



ACHARYA INSTITUTE OF GRADUATE STUDIES

Affiliated to BCU



NAAC A+
ACCREDITED



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 ENTREPRENEURSHIP

Powered By EDII
(IIM Ahmedabad)



About

If building, growing and leading your own business is your dream, then Acharya's BBA in Entrepreneurship is your ideal choice. This three-year undergraduate program equips students with practical knowledge in business planning, innovation, financial management, marketing, and startup strategy. Students gain the confidence and skills to identify opportunities and turn ideas into sustainable businesses.

The entrepreneurship program comes with an internship opportunity driven by **EDII (IIM Ahmedabad)** that offers structured workshops and industry-driven internships, equipping students with the practical skills, entrepreneurial mindset, and real-world insights essential for success in a dynamic global economy.

- **Entrepreneurship-centric curriculum** designed to build core business knowledge while fostering innovation, leadership, and entrepreneurial thinking.
- **Practical startup exposure**, including business plan development, market research, pitch preparation, and real-world enterprise simulations.
- **Mentorship by industry experts and entrepreneurs** who guide students through ideation, validation, and early venture strategies.
- **Workshops, incubation support & networking** that connect students with investors, startup founders, and innovation communities.
- **Hands-on experiential learning** through internships, live projects, and entrepreneurial events to strengthen real-world business skills.

Career Scope

- **Startup & business leadership paths** – Roles as **entrepreneurs, business founders, venture partners, and innovation managers** launching and leading ventures.
- **Corporate innovation & strategy roles** – Opportunities in **business development, product management, innovation labs, and strategic growth teams** across industries.
- **Consulting & advisory careers** – Potential to work as **business consultants, market analysts, operations strategists, or small enterprise advisors** supporting growing organisations.

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

ENRICHMENT PROGRAM CONTENT

- **1st Year** : 45 hours of training by EDII faculty at Acharya Campus
- **2nd Year** : 45 hours of training by EDII faculty at Acharya Campus
- **3rd Year** : One-month immersive internship at the EDII Campus

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

Follow on Social Media

