



**BITS Pilani**  
Dubai Campus



Home of  
**FUTURE  
BUSINESS  
LEADERS!**



**BBA (Hons.)**

**2024-2025**



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# **BITS Pilani**

Pilani | Dubai | Goa | Hyderabad | Mumbai  
**An Institution of Eminence**

## **BITS Pilani**

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Birla Institute of Technology and Science, (BITS Pilani), is a world-renowned Indian Institution offering higher education. With the help of a grant from the Ford Foundation, BITS Pilani collaborated with MIT (USA) and adopted its best practices. Since then, BITS has grown and now boasts campuses in Dubai, Goa, Hyderabad and Mumbai.

BITS Pilani consistently ranks as the No.1 private engineering institution in India in media rankings, such as Education World, India Today etc., and is the highest- ranked non-government institute in many of these surveys. It is also granted the status of Institute of Eminence by MOE, Government of India in the year 2018. With over 50,000 students enrolled across all its campuses, BITS Pilani offers degrees at all levels in Engineering, Sciences, Management, and Pharmacy.

Our legacy of excellence has been shaping professionals to excel on every parameter since inception. Today, our alumni body is a vast and thriving community of technocrats, successful entrepreneurs, renowned scientists, heads of organizations, and leaders in the society. We take great pride in the achievements of our alumni and are continually inspired by their success. Under the dynamic leadership of our Chancellor Dr Kumar Mangalam Birla, BITS Pilani continues to scale greater heights.



# BITS Pilani, Dubai Campus

**Experience the educational excellence in management studies with BITS Pilani Dubai Campus - A top-ranked institution approved by Ministry of Education, Government of India and University Grants Commission (UGC) and permitted by Knowledge and Human Development Authority (KHDA), Dubai.**

BPDC is committed to academic rigor, innovation, industry engagement, and a value-led approach to teaching. This commitment has earned us a 5-star rating from the KHDA in partnership with QS, based on four core categories of **teaching, research, employability, and internationalization**.

Immerse yourself in a vibrant campus life and receive quality education from highly qualified and dedicated faculty. The campus at Dubai is both teaching and research intensive. Our expert faculty and cutting-edge curriculum equip our students with a distinct blend of knowledge and skills, making them stand out from the rest.

BPDC is the ideal platform for students who want to make a tangible difference in the world. Our faculties are committed to delivering a comprehensive education that embraces the newest technologies and the latest advancements in the field. Our 7.5 months of industry experience to students through the Practice School present market-ready graduates who are sought after by the industry!

Creative industry solutions have led to more than 50 start-ups in the last 5 years with some joining the league of unicorns. Year after year, many of our graduates continue to pursue higher education in Top Universities around the globe.

We prioritize well-rounded personality development with opportunities for co-curricular and extra-curricular activities, leading to numerous national and international awards for our students.

**Ready to set yourself on a path of lifelong success?**  
**Choose BITS Pilani Dubai Campus!!**

# BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)

## Program Highlights

Students acquire fundamental knowledge and skills necessary for their future career as managers and leaders in their chosen field.

Our curriculum equips the students to identify, analyse and solve complex business problems across various business functions including Marketing, HR, Operations Management, Economics, Accounting, Finance and many more.

Internship opportunities through our pioneering Practice School program ensures exposure to real-world business experiences for all students in leading MNC and local conglomerates.

Students master the analytical tools and techniques along with skill sets that prepare them for the industry.

The built-in flexibility in our program allows the budding entrepreneurs to develop an understanding of managing businesses.

Customization based on personal interest allows for specialization in their chosen domains.

Emerging areas such as business analytics and data driven decision making, financial analytics, digital transformation, etc. prepares the students for the digitized economy.



## Programme Learning Outcomes

Acquire a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

Apply the appropriate analytical and quantitative approaches to managerial decision-making situations.

Demonstrate advanced elements of critical thinking to analyze issues, solve problems, and make business decisions.

Integrate learning in the areas of general education, accounting & finance, economics, human resource management, and operations management and apply them to business strategy and policy.

Communicate effectively in a business context in written form and in delivering professional oral presentations.

Demonstrate awareness of the global economic, environmental, political, ethical, legal, and regulatory contexts of business practices.

Demonstrate teamwork skills and lead a team to achieve the individual, group and organizational goals.

Recognize entrepreneurial opportunities for new business ventures and evaluate their potential for business success.

## Structure and Requirements

Category	Units Required	Courses Required
<b>(I) General Institutional Requirements</b>		
Humanities Electives	9	3
Science and Engineering Foundation	6	2
Mathematics Foundation	12	4
Business Foundation	9	3
Technical Arts	12	4
General Awareness / Professional Courses	6	2
<b>Sub-Total</b>	<b>54</b>	<b>18</b>
<b>(II) Discipline Requirements</b>		
Core	42	14
Elective	18	6
<b>Sub-Total</b>	<b>60</b>	<b>20</b>
<b>(III) Open Electives</b>		
Open Electives	15	5
<b>Course work Sub-Total</b>	<b>129</b>	<b>43</b>
<b>(IV) PS I (or) II Open Electives</b>	5 (or) 6	1 (or) 2
<b>(V) PS II (or) Thesis</b>	20 (or) 16	1
<b>Total</b>	<b>151 (min)</b>	<b>45 (min)</b>

# BBA(Hons.) Program Overview

## Semester Wise Pattern\*

Year	First Semester	Second Semester
I	Mathematics for Business	Probability and Statistics
	Computer Programming	Introduction to Python
	Introduction to Basic Sciences	Introduction to Spreadsheet Analysis
	Negotiation Skills and Techniques	Business Ethics and Corporate Social Responsibility
	Principles of Management	Microeconomics
	Introduction to Arabic or	Environmental Studies
	Beginners Mandarin or French	Introduction to Engineering
II	Optimization	Essentials of Financial Management
	Organizational Behaviour	Human Resource Management
	Business Communication	Business Law and Compliance
	Financial and Management Accounting	Marketing
	Macroeconomics	Econometric Methods
	Humanities / Open Electives	Humanities / Open Electives
Summer Term : Practice School I or Two Open electives		
III	Creating and Leading Entrepreneurial Organization	International Business
	Operations Management	Digital Enterprises
	Design Thinking	Essentials of Strategic Management
	Discipline Elective (3 courses)	Discipline Elective (3 courses)
IV	Humanities / Open Electives (6 courses)	Practice School-II or Thesis

**Discipline Core** - 42 units (14 courses )

**Discipline Electives** - 18 units (6 courses)

**Open Electives** - 15 units (5 courses)

**Humanities Electives** - 9 units (3 courses )

\*This is an operative pattern for the students as approved by the Senate appointed committee, subject to change if the situation warrants

# Discipline Elective Courses

## Finance

- ❖ Behavioral Finance
- ❖ Fintech
- ❖ Mergers and Acquisitions
- ❖ Forensic Accounting
- ❖ Islamic Finance
- ❖ Business Analysis and Valuation
- ❖ Money, Banking and Financial Markets
- ❖ Management of Banks and Financial Institutions
- ❖ Strategic Financial Management
- ❖ Financial Engineering
- ❖ Functions & Working of Stock Exchanges
- ❖ Derivatives & Risk Management
- ❖ Security Analysis & Portfolio Management
- ❖ Financial Risk Analytics & Management

## Marketing

- ❖ Marketing Channels
- ❖ International Marketing Strategies
- ❖ Introduction to Consumer Behaviour
- ❖ Marketing Research
- ❖ Sales and Distribution Management
- ❖ Introduction to Services Marketing
- ❖ Customer Relationship Management
- ❖ Fundamentals of Retailing
- ❖ Digital Marketing
- ❖ Product and Brand Management
- ❖ Advertising and Sales Promotion

## Organizational Behaviour and Human Resource Management

- ❖ Training and Development
- ❖ Performance Management
- ❖ Compensation Management
- ❖ Strategic Human Resource Management
- ❖ Organizational Change and Development
- ❖ Work, Health and Safety
- ❖ Leadership Skills
- ❖ International Human Resource Management
- ❖ Talent Management and Development
- ❖ Strategic Leadership
- ❖ Cross Cultural Management
- ❖ Introduction to Conflict Management
- ❖ Industrial Relations

## Operations and Supply Chain

- ❖ Introduction to Logistics Management
- ❖ Project Management
- ❖ Models in Operations Management
- ❖ Project Appraisal
- ❖ Production Planning and Control
- ❖ Quality Control Assurance and Reliability
- ❖ Supply Chain Management
- ❖ Procurement Management
- ❖ Lean Manufacturing
- ❖ Supply Chain Modelling and Empirical Analysis
- ❖ Sustainable Manufacturing

## Business Analytics

- ❖ Financial Analytics
- ❖ Predictive Analytics
- ❖ Marketing Analytics
- ❖ People Analytics
- ❖ Prescriptive Analytics
- ❖ Pricing Analytics
- ❖ Time Series Analysis and Forecasting
- ❖ Analytics for Supply Chain

# READY TO APPLY ?

## APPLICATION PROCEDURE

- ❖ Visit the BITS Pilani Dubai Campus Admission page: [www.bits-dubai.ac.ae](http://www.bits-dubai.ac.ae) or scan the QR code given below to access the online admission portal.
- ❖ Access BBA (Hons.) application form by clicking on "Apply Online"
- ❖ Fill in the form with your personal and academic details, programme preference & few additional details.
- ❖ Pay application fee of AED 220
- ❖ Upload a copy of your passport, 10th and 12th grade marksheets.

» Scan to Apply



## ELIGIBILITY CRITERIA

- ❖ For admission to BBA (Hons.), candidates must have passed the requisite qualifying examination, which is the General Secondary Education Certificate Examination of Ministry of Education, U.A.E. or All India Senior School Certificate Examination of the Central Board of Secondary Education (CBSE) or A Level from Cambridge International examinations / Edexcel or IB Diploma or its equivalent from any recognized State, National or International board in any discipline.
- ❖ The candidates must have obtained a minimum 60% overall aggregate of marks in the qualifying examination.
- ❖ If instead of marks any letter grades or GPA are awarded (or any other system of evaluation), their equivalences in marks will be decided by the Admissions Committee.
- ❖ English is the medium of instruction and a good proficiency in English is essential for admission. Hence, candidates who have completed their qualifying examination from a Non-English medium school must have a TOEFL Score of 500 in paper based test or 61 in internet based test or have an IELTS Score of 6. If required, they may also be assessed by the Admission committee for English comprehension.

# FEE STRUCTURE

## FEE STRUCTURE FOR ACADEMIC YEAR 2024-25 FIRST DEGREE BBA (Hons.)

The normal duration of the programme is 4 years (8 Semesters)  
First Semester: September - January, Second Semester: February - June

PARTICULARS	AMOUNT
<b>A. One-time Fee (payable at the time of Admission)</b>	
Application Fee**	AED 220
Admission Fee*	AED 2,000
Activity Fee*	AED 1,200
Caution Deposit \$	AED 5,000
<b>B. Tuition Fees</b>	
Tuition Fee (payable in 2 installments)*	AED 18,750 per semester
PS 1 Fee* (payable after II Year for the Summer term)	AED 4,300
<b>C. Visa and Insurance Fee (For students availing Visa/Insurance)</b>	
Visa Fee (For Students on Visa provided by the institute)	
Fresh Visa Fee**	AED 2,900
Visa Renewal Fee**	AED 2,150 per annum
Medical Insurance Fee*	AED 2,700 per annum
(Current prevailing Visa & Insurance Fee, subject to change)	
<b>D. Hostel Fee (For students availing Hostel)</b>	
Hostel Fee***	AED 15,000 per semester
Facility Fee*	AED 850 per annum
Summer Term (if availing) ***	AED 5,200 per term
Hostel Caution Deposit \$	AED 2,000
Laundry charges and Service charge for using refrigerator in room are additional	

Note: A fee of AED 4000 per course plus VAT is applicable for casual students registering for any course on audit only during any semester a part from a one-time admission fee.

\*VAT of 5% is applicable on this fee;

\*\*VAT of 5% is included in this fee;

\*\*\*VAT of 5% will be charged on the food cost of this fee;

\$ Refundable on graduation or on leaving the institute, after due adjustment for damages, breakages caused by the student, if any.

## FINANCIAL ASSISTANCE

Achieve your dreams with ease, thanks to BITS Pilani Dubai Campus' student loan options. Our University has teamed up with leading financial institutions, including SBI, ICICI, HDFC Credila, Axis Bank in India, and Emirates NBD in UAE, to provide comprehensive student loans. Cover the full cost of your education and most of your living expenses with competitive interest rates and flexible repayment options. Repay your loan after graduation with some Indian banks.

## 0% INTEREST FREE INSTALLMENT PLAN FOR FEE PAYMENT BY



## ADDITIONAL ADVANTAGES

1. Attractive Tax benefits (Banks in India)
2. Easy, Convenient & Flexible
3. Cost of education + Living expenses taken care of
4. Repayment period of 10-15 years

## IMPORTANT DATES

### FOR FIRST DEGREE ADMISSION 2024-25

Event	First Semester	Second Semester
Last Date for receipt of Application	25 June 2024	16 December 2024
Finalization of admission list	28 June 2024	20 December 2024
Reporting for Admission	27 August 2024	30 January 2025
Orientation	27 Aug - 30 Aug 2024	30-31 January 2025
Registration	30 August 2024	31 January 2025
Classwork begins	2 September 2024	3 February 2025

Applications received after the last date will be considered as 'Late Applications' and will be accepted for admissions, subject to merit and availability of seats.

# SCHOLARSHIPS & CONCESSIONS

## MERIT SCHOLARSHIPS

### 1.1 Board Toppers

Students who secure the top position in their grade 12 exams in their respective school board, (Ministry of Education, UAE, CBSE India, or any other State, National, or International boards) are eligible for a 50% scholarship on their first- year tuition fee. To receive this scholarship, candidates must have a minimum overall aggregate of 90% or equivalent in their qualifying exam.

### 1.2 UAE School Topper

Candidates who have secured one of the top two positions in the 12th Grade examination in their respective schools are given a merit scholarship of 50% of the first year tuition fee. This scholarship is limited to students studying in the U.A.E. Schools only and the overall aggregate of the candidate must be a minimum of 90% or equivalent in the qualifying exam to avail the scholarship.

### 1.3 Excellence in the Qualifying Examination

Receive a merit scholarship & hostel concession at BITS Pilani Dubai Campus based on your school leaving qualifying exam as given below:

Qualifying Examination overall aggregate	Scholarship on I -Year Tuition Fee	Hostel Concession For 4 Years
95% and above	40%	25%
90% to 94.9%	25%	25%
80% to 89.9%	15%	25%
70 % to 79.9%	10%	25%

### 1.4 Merit Scholarship for Continuing Students

Students with a CGPA of 8.0 or above on a 10.0 scale at the end of previous semester will be given the following merit scholarship on the tuition fee for the current semester, based on the CGPA secured for the normal duration of the programme:

CGPA	Scholarship on Tuition fee
≥ 9	25%
8.5 to 8.99	15%
8.0 to 8.49	10%

### 1.5 Sports Concession

a. ENTRY LEVEL: Students who have participated and won medals in the International championship by representing their Country are given a scholarship of 50% of the first year tuition fee and students who have participated in the International Championships are given scholarships of 20% of first year tuition fee. The Sport and the eligibility criteria of all applicants will be evaluated on a case by case basis and the scholarship will be awarded based on the committee's recommendation.

b. CONTINUING STUDENTS: Students who participate and win in three inter-university tournaments at the end of one academic year will be considered for a scholarship of 20% of the tuition fee for the current year for the normal duration of the programme based on the committee's recommendation.

## OTHER CONCESSIONS

### 2.1 For GCC/Arab Nationals

GCC/Arab Nationals with exceptional academic performance may receive up to 100% concession on their tuition fee for the normal duration of the programme. This discount is based on their Grade 12 performance and their ability to maintain a minimum CGPA of 4.5 throughout the programme. Limited scholarships are available under this category.

### 2.2 For the sudden bereavement of earning member of the family

The University provides support for students who experience financial hardship due to the sudden demise of the sole earning family member of the family. In such a case, the tuition fee for that semester will be fully waived. In subsequent semesters, a reduction of up to 75% of tuition fee may be offered based on individual circumstances, need, conduct and academic performance of the student.

### 2.3 People of Determination

All students with special needs who meet the admission requirements are eligible for a 15% reduction in tuition fee throughout the programme, provided they maintain satisfactory academic performance in each semester.



### 2.4 For Siblings

Families who have more than one child enrolled concurrently are eligible for a 25% tuition fee concession for the second child until the first child graduates.

#### **Please note:**

- All students must pay their specified fee at the time of Admission and any amount awarded as scholarship will be adjusted in the subsequent fee payment.
- At any given time, a student can avail more than one scholarship/concession unless otherwise mentioned, provided the total scholarship/concession amount does not exceed more than 50% of the tuition fee amount of that semester including all or any scholarship/concession availed by the student.
- A student can avail hostel fee concession under one category only.
- The decision of the university shall be final and cannot be contested on all matters of scholarships and concessions at BITS Pilani, Dubai Campus. The university has the right to discontinue the scholarship/concession at any time in case the student is found guilty in any disciplinary case.
- While Scholarship based on "Merit in Qualifying Examination" will be given automatically based on the Grade 12 marks of the student, application for scholarship under all other categories must be submitted within one month from the date of registration to the Admissions Office. Any application received after one month will not be considered.

# INNOVATION & ENTREPRENEURSHIP

BITS Pilani, Dubai has taken a leap forward to encourage innovation & entrepreneurship skills among students by taking the following Initiatives

## INITIATIVES BY BITS PILANI, DUBAI

- ❖ Incubation Centre – Powered by Dubai SME
- ❖ 24x7 Creative Lab
- ❖ Minor programme offered in Entrepreneurship with courses such as Entrepreneurship, New Venture Creation, Business Management and more
- ❖ Seed funding support through Alumni and Dubai SME
- ❖ Meeting and interactions with experts and investors
- ❖ Mentor allocation to all start-ups through alumni & Dubai SME
- ❖ Encouraging students participation in various events, pitching sessions and B-Plan competitions

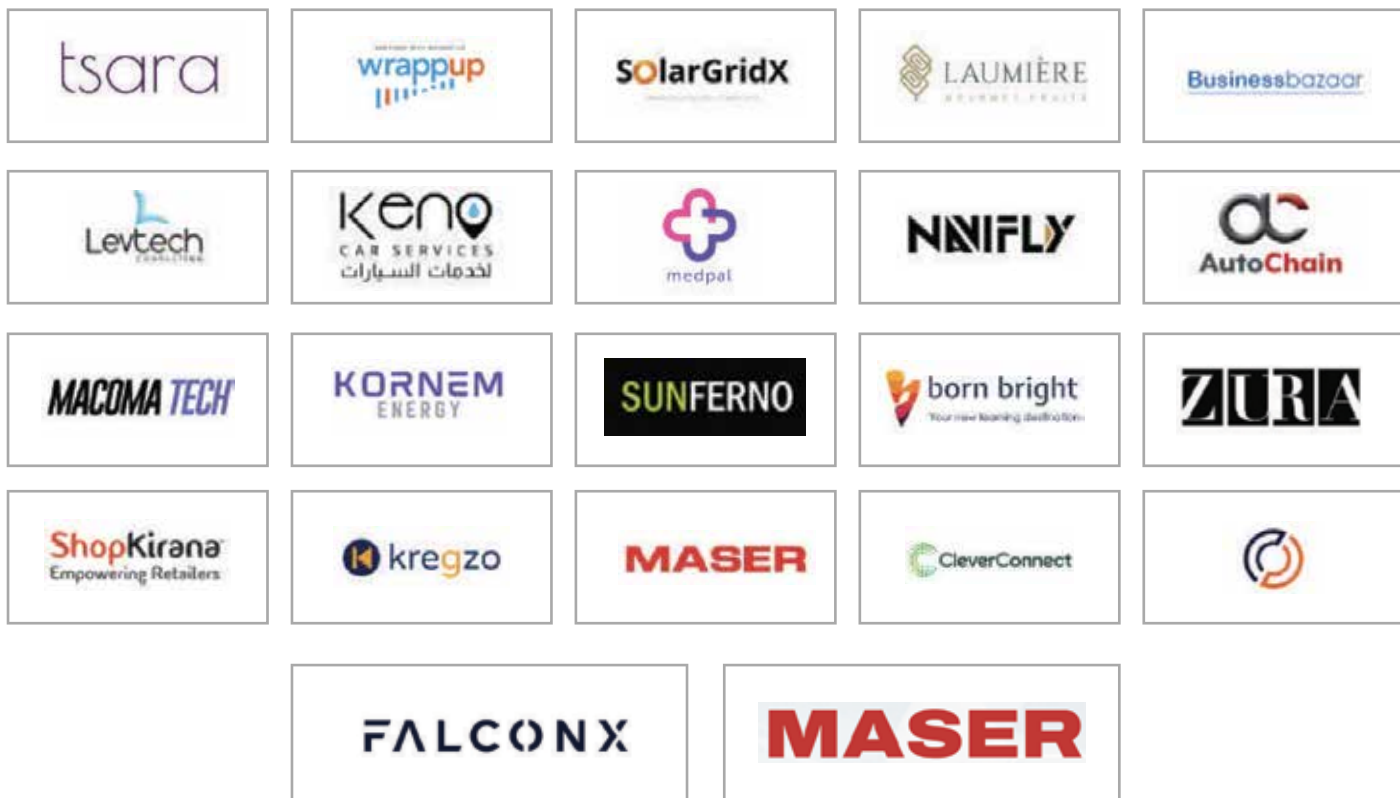


PRESENTING AT INNOVATION HUB



24X7 CREATIVE LAB

## MORE THAN 50 STARTUPS INITIATED IN THE LAST 5 YEARS



Falcon X, started by Mr. Prabhakar Reddy, and MASER, started by Mr. Prateek Suri, both alumni of BITS Pilani, Dubai campus, have achieved Unicorn status.

# STRONG ACADEMIC EXCELLENCE & GLOBAL REPUTATION

RATED

**5 STAR**

BY KNOWLEDGE & HUMAN DEVELOPMENT  
AUTHORITY(KHDA) IN PARTNERSHIP  
WITH QS

RANKED GLOBALLY AMONG

**TOP 250**

BY QS ASIA UNIVERSITY  
RANKINGS-2024

**Up to 40%**

TUTION FEE SCHOLARSHIP  
AWARDED EVERY YEAR

**Up to 25%**

HOSTEL FEE CONCESSION

**30 WEEKS**

INDUSTRY INTERNSHIP  
WITHIN THE PROGRAMME  
DURATION AT OVER 300  
PARTNER COMPANIES

**6000 ALUMNI**

IN LEADING POSITIONS IN  
GLOBALLY REPUTED  
CORPORATES

MORE THAN

**50+  
START-UPS**

FACILITATED IN LAST 5 YEARS  
ENCOURAGING INNOVATION AND  
ENTREPRENEURSHIP

RANKED GLOBALLY AMONG

**TOP 300**

BY QS GRADUATE EMPLOYABILITY  
RANKINGS 2022

**ARABIAN**

**BEST OF BEST AWARD 2023**

IN PLATINUM CATOGORY



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Dubai Campus

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