



## CHANCELLOR'S MESSAGE

Over the last 25 years, VIT Business School has delivered transformative learning experience in business Studies to its incumbents. Our 2+2 BBA (Honours) Programme and 4+1 BBA (Honours) Programme : 4 Year BBA (Hons) + 1 year Accelerated MBA/ MS with Rochester Institute of Technology (RIT), USA chisels the talents of the students through experiential learning.

The BBA Programme provides the students a holistic knowledge in the fields of Management, Liberal Arts and Science. The thrust areas of this programme focus on Digital Literature, Culture, Fine Arts, Environmental Studies, Health and Economics which will enable the students to completely enjoy their learning process both in VIT and RIT, USA. The diligently designed bridge courses will set the pace for the students to become rational and critical thinkers with unique managerial perspectives. Rigorous and industry-relevant Curriculum, Active Collaboration with Foreign Universities, Industrial Collaborations and Extension Activities will help the students to sharpen their business acumen. The Programme features on the integration of the needs of social and business communities with technology and natural environment. Through an amalgamation of learning, hands-on projects, business competitions and knowledge resources, students can convert their business ideas into viable products and commercialize them to become true entrepreneurs. I wish all the students a bright and futuristic success in all their endeavors!



Dr. G. Viswanathan  
Chancellor



## BBA (Hons) with Specialization - ADMISSION 2024

*Building Global Career  
Pathways through Innovative,  
Challenge based Learning*

**BBA (Honours) with  
Accelerated  
MBA/MS @RIT USA**



**VIT<sup>®</sup>**

**Vellore Institute of Technology**  
(Deemed to be University under section 3 of UGC Act, 1956)  
CHENNAI

**VIT | Business School**  
Chennai

**RIT | Rochester Institute of Technology**



## ABOUT VIT CHENNAI

VIT Chennai is a globally engaged, competitive, comprehensive and research enriched university campus, strategically positioned in the capital city of Tamil Nadu to respond to major industrial, social, economic and environmental demands and challenges. It has been a pioneer in the transformation of higher education in the country by introducing application based learning to produce industry ready professionals. The campus has a cosmopolitan atmosphere with students from all parts of the globe.



## RANKING

- VIT is one among the top 5-6 in India and within 701-800 universities of the world as per Shanghai Academic Ranking of World Universities 2023.
- VIT is ranked 9 in India and 240th in the world in Engineering and Technology in QS World University Rankings
- As per the NIRF Ranking 2023, VIT has been ranked 8th Best in University, 11th Best in Research and Engineering and overall it is ranked in 17th position.

## VISION

To be among the top reputed business schools of choice among prospective students and recruiters by providing intellectual, behavioural knowledge inputs to students and practicing managers who become effective leaders and responsible citizens in the global environment.

## MISSION

To develop innovative, globally competitive and socially responsible leaders.



## CORE VALUES

- We promote a 'learning to learn' culture that provides lifelong support in an ever-changing business environment.
- We believe in holistic personality development, which lays a great degree of emphasis on the need for ethical behaviour and integrity in business dealings
- We instill social sensitivity into students and provide a platform for dissemination of scientific management principles for development activities.
- We offer management education that provides global perspectives in the Indian context.



## ABOUT VIT BUSINESS SCHOOL CHENNAI



VIT Business School Chennai is a renowned choice for students seeking undergraduate and graduate business programs. The school boasts accreditation from AACSB and is a part of the esteemed VIT University, offering a cutting-edge learning environment, unparalleled corporate support, and research opportunities to its students. At VIT Business School, students are moulded into global leaders, entrepreneurs, and managers through an avant-garde curriculum aimed at advancing inclusive and sustainable prosperity worldwide. The school offers a range of programs, including the 2-year MBA program, the 2+2 BS program, the 4+1 BBA (Hons) program, the 4+1 B.Com (Hons) program besides Doctoral Program in Management. The 4 +1 program includes 4 year BBA(Hons) or 4 year B.Com (Hons) + 1 year Accelerated one-year MBA / MS program with Rochester Institute of Technology, USA. All the programs provide career pathway programs co-designed with prestigious universities in the United States.

VIT Business School prides itself on producing transformational catalysts who understand the profound interplay of business, society, and the environment, in line with the growing call for ESG (Environmental, Social, and Governance) enabled business education. The faculty members continuously produce outstanding research work that is published in top journals and engage with industry through institutional funding of projects and consultancy work.

The school is committed to establishing long-lasting relationships with industries to ensure students are equipped with the necessary skills and knowledge to secure excellent job placements. Through collaborations with various organizations, the school keeps its course curriculum up-to-date with the latest industry needs.

At VIT Business School, students, faculty, and alumni are united by their passion for knowledge, innovation, and their desire to make a positive impact in the world.

Join VIT Business School today and become a successful global leader and responsible global citizen.



## LEARNING RESOURCES

Classroom learning in VIT Business School is enhanced with e-learning resources from Harvard Business School Publishing, Emerald, Coursera and Edusat Programme. In addition, access to journals and databases such as EBSCO, CMIE prowess, and CAPEX is facilitated. Also students get trained in tools such as IBM SPSS, R-Studio, Statcraft etc.

## ACCREDITATION

- AACSB - Association to Advance Collegiate Schools of Business (International)
- NAAC Accreditation with highest score A++ in the last 3 consecutive cycles



## ABOUT THE PROGRAM – BBA HONOURS WITH SPECIALIZATION

The business administration program in collaboration with Rochester Institute of Technology (RIT), USA is designed exclusively to give a transformational change in the young minds aspiring for great success in their career. Whether it is a simple make or buy decision in a manufacturing industry or a complex decision in a data licensing business, we need managerial skills. Our business administration degree imparts the most in-demand skills for managers' viz., critical thinking, creating effective teams, navigating team diversity, developing skills for technological acumen and all other skills to bring out a good leader with positive social influence. With an emphasis to shift towards a digital workplace, students need to be more dynamic and creative in their decision making skills. The program is uniquely crafted to deliver more thrust on creative problem-solving skills, analytical thinking, effective communication and emotional intelligence to remain flexible and focused in a changing world.

### Bachelor of Business Administration Honours degree with specialization (4 Year program)

Available specializations:

- **General Management**
- **Digital Marketing & Communication Strategy**
- **Business Analytics & AI**

\*Optional exit at 3rd year - BBA with specialization

## KEY FEATURES OF THE PROGRAM

- Innovative, student-led, challenge-based curriculum benchmarked against US universities and co-crafted with top global B-Schools in sync with emerging industry requirements.
- Real-world problem-solving as an essential learning philosophy to foster innovation and entrepreneurship among the cohort.
- Environmental, Social, and Governance (ESG) embedded courses, projects and Global Immersion Programs.
- Gain up to 6 months of cooperative internships for a holistic learning experience.
- Visiting faculty from International Universities.

## BBA HONOURS WITH SPECIALIZATION – PROGRAMME STRUCTURE

S. No	Course Category	BBA	BBA (Honours)	BBA (Honours with Research)
1	Discipline Core Courses	60	60+20	60+20
2	Specialization Elective Courses	24	24+20	24+08
3	Ability Enhancement Courses	08	08	08
4	Skill Enhancement Elective Courses	09	09	09
5	Value Added Courses	08	08	08
6	Open Elective Courses	09	09	09
7	Project and Internship	02	02	02+12
	Total Graded Credit Requirements	120	160	160

\*\* 2 +2 Option : Equated Credit transfer after 2 years to get Bachelor of Science from RIT USA

\*\* 4 +1 Option: 9 to 12 credits transferred to RIT towards their MS/MBA program so that the student earns a postgraduate degree in 1 year

## GLOBAL EXPERIENCE (OPTIONAL)

### Option 1: Accelerated/Integrated MBA/MS program from the prestigious RIT, USA

- After the 5th semester, interested students may apply for a 1-year STEM designated MBA/MS at RIT, USA.
- Contingent admission as per RIT norms, granting access to RIT-recognized master's level courses offered by VITBS Chennai.
- Benefit from a fee waiver for either 9 or 12 credits, plus special scholarships.
- GMAT/GRE requirements are waived
- Students go to RIT after completing 4 years of study at VIT – Receive UG degree from VIT and PG degree from RIT

### Option 2: 2+2 BS Degree program from RIT, USA

- 2 year at VIT and 2 Year at RIT, USA
- Get BS degree from RIT USA

Some of the higher  
education institutions  
our alumni chose:





# VITBS VALUE *Addition*



TechnoVIT'23 Best School Award to VITBS for 'Taikuun'



Cultural Immersion with International Students



Global Management Immersion Program (GMIP)  
(Singapore & Malaysia)



Industrial Visit



Marching towards SDGs  
Planting Hope, Growing Change!



Outbound Training Program



# ADMISSION PROCEDURE

01

## STEP 1 :

Online application



02

## STEP 2 :

VIT Management Aptitude Test (VIT-MAT) – an online proctored test that comprises of Quantitative reasoning, logical reasoning, writing skills and verbal ability.



03

## STEP 3 :

Personal Interaction



The rank list will be prepared based on the score obtained in the Entrance examination and the Personal Interaction and the qualifying examination marks.

## FEES

**Tuition Fees :** Rs. 2.75 Lakhs per year

**Hostel & Mess Fees :** The hostel and mess fee will be based on the student's preference among the types of rooms and type of mess they want to have their food from. Kindly refer our website for the details on Hostel.

RIT gives scholarship to VIT Students who meet their selection criteria. If the student opts for 2+2 option, approximate expenses that a student would incur in the 3rd and 4th years of the program at RIT would be 30,000\$ per year (excluding living expenses)

If student chooses 4+1 option they will receive RIT Scholarship support equivalent to a minimum of 30% of tuition.

*\*Subject to change in accordance with RIT admission policy*

**Eligibility Criteria :** 75% aggregate or equivalent grades in 12th Std

## SCHOLARSHIP

Scholarships for meritorious students are provided by VIT Business School. The scholarship will be based on the rank obtained in the selection process.

Scholarship Categories	VIT-MAT Rank	Tuition Fees (INR)	Scholarship Awarded(INR)	Tuition fees to be paid (INR)
1	Rank 1 to 5	2,75,000	2,20,000	55,000
2	Rank 6 to 10		2,06,250	68,750
3	Rank 11 to 15		1,92,500	82,500
4	Rank 16 to 25		1,65,000	1,10,000
5	Rank 26 and above		1,37,500	1,37,500

For further details please contact Deputy Director Admissions, VIT Chennai.

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