

IILM UNIVERSITY

BBA 2026

# The IILM Blueprint

## OUR 'WHY'

### Deep Purpose

To nurture **responsible leaders**, **compassionate innovators**, and **global citizens** who create inclusive, sustainable value for society. We do this by providing a **transformative, values-based learning** environment where human connection, entrepreneurial courage, and intelligent technology converge.

## OUR 'WHAT'

### Vision

To be India's most **innovative** university, preparing **leaders with purpose** for the opportunities of tomorrow.

## OUR 'HOW'

### Mission

To empower a **diverse community of learners** through **progressively** AI-integrated education, **emerging** research capabilities, and real-world experiences, fostering **innovation** and cultivating **human connection** to create **meaningful** solutions for India and **beyond**.



## About the School of Management

Established in 1993, The School of Management at IILM University is committed to shaping future business leaders by providing a strong foundation in management education. Our programmes are designed to blend academic rigour with practical insights, fostering innovation, leadership, and an entrepreneurial mindset.

With an emphasis on experiential learning, global exposure, and industry-relevant skills, we empower students to thrive in the dynamic world of business. The curriculum incorporates cutting-edge business practices, real-world case studies, and internship opportunities, ensuring our graduates are well-equipped to tackle the challenges of modern management.

At the School of Management, we aim to cultivate a vibrant, collaborative learning environment that prepares students to drive meaningful change and achieve success in their professional endeavours.

# Why choose IILM University's School of Management?



30+ Years of Excellence in Business Education



16,000+ Alumni at global organisations such as Google, Deloitte, Unilever, Microsoft



Global Partners

Virginia Commonwealth University, University of Massachusetts, Aberystwyth University (UK), Taylor's University (Malaysia), Coventry University (UK), NUS Singapore, ESSEC France, IE Spain, Frankfurt School Germany



Local, Social and Corporate Immersion Programmes



Holistic Development

Technology integration, ethical leadership, personal growth, global citizenship



World-Class Infrastructure

Tech-enabled labs, CMIE terminals, and vibrant campuses



Recognised by Business Today 2025: Rank 47 (B-Schools), NIRF (2024): Management Band 101–125, Career360: AAA+ (India's Best B-Schools 2025), Outlook I-CARE 2025: Top 3 Emerging Business Schools, NBA Accredited



# Message from the Director's Desk



**Dr Nihar Amoncar**

Greater Noida

The IILM BBA is for young minds ready to explore, question, and grow. From the very beginning, you are encouraged to take decisions that shape your journey. With opportunities like global immersions, industry projects, and skill-building certifications, the programme blends academics with real-world learning.

Guided by faculty and industry mentors, you will develop the confidence to lead, innovate, and create your own path. Whether through entrepreneurial initiatives, social projects, or international exposure, the IILM BBA prepares you to become a responsible and future-ready professional.



**Dr Ravi Kumar Jain**

Gurugram

Our BBA programme redefines undergraduate education with flexibility, diverse concentrations, and deep technology integration. At its heart is cultivating an entrepreneurial mindset-encouraging innovation, experimentation, and leadership. Strong industry linkages ensure relevance, while distinctive social, corporate, and international immersion programmes broaden perspectives and build cultural agility. With a curriculum rooted in choice, rigor, and experiential learning, students gain creativity, resilience, and global awareness. This programme embodies the hallmarks of world-class undergraduate education: flexibility, relevance, immersion, entrepreneurship, and preparation for responsible leadership in an ever-changing global economy.



# Mentors



## Dr Akhil Damodaran

Dean  
(School of Management & School of Humanities  
and Social Sciences)

- ▶ Leadership in AI-driven education
- ▶ Featured in OpenAI's Professors Teaching with AI Global Series
- ▶ Co-founder of Elteridium
- ▶ Over two decades of cross-industry experience (telecom, IT, aviation, education)



## Dr Monika Mittal

Dean  
BBA (School of Management)

- ▶ Doctorate from Swiss Business School
- ▶ Published B and C category paper
- ▶ Founding member of RIMS India chapter
- ▶ Research area: finance, risk management and analytics
- ▶ Teaching: insurance, ERM, Finance
- ▶ More than 18 plus experience



# Programme Overview

The Bachelor of Business Administration (BBA) at IILM University is a 4-year full-time undergraduate programme designed to develop managerial and decision-making capabilities in young professionals. Rooted in a holistic and multidisciplinary curriculum, the programme bridges management education with STEM disciplines, preparing students for both employment and advanced education globally.

## Greater Noida

- ▶ First AI-native BBA in India
- ▶ 70+ GPTs integrated across learning
- ▶ Blockchain-verified credentials
- ▶ Industry-ready curriculum with global immersion
- ▶ Flexible UGC–NEP aligned 3+1 structure

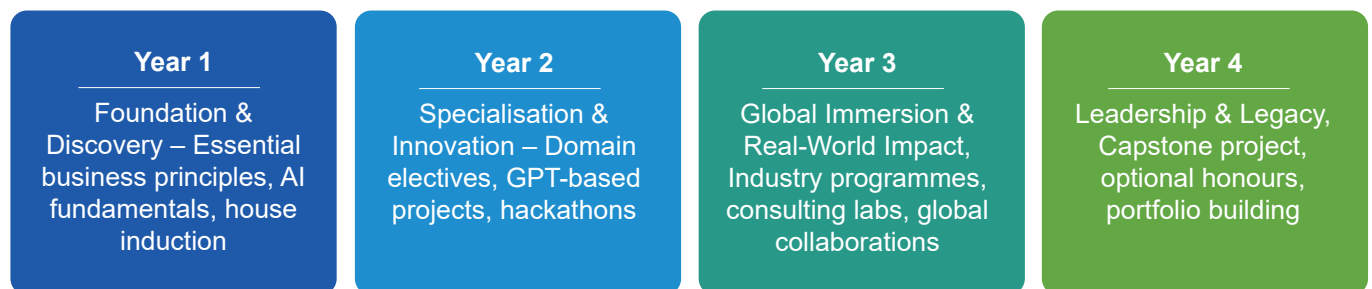
## Programmes Offered







## Programme Structure



## USPs

- ▶ AI-First Curriculum (70+ GPTs, adaptive learning, simulations)
- ▶ House Legacy League (7 Houses fostering leadership)
- ▶ Global NEP Alignment (3+1 UGC structure, flexible pathways)
- ▶ Industry Ready Curriculum (blockchain verified, portfolios)
- ▶ Global Network Access (alumni, partners, metaverse immersion)
- ▶ Startup Incubation & Mentorship





# Micro Credentials

Artificial Intelligence

Cybersecurity

Innovation

Leadership

Data Science

Blockchain

Strategy

Machine Learning



BECOME A  
FUTURE LEADER

YEAR 4

YEAR 3

YEAR 2

YEAR 1



# Expand Your Horizons with Industry-Recognised

IILM University now offers students the opportunity to pursue certifications in their chosen areas of interest alongside the BBA degree.

- ▶ Aligned with the NEP's vision of lifelong learning and flexibility
- ▶ Industry-partnered micro-courses across technology, finance, social sciences, and creative domains

Certifications offered in:

- ▶ Data Science, Artificial Intelligence, Blockchain, FinTech, Cybersecurity
- ▶ Leadership & Design Thinking
- ▶ Media & Communication, Digital Marketing
- ▶ Psychology, Social Impact, Sustainability
- ▶ Heritage Studies, Urban Planning, Global Governance
- ▶ Students can stack these micro-credentials to build a personalised portfolio that enhances employability and provides a competitive edge in higher studies and professional pursuits.



## Programme Highlights

**Duration:** 4 Years (8 Semesters)

**Total Credits:** 160

**Delivery Mode:** On-Campus, Full-Time

**Exit Options:** Certificate (after Year 1), Diploma (after Year 2), Degree (after Year 3), Honors/Honors with Research (after Year 4)

## Unique Value Propositions



### **Experiential & Industry-Led Learning**

Delivered by industry-trained faculty with live projects, corporate mentorship, and certifications in emerging fields like Sports Management, Hospitality, Fintech, and AI.



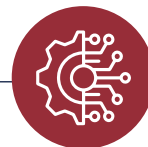
### **Flexible & Personalised Education**

Offers multiple entry-exit routes, a multidisciplinary curriculum, and dedicated career tracks from Year 3.



### **Global Outlook & Social Impact**

Provides international study opportunities, immersion programmes, and hands-on projects in sustainability and community development.



### **Entrepreneurship & Technology Integration**

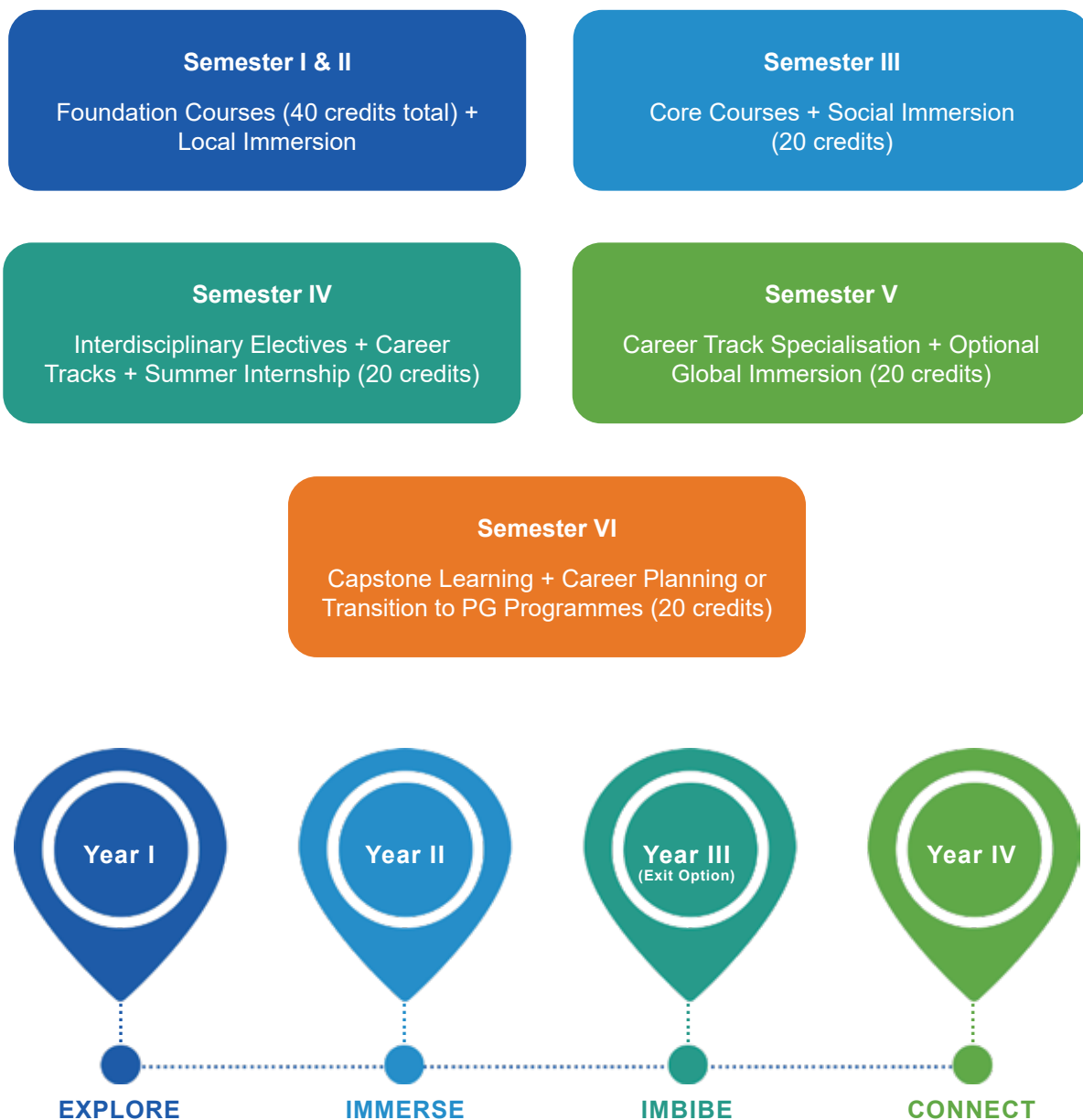
Supports startups with incubation and mentoring while embedding AI, blockchain, ERP-SAP, and analytics into learning.



### **Supportive Community & Career Services**

Includes student wallets (Rs 25,000), a strong alumni network, and career services ensuring placements and professional growth.

# Programme Structure



## Career Concentration Tracks (Begin in Semester IV)





# BBA Electives

## Option 1 | Single Major



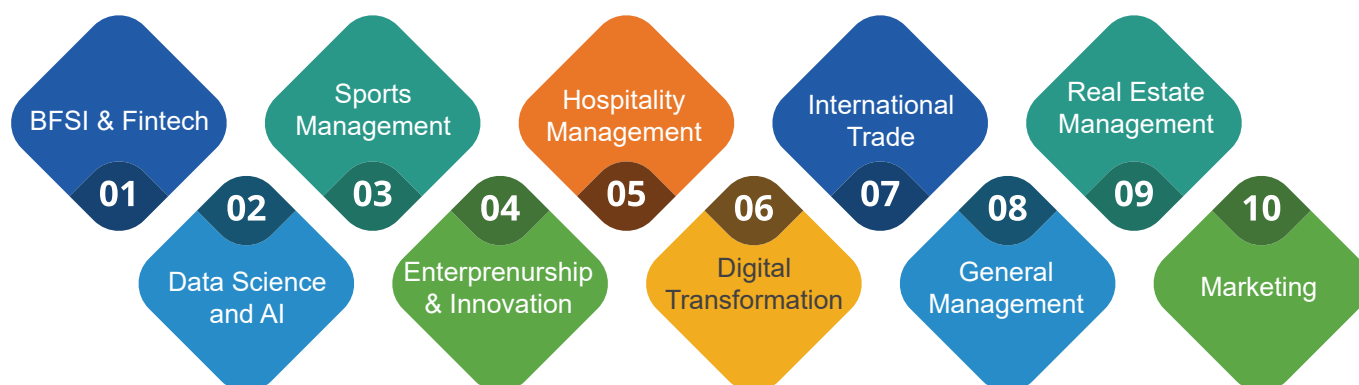
## Option 2 | Dual Major

**Major**



Note: From the list of 10 specialisations, one may be chosen as the Major specialisation and another as the Minor. The credit requirements for the Major and Minor may vary as per the applicable programme structure.

## Option 3 | Major-Minor



Note: From the list of 10 specialisations, one may be chosen as the Major specialisation and another as the Minor. Credit requirements for the Major and Minor will vary as per the programme structure.

## Add Ons (Optional) | Micro-credentials



## Pedagogy

The pedagogy at IILM is centered around active learning and industry integration, tailored to student capabilities and learning styles. Methods include:



Case studies and role-plays



Industry projects and field visits



Expert-led sessions and mentorship

This approach fosters critical thinking, creativity, collaboration, and social awareness, preparing students for real-world business leadership

## Collaborations

**HCLTech**

HCL Tech (Business Analytics,  
Management Technology)

**KPMG**

KPMG  
(Accounting & Finance)

## Global Opportunities for Exchange Programmes

- ▶ James Cook University
- ▶ AIESEC in Delhi University
- ▶ Frankfurt School of Finance & Management
- ▶ Universidad María Auxiliadora
- ▶ The University of Massachusetts Dartmouth
- ▶ Lincoln University
- ▶ E-Group ICT Software Corporation, Hungary
- ▶ Woosong University

## Placement Success

₹ 26 LPA

Highest Package

₹ 8.6 LPA

Average Package

## Top Recruiters



## Centres & Clubs

Our vibrant community is shaped by a variety of clubs and centres designed to support your personal and professional growth.

### Innovation & Expertise

- **Incubation Cell:** Get expert mentoring and support to turn your start-up ideas into reality.
- **Centres of Excellence:** Gain hands-on experience and industry insights through our specialised centres for **AI, Research, and Consultancy.**

**Student-Led Clubs** Join a community that shares your passion. Whether you want to develop professional skills or explore a creative hobby, there's a club for you.

- **Professional:** Finance, HR, Journalism, and Entrepreneurship Clubs.
- **Creative & Oratory:** The Media and Journalism Club, The Design Club, Photography Club, Fashion Club, and Oratory Club.
- **Community & Wellness:** The Philosophy Community, Rotary Organisation, a club for Animal Welfare, Mental Health initiatives, and the Hospitality Club.
- **Sports & Culture:** Stay active with our Sports Club and immerse yourself in campus life with our Cultural Club.



# Your Journey Begins Here

## IILM University Gurugram

1 Knowledge Centre, Plot No. 69-71,  
Golf Course Road, Sector 53  
Gurugram, Haryana-122003

### General Enquiries

[admissions.iilmu@iilm.edu](mailto:admissions.iilmu@iilm.edu)

### Programme Contacts

**MBA/PGDM:** +91-8065905223

**UG:** +91-8065905224

#### Engineering

**Gurugram:** +91-8065905221

**Greater Noida:** +91-8065905220

**BBA:** +91-8065905222

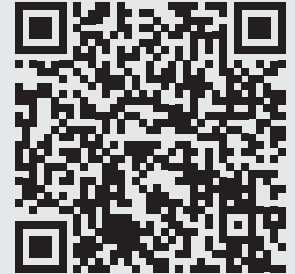
**PG (Non-MBA):** +91-8065905225

## IILM University Greater Noida

Plot No. 16–18, Knowledge Park II,  
Greater Noida, UP- 201306

### General Enquiries

[admissions.gn@iilm.edu](mailto:admissions.gn@iilm.edu)



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