



VIT[®]
CHENNAI
Vellore Institute of Technology
(Deemed to be University under section 3 of UGC Act, 1956)



UNDER GRADUATE ADMISSIONS 2025 - 2026

**B.B.A. (Hons.) with
Specialization
(4 year Programme)**



PROSPECTUS

Table of Contents

About VIT	01	Online Application form	10
About VIT Chennai	02	Steps to be followed for online application	11
About VIT Business School Chennai	03	Declaration of Results	12
Learning Resources	04	Document Submission at the time of Admission	13
About the program	05	Withdrawal Procedure	14
Key Features of the Program	06	Refund of Fees	15
Programme Structure	07	Important Dates	16
Eligibility	08	Contact	17
Admission Procedure	09		



01. About VIT

Vellore Institute of Technology (VIT) was founded in 1984 as Vellore Engineering College, a self-financing institution dedicated to providing quality higher education. In 2001, the Union Ministry of Human Resource Development conferred university status on the institution under Section 3 of the University Grants Commission (UGC) Act, 1956. VIT is led by its visionary founder and Chancellor, Dr. G. Viswanathan, a former Parliamentarian and Minister in the Government of Tamil Nadu. In recognition of his exceptional contributions to education, Dr. G. Viswanathan was awarded an honorary doctorate by West Virginia University (USA) in 2009 and the State University of New York (USA) in 2024. With a commitment to delivering world-class education on par with international standards, VIT continually adopts innovative approaches to teaching and research. Our Memoranda of Understanding with various international universities, being a major strength, enable meaningful collaborations via student and faculty exchanges and foster joint research projects. Many of our students, working in international organizations and universities, deliver high-quality solutions and conduct research that bring esteem to India and make us proud of our legacy. At VIT, the pursuit of excellence in education and research is complemented by a dynamic ecosystem of innovation, research and global engagement. As we advance steadily, we remain steadfast in our mission to nurture leaders and innovators who can make a meaningful impact on the world.

02. About VIT Chennai

VIT Chennai was established in 2010 and has since become a beacon of excellence in higher education. Spearheaded by Vice President Dr. G. V. Selvam, a pioneering visionary who laid the foundation of VIT Chennai, he is an insightful architect of its evergreen campus and an ingenious leader whose comprehensive vision and mission have shaped its growth. Under his guidance, VIT Chennai has rapidly evolved into a hub of innovation and academic distinction. The leadership team, including Vice Chancellor Dr. V. S. Kanchana Bhaaskaran, Pro Vice Chancellor Dr. T. Thyagarajan and Additional Registrar Dr. P. K. Manoharan, drives its mission of delivering transformative education and impactful research. Strategically located in the capital city of Tamil Nadu, VIT Chennai is a globally engaged, competitive, and research-enriched institution. It proactively addresses industrial, social, economic, and environmental challenges, fostering application-based learning that produces industry-ready professionals. Known for its cosmopolitan atmosphere, VIT Chennai attracts students from across the globe, fostering a vibrant and multicultural community. Committed to maximizing industrial connectivity and establishing Centers of Excellence in cutting-edge research areas, VIT Chennai enriches technological and managerial human capital through a collaborative and inclusive academic environment.

It serves as a platform for intellectual exchange, encouraging the convergence of diverse ideas to drive innovation and learning. Dedicated to societal and industrial advancement, VIT Chennai leverages its resources to benefit the community, supports national knowledge-building initiatives, and fosters international collaborations for mutual progress in research and education. With a clear vision and an unwavering mission, VIT Chennai continues to redefine the landscape of higher education in India and beyond.

03. About VIT Business School Chennai

VIT Business School Chennai is a renowned choice for students seeking undergraduate and graduate business programs. The school boasts accreditations from AACSB and ACBSP 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 and the 4+1 BBA (Hons.) / B.Com (Hons.) + Accelerated one-year MBA / MS program with Rochester Institute of Technology, New York, besides Doctoral Program in Management. All the programs provide career pathways 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 consistently deliver exceptional research, publishing their work in leading academic journals. They also actively collaborate with industry, leveraging institutional funding to support projects and consultancy engagements.

The school is dedicated to fostering enduring partnerships with industries, ensuring that students gain the skills and knowledge required to excel in their careers and secure outstanding 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.

3.1 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.

3.2 Mission

To develop innovative, globally competitive and socially responsible leaders.

3.3 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.

3.4 Accreditations

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



AACSB
ACCREDITED



04. Learning Resources

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

05. About the program – B.B.A. (Hons.) 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 (Hons.) Degree with specialization (4 Year program)

Available specializations:

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

Optional exit at 3rd year - B.B.A. with specialization

06. 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 and projects.
- Gain up to 6 months of cooperative internships for a holistic learning experience.
- Visiting faculty from International Universities.

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

07. B.B.A. (Hons.) with Specialization – Programme Structure

S. No	Course Category	B.B.A.	B.B.A. (Hons.)	B.B.A. (Hons. 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

* 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.

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

Some of the higher education institutions our alumni chose:

- University of New South Wales – Australia
- IBS Hyderabad
- National University of Singapore
- University of Manchester, UK
- University Canada West, Vancouver
- University of Wollongong, Dubai

Testimonial by a student who transferred to RIT from VIT:

Tharunika Ashok Kumar - “Transitioning to RIT from VIT was a pivotal moment in my academic and professional life”

<https://www.rit.edu/admissions/rit-vit-partnership>

08. Eligibility

8.1 Nationality

- The applicant should be either a Resident Indian National or a Non-Resident Indian National.

8.2 Age Limit

- Applicants born on or after 01-07-2005 are eligible to apply for B.B.A. (Hons.) admission for the academic year 2025 – 26.
- Applicants must present the original birth certificate / SSLC /10th Mark Sheet as proof of their age during admission. Failure to do so will result in disqualification from the admission process.

8.3 Qualifying Examination

- The final examination of the 10+2 system, conducted by any recognized Central / State Board, such as the Central Board of Secondary Education New Delhi; Council for the Indian School Certificate Examinations or nay other Board accepted by VIT as equivalent to 10+2 examination.
- Intermediate or two-year Pre-University examination conducted by a recognized Board/University
- General Certificate Examination (GCE) examination (London/Cambridge/Sri Lanka) at the Advanced (A) level.
- High School Certificate Examination at Advanced (A) level of the Cambridge University or International Baccalaureate Diploma of the International Baccalaureate Office, Geneva.
- Senior Secondary School Examination conducted by the National Institute of Open Schooling with minimum of 5 subjects as recognized by central board
- Applicants who have completed the Class 12 (or equivalent) examination outside India should produce an equivalence certificate to the effect that the examination they have passed is equivalent to the Class 12 Examination with grade/CGPA converted to percentage.
- Candidate who have appeared for multiple board examinations in the same academic year are not eligible.
- Candidates who have appeared for their Class 12 examination and are awaiting results are also eligible to apply, provided they submit their passing certificate on the day of reporting to the Institute.

8.4 Subject Eligibility

PROGRAMMES	ELIGIBILITY
B.B.A. (Hons.)	A pass with minimum overall aggregate of 70% in the qualifying examination mentioned above.

In case, applicants belong to SC/ST community or hail from Jammu and Kashmir/ Ladakh and the North Eastern States of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura, 10% relaxation is provided (i.e.,) 60% minimum aggregate as per the condition, in the qualifying examination mentioned above.



09. Admission Procedure

- There is NO ENTRANCE EXAMINATION
- Admission is through merit and is based on mentioned qualifying examination.
- The applicants will be called for a Personal Interview (Hybrid Mode).
- A rank list will be prepared on the basis of +2/HSC marks and Personal Interview.

10. Online Application form

- Applications must be submitted online via the website:

Link: [APPLY NOW](#)

- Candidates should register with a valid E-Mail ID and Mobile number, as all correspondence will be communicated through these registered E-Mail / Mobile number only.
- The application cost is Rs.1,150/-, and it is non-refundable.

11. Steps to be followed for online application

Step 1: Register yourself by clicking on “New Applicant”

Step 2: Verify your registered E-Mail address by using the OTP received from VIT

Step 3: Once OTP is validated, a password will be sent to your registered E-Mail address.

Keep this E-Mail ID and password secure until the admission process is complete.

Step 4: Fill out the application form

Step 5: Pay the non-refundable application fee of Rs. 1,150/- online using Net Banking, Debit Card, Credit Card or Paytm

Step 6: Upload the Age Proof Certificate, 12th Marksheet (if available)

Applicants need to upload the following mentioned documents on the application portal, subject to their availability within the specified timeframe

- Copy of Age proof certificate / Copy of Aadhar Card
- Copy of XII Hall Ticket (for applicants awaiting results)
- Copy of XII Mark statement (for all attempts)
- Copy of Community Certificate (for SC/ST applicants)
- Copy of Nativity Certificate (for applicants hailing from North Eastern States and Jammu and Kashmir / Ladakh)



12. Declaration of Results

- The results of Selected candidates will be informed through the Registered E-Mail ID.
- Provisional Admission will be cancelled if the candidate does not meet the eligibility norms.

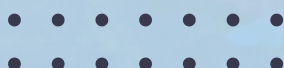
Tuition Fees

Programme	Details	Fees (INR)
B.B.A. (Hons.)	Tuition Fees (per annum)	1,50,000
	Caution deposit (refundable) (one-time payment)	2,000
	Total Fees to be paid for the first year	1,52,000

13. Document Submission at the time of Admission

The following documents in original should be submitted at the time of reporting to the Institute

- Transfer Certificate/School leaving Certificate (Or)
- Migration Certificate (issued by the board) and Conduct/Character Certificate issued by the School
- Student Profile – Signed by Student and parent
- SSLC/10th Marksheet (all attempts)
- HSC/12th Mark sheet (all attempts)
- Certificate of Physical Fitness (Certified by authorized Physician)
- Affidavit by the Student (Signed and Notarized)
- Affidavit by the Parent (Signed and Notarized)
- Undertaking Form (signed by Student and Parent on a A4 Sheet)
- Recent Passport size colour photo – 2 Nos
- Hostel Affidavit (Signed & Notarized) (For hostellers only)



13.1 Copy of documents (1 Set) :

- Copy of Provisional Admission Letter (PAL)
- Copy of SSLC/10th Marksheet (all attempts)
- Copy of HSC/12th Mark sheet (all attempts)
- Copy of Aadhar Card
- Community Certificate (for SC/ST Candidates only)
- Nativity Certificate (for candidates hailing from Jammu and Kashmir, Ladakh and the North Eastern states)

13.2 Additional documents required from NRI/Foreign Students

- Passport Copy (Student & Parent)
- Employer Certificate (Original)
- Sponsorship Letter (Original)

Note:

1. All Copies of documents will be archived and will not be returned for any reason
2. The candidate should submit the qualifying mark statement from the board studied as mentioned on the application form for verification of genuineness at the time of admission. In case of submission of any fraudulent, incompetent certificate by the applicant will lead to legal action and the admission accorded will be duly cancelled and no refund will be initiated.
3. The qualifying examination mark statement submitted by the candidate will be verified from the respective board.

14. Withdrawal Procedure

- Candidates can request withdrawal through Online in the Fresher's portal.
- The necessary form for withdrawal / No DUES must be obtained to facilitate the withdrawal process.
- Refund will be processed through account transfer to the bank account mentioned in the withdrawal request raised in the Fresher's portal. Accurate bank account details must be provided for hassle-free refund process.

15. Refund of fees / Refund policy

- The policy announced by AICTE / UGC will be adopted for refund as and when announced.

16. Important Dates

Last date to apply Online	15th May 2025 (Thursday) Tentatively
Personal Interview	Will be informed through registered E-Mail
Result declaration	Will be informed through registered E-Mail

17. Contact

Deputy Director (Admissions),
Vellore Institute of Technology – Chennai Campus,
Vandalur – Kelambakkam Road,
Chennai – 600 127.

E-Mail: admissions.chennai@vit.ac.in

Phone: (044) 3993 1555 / (044) 3993 1003