ACHARYA INSTITUTE OF GRADUATE STUDIES

Affiliated to BCU

NAAC A+ ACCREDITED

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Acharya Institute of Graduate Studies (AIGS), established in 2005, is one of Bengaluru's leading graduate colleges, committed to delivering industry-aligned undergraduate and postgraduate education. With innovative programs across sciences, technology, commerce, management, design, and languages, AIGS focuses on practical learning, career readiness, and holistic student development.



- Learn from experienced faculty with strong academic and industry exposure.
- Gain practical advantage through certifications such as AWS, ACCA, and other skill-based programs.
- Access global exposure through international immersion and collaborative learning opportunities.
- Benefit from personalized mentorship and a digitally rich library ecosystem.
- Achieve strong career outcomes with 550+ recruiters visiting annually for placements.

B.B.A (BACHELOR OF BUSINESS ADMINISTRATION)

About

The Bachelor of Business Administration is an ideal degree for anyone who wants to advance their career in business. With a BBA degree, you'll have the tools and qualifications to move up within your company, qualify for a raise, or find new opportunities.

- **Industry-aligned business curriculum** covering core areas such as finance, marketing, human resources and management fundamentals.
- **Practical exposure and experiential learning** through case studies, business simulations, live projects and internships.
- **Expert faculty with industry experience** offering mentorship, real-world insights and professional guidance.
- **Holistic skill development** with leadership workshops, industry visits, group activities and networking opportunities.
- **Global perspective and placement support**, preparing students with a global business outlook and industry connections for future careers.



Career Scope

- **Management and business roles –** Graduates can pursue opportunities as **Marketing Executives, Business Development Executives, Sales Executives,** and **Management Trainees** across industries.
- **Human resources and operations careers –** Pathways include roles in HR management, operations coordination, and organizational development.
- **Entrepreneurial and leadership options –** The program equips students with entrepreneurial mindset and managerial skills, enabling them to launch startups or take on leadership roles in dynamic business environments.

Eligibility

10+2 in any stream

Duration

3 years

COURSE CONTENT

Semester 1

- Financial Accounting
- Principles of Management
- Corporate Administration
- Production and Operation Management
- Indian Constitution and Human rights
- Industrial Visit

Semester 2

- Corporate Accounting
- Quantitative Analysis
- Organisational Behavior
- Marketing Management
- Environmental Science
- Community Services

Semester 3

- Corporate Communication Skills 1
- Cost Accounting
- Human Resources Management
- Financial Market & Services
- Business Data Analysis
- Corporate Financial Management
- Personality Development
- Case Study

Semester 4

- Corporate Communication Skills II
- Business Research Methods
- Banking Law & Operation
- Entrepreneurship Development
- Management Accounting
- Customer Relationship Management
- Science & Society
- Business Plan For Start Up's

Semester 5

- Income Tax 1
- Business Regulation
- Indirect Taxes
- Information Technology for Business 1
- Advance Corporate Financial Management
- Security Analysis & Portfolio Management
- Consumer Behavior
- Integrated Marketing Communication
- Industrial Relation & Employee legislation
- Compensation & Performance Management
- Business Analytics
- Marketing Analytics
- Culture Diversity & Society
- Employability Skills Training

Semester 6

- Income Tax 2
- Strategic Management
- International Business
- Information Technology for Business 2
- Risk Management & Derivatives
- International Finance
- Digital Marketing
- Supply chain & Logistics Management
- International HRM
- Organisational Development & Change Management
- Financial Analytics
- HR Analytics
- Creativity & Innovation
- Placement Training

FEE STRUCTURE

Refer offer letter for the actuals.

Inclusions : Tuition Fee, University Registration, Eligibility Fee, Miscellaneous Fee, Laboratory Fee, Library Fee and Sports Fee.

Exclusions : Uniform & Stationery.
Examination fee as prescribed by the University / Board.

Students are offered complimentary Tab, Cocube (one time), Domain Skills, OBT, Softskills, Global Immersion Program, Toast master & Linkedin Learning Licence.



Acharya Legacy

Founded in 1990, Acharya aims to revolutionize education. With over 12,000 students and 100+ academic programs annually, it stands among the global education elite. Located in India's technical hub, Bangalore, Acharya prioritizes innovation and knowledge. The institution fosters experiential and collaborative learning, shaping well-rounded individuals, evident in its diverse student population from 75+ countries.

11 Institutions

15 Research Centers

100+ Programmes

75+ Nationalities

12000+ Students

1000+ Eminent Faculty

120 Acres State-of-the-Art Campus



B Premnath Reddy
Founder Chairman
Acharya Group

Acharya Offerings - click on each to know more... »

Academic Studio



Collaboration



Center of Excellence



Clubs



Digital Library



Laboratories



Research



Sports



Hostels



Habba



PROGRAMS OFFERED

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