



BBA (Hons): MANAGEMENT PROGRAM

2+2 in Collaboration with

ROCHESTER INSTITUTE OF TECHNOLOGY (USA)

General Information about the Program

The business administration program in collaboration with Rochester Institute of Technology (RIT) 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, student needs 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 within the complex space of probabilities and opportunities.

Degree options:

- I. 2 years in VIT and 2 years in RIT, USA- Get BS (Management) from RIT
- II. 3 years in VIT Chennai-Get BBA(Hons) degree from VIT

Cooperative (Co-op) work – Integrated learning

Co-op helps students to integrate the classroom-based education with practical work experience in the real-time business environment with paid internships in the companies. Co-op is one of the mandatory requirements to complete the degree.

Key features of the Program

- ❖ Global placement opportunities
- ❖ Curriculum benchmarked against US University
- ❖ Liberal Arts and Science Foundation
- ❖ Visiting faculty from US Universities and IIMs
- ❖ Technology driven learning
- ❖ Systems Design Thinking integrated curriculum

Curriculum 2+2 Business Administration Program with typical course sequence

	I Year at VIT			II Year at VIT	
	Course Title	Credits		Course Title	Credits
	Financial Accounting	4		Communication	3
	Management Accounting	3		Global Business Environment	3
	LAS Perspective 3 (global): Principles of Microeconomics	3		Financial Management	3
	Principles of Macroeconomics	3		Applied Calculus	4
	Computer-based Analysis	1		Careers in Business	0
	Information Systems & Technology	3		Organizational Behavior	3
	Business 1: Ideas and Business Planning	3		Organizational Effectiveness Skills	3
	Business 2: Business Planning and Professional Development	3		Principles of Marketing	3
	LAS Perspective 7A (Mathematical): Introduction to Statistics I	3		LAS Perspective 2 (artistic)	3
	LAS Perspective 7B (Mathematical): Introduction to Statistics II	4		LAS Perspective 4 (social)	3
	First Year Writing (WI)	3		Free Elective	3
	Wellness Education*	0			
	III Year at RIT			IV Year at RIT	
	Course Title	Credits		Course Title	Credits
	Operations Management	3		Negotiations and Decision-Making	3
	Project Management	3		Real World Business Solutions	3
	Leading High-Performance Teams	3		Strategic Management	3
	LAS Perspective 1 (ethical): Business Ethics and Corporate Social Responsibility	3		LAS Electives	12
	Management Elective	3		LAS Immersion 3	3
	LAS Immersion 1, 2	6		Free Electives	6
	LAS Perspective 5 (natural science inquiry)	3			
	LAS Perspective 6 (scientific principles)	3			
	Free Elective	3			
				Total Semester Credit Hours	124

(LAS)-Liberal Arts and Sciences.

(WI) Refers to a writing intensive course within the major. Please see Wellness Education Requirement for more information. Students completing bachelor's degrees are required to complete two different Wellness courses.*

Mandatory requirements:

- ❖ Students must take both the lecture and Project/lab portions to satisfy the requirement.
- ❖ Students must also complete one semester of cooperative education.
- ❖ Students will go on field work on variety of themes such as a. Cultures of India, b. Appreciating Rural India, c. Heritage and Current Social Reality d. Dynamics of Entrepreneurship

Admission Process

1. Apply online and pay application fees of Rs. 1050.
2. Short listed candidates will have to appear for separate entrance exam that will be conducted for all the applicants in VIT Chennai.
3. Tentative date for the entrance exam will be last week of April 2020 and on the same day the provisional admission order will be issued to the selected candidates. If selected, you have to pay Rs.50,000 tuition fees in advance and take provisional admission letter.
4. Remaining academic fees should be paid by 4th May 2020

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 & Mess Fees.

Scholarships:

Scholarships for meritorious students are provided by VIT Business School. Eligibility for scholarship will be based on the score obtained in the VITBEE (VIT BBA entrance examination)- conducted by VIT Chennai on 19th April, 2020.

Students who have taken provisional admission after getting selected through the entrance examination are eligible for scholarships. The scholarship for eligible candidates (VIT Chennai only) will be offered in different categories which will be based on the score obtained in the entrance examination conducted for giving provisional admission for this Programme..

BBA (Hons) Programme - Scholarship and Fee Details

Scholarship Categories	VITBEE Rank	Tuition Fee(Rs)	Scholarship awarded(Rs)	Tuition fee to be paid(Rs)
1	Rank 1 to 5	275000	220000	55000
2	Rank 6 to 10		206250	68750
3	Rank 11 to 15		192500	82500
4	Rank 16 to 25		165000	110000
5	Rank 26 to 35		137500	137500
6	Rank 36 to 50		68750	206250

The students opting to do the first 2 years in VIT and the next 2 years in RIT will be eligible for merit based scholarships offered by RIT. If eligible for multiple scholarships, student will receive the award with the highest dollar value.

Eligibility-BBA (Hons)

- ❖ 60% aggregate or equivalent grades in 10th Std. and 12th Std.
- ❖ Candidates completed 12th Std. in any group are eligible
- ❖ Candidates awaiting 12th Std. results can also apply

Career Prospects

After successful attainment of the degree, graduates can either opt for higher education from top business schools or seek employment in different sectors. Students have a spectrum of career options in any area of one's interest like finance, marketing, human resources, operations, international business, information systems and other industries. The student can choose to scale up bright ideas as an entrepreneur.

Job Profiles

- ❖ Analyst
- ❖ Making Manager / Executive
- ❖ Operations Manager
- ❖ Business Development Manager
- ❖ Executive Associates
- ❖ Human Resource Manager
- ❖ Business Consultant
- ❖ Sales Manager
- ❖ Consulting

Industries

- ❖ Human Resources
- ❖ Management Consulting
- ❖ Health Care
- ❖ Movies, TV, and Music
- ❖ Oil and Gas
- ❖ Other Industries

Program Contact

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