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