

2024

 IILM UNIVERSITY

Learn with Purpose, Lead with Purpose



**BACHELOR OF BUSINESS ADMINISTRATION**



## OUR VISION

Our vision is to be a leading University that inspires students to become responsible global citizens and leaders in their chosen fields and in the world, through an innovative, interdisciplinary, and inclusive approach to learning.



## OUR MISSION

Our mission is to provide students with an education that is intellectually stimulating and practically relevant. We aim to foster a community of learners who are innovative, interdisciplinary, and socially responsible. We offer a range of programs that are designed to prepare students for purposeful work and to inspire them to make a positive difference in the world. We are dedicated to empowering students with the knowledge, skills, and experiences they need to achieve their full potential and to become responsible global citizens and leaders.

## THE IILM ADVANTAGE



Over 30 years of  
excellence



Global network of  
over 16000 alumni



International  
collaborations



Niche career  
pathways



Job opportunities with  
over 400 companies



Centrally located  
green campuses



Academicians &  
Industry Practitioners



Merit  
scholarships

## COURSE OVERVIEW

### A new BBA program tailored for new business ecosystem

In response to the profound shifts brought about by the post-COVID world, we recognize the imperative need for a fresh perspective to navigate the ever-evolving business terrain. Today's students must not only comprehend the intricacies of the business ecosystem and the innovative technologies reshaping industries but also acquire the essential skills essential for the future. It is with this in mind that our BBA program is meticulously designed around three fundamental principles:

- 1 Mastery of Core Management Functions and Principles:** Our curriculum serves as a robust cornerstone, ensuring that students gain a deep understanding of essential management functions and principles, providing them with a solid foundation.
- 2 Proficiency in Navigating the Emerging Technology Landscape:** Students are equipped with the knowledge to navigate the dynamic technology landscape, comprehend its disruptive potential, and recognize its pivotal role in propelling economic innovation.

**3 Cultivation of an Entrepreneurial Mindset:** Through immersive hands-on projects in collaboration with industry partners and active engagement with our incubation cell, students are presented with the opportunity to nurture and apply entrepreneurial thinking.

At IILM University, we are committed to empowering the next generation of business leaders to not only adapt but to lead and innovate within the constantly evolving business landscape. Our Bachelor in Business Administration (BBA) program, in alignment with the visionary National Education Policy of 2020, prepares graduates with not only knowledge but also the agility required to excel in their respective industries. This is achieved through dynamic live projects and immersive incubation experiences.

The BBA program is meticulously crafted to instill essential management competencies, arming students to excel in a managerial landscape marked by perpetual innovation. At IILM University, we are dedicated to nurturing future business leaders equipped with a profound comprehension of the ever-evolving business milieu.

Our comprehensive program offers a range of specializations, enabling students to concentrate on their preferred domains, thus enhancing their employability and empowering them to confidently confront the challenges of the contemporary workplace.

## OUR BBA PROGRAM FEATURES

**Our BBA program is built on four core pillars:**

- 1 Core Management Subjects:** Covering Finance, Accounting, HR, Business Strategy, and Marketing, students learn to balance fundamental business aspects.
- 2 Specialization:** RTailored to individual interests, our program offers a wide range of specialized courses, allowing students to explore at their own pace.
- 3 Exploratory Courses:** We encourage well-rounded learning by letting students choose courses from other school disciplines, offering a holistic education experience.
- 4 Incubation Support:** Our incubation cell provides a dynamic space for student startups, with mentorship, networking, and opportunities to collaborate with other ventures. It's where ideas take shape and dreams become reality.

## SPECIALIZATIONS

- 1 Artificial Intelligence:** Our curriculum integrates AI seamlessly, offering students both management fundamentals and engineering insights to prepare them for AI-driven careers.
- 2 Entrepreneurship:** Our unique program combines theory with hands-on experience through an incubation cell, where students embark on startup journeys and receive mentorship from industry experts.
- 3 Digital Marketing:** We offer a comprehensive understanding of digital marketing theory, enriched by practical exposure and industry interactions, turning students into future-ready marketing professionals.

- 4 Business Analytics:** In collaboration with IBM, our program goes beyond conventional analytics. Students work with data, master various tools, and integrate AI and the Co-Pilot engine for cutting-edge skills.
- 5 International Business:** We equip students with knowledge, skills, and cultural intelligence to thrive in the global business environment, fostering a deep understanding of international markets and cross-cultural dynamics.
- 6 Operations & Supply Chain:** Our program equips students with expertise in optimizing logistics, managing resources, and enhancing supply chain efficiency, combining theory with hands-on experience.
- 7 Law:** This innovative program blends business management and legal studies, providing a strong foundation in both fields and enabling students to address legal challenges in the corporate world.
- 8 Psychology:** Our specialization in Psychology offers insights into human behavior, decision-making, and psychological aspects that influence the workplace, enhancing employee well-being and team dynamics.
- 9 General (Specializations in Finance/HR/Marketing):** Our versatile BBA program with specializations in Finance, HR, and Marketing equips graduates with a broad skill set, allowing them to excel in various business functions and industries.

## ABOUT THE STATE OF THE ART INCUBATION CELL: (StartupX LaunchPad)

**StartUpX LaunchPad accelerates your startup journey with:**

**Funding Opportunities:** We provide seed capital and connect you with investors for future partnerships and funding.

**Vibrant Startup Environment:** Our shared workspace fosters collaboration and connects you with a community of like-minded entrepreneurs.

**Invaluable Mentorship:** Gain insights and guidance from successful entrepreneurs who understand the challenges and triumphs of startup life.

**Physical Working Space and Networking:** We offer a dynamic environment for idea-sharing, collaboration, and expanding your professional network.



## OTHER FEATURES OF THE PROGRAM

**1 Experiential learning:** At IILM, we redefine education through experiential learning. Our curriculum blends the latest in educational technology, such as virtual classrooms in the metaverse, with real-world industry projects. With mentorship from industry experts and a focus on making learning enjoyable, students evolve into capable decision-makers who can create meaningful change. Our approach, which includes internships, global exposure, and workshops, fosters intellectual growth and transforms learning into a holistic journey.

**2 Internships:** "At IILM, we offer a unique internship experience that combines both online and offline opportunities. Our students have the chance to work with in-house incubated startups on campus throughout their three-year journey, gaining hands-on experience. In their third year, they embark on a three-month internship with leading multinational corporations and national industries. This multifaceted approach ensures that our students are well-prepared for the dynamic world of business." Some of the corporates where the students interned last year include:

- ▶ JK Marbles
- ▶ Ernst & Young
- ▶ Bharti Airtel
- ▶ KPMG
- ▶ Bajaj Allianz
- ▶ Sapio Analytics
- ▶ Head start
- ▶ Qu Beta Systems
- ▶ Pro Edge
- ▶ Hector Beverages
- ▶ People's Path Labs (Mankind Pharma)
- ▶ Sarbottam Cement, Sourabh Group

**3 NGO Internships:** Students pursue a minimum of two weeks internship at an NGO at the end of year 2, the idea is to develop social sensitivity among students by helping, learning & connecting with the community. Some of the NGO's where the students did internships in the past include:

- ▶ Habitat for Humanity India
- ▶ Action Centre for Transformation
- ▶ Vyomini Social Enterprise
- ▶ Sankalp
- ▶ Muskurahat Foundation
- ▶ Lissum foundation

**4 Higher Education Opportunities:** To be a globally responsible leader, you need firsthand experience learning about cultures, organizations, and business practices around the world. Our international exposure is designed to strengthen your knowledge, skills, attitudes and experience to create economic and social value wherever you go. Students gain the required firsthand exposure either by going to summer schools abroad or by pursuing higher education abroad.

*The Summer School Program* is a unique educational experience as it inculcates responsibility with independence. It provides great international exposure and helps in widening the student's horizon. The following summer schools have been attended by IILM University students, helping them realize their potential in their area of interest:

- ▶ London School of Economics, UK
- ▶ Harvard University, USA

Further, studies at IILM University provide our students with the required guidance and career counselling about the various opportunity of pursuing and acquiring an internationally accredited and accepted degree. Some of the universities where our students have progressed for higher education are: -

- ▶ Kings College, London
- ▶ Icon Collective College, Los Angeles
- ▶ Deakin University, Australia
- ▶ University of Warwick, UK
- ▶ Gothe University, Frankfurt
- ▶ University of Pennsylvania, USA
- ▶ University of Bath, England

## WHAT SETS US APART?

At IILM, our contemporary BBA program is built on three pillars:

**Core Management Functions:** Master essential areas like Finance, Accounting, HR, Business Strategy, and Marketing.

**Emerging Technology:** Gain insights into disruptive technologies to drive innovation.

**Entrepreneurial Mindset:** Develop real ventures with hands-on projects, mentorship, and our incubation cell.

## CAMPUS RECRUITERS

							
							
							
							
							
							



## ALUMNI ACHIEVEMENTS



**RITIK GUPTA**  
Management Intern  
Arthur D. Little  
2019-2021



**MEDHANISH KUMAR**  
Analyst  
KPMG India  
2019-2021



**ANSHUMAN DEO**  
Senior Associate  
iimjobs.com  
2019-2022



**RAGHAV MOHAN BAKSHI**  
Corporate General Manager  
RRB Energy Limited  
2013 - 2016



**ISHAN SAHGAL**  
CEO  
Anavia  
2012 - 15



**SAAGAR SURI**  
Deputy Manager (LCG)  
ICICI Bank  
2018 - 21



**TANYA CHANDRA**  
Associate Intern  
CitiBank  
2019 - 22



**PRANAV TRIKHA**  
Co-Founder  
What's Up Life  
2011 - 13



**ABHAY GOYLE**  
Owner  
Essex Farms  
2013 - 2016



**NIMISHA BALUJA**  
Marketing and Advertising Professional  
Baluja Shoes  
2008 - 2011



**RIJU JHUNJHUNWALA**  
Chairman & Managing Director  
RSWM Limited  
1997 - 2000



**ISHAN PIPLANI**  
Director  
Old Tannery Fashiontech  
2014 - 2017

## CLUBS & SOCIETIES

The clubs and societies provide a platform for students to express their talent and act as the network lifeline for the entire IILM Community. This interaction with fellow students and active participation helps with the overall growth and development of a young person into a well-rounded individual.

				
				
				
				

## LEARN FROM THE BEST

Experience the guidance of world-class pioneers on your journey towards education, wisdom, and knowledge. These experts bring vast industry experience in their respective fields, enhancing both the teaching and learning processed.



**Dr. S. Y. Quraishi**  
Chancellor  
IILM University, Gurugram  
Former Chief Election Commissioner of India



**Mr. Bharat Kaushal**  
Chancellor  
IILM University, Greater Noida  
MD, Hitachi



**Prof. (Dr.) Ranbir Singh**  
Pro-Chancellor  
IILM University, Gurugram  
Founder & Former Vice-Chancellor  
NALSAR Hyderabad & NLU Delhi



**Prof. (Dr.) Shailesh Gandhi**  
Pro-Chancellor  
IILM University, Gurugram  
Former Dean, IIM, Ahmedabad



**Mr. P. Dwarakanath**  
Pro-Chancellor  
IILM University, Gurugram  
Former Chairman  
GSK Consumer HealthCare



**Prof. (Dr.) Sujata Shahi**  
Vice-Chancellor  
IILM University, Gurugram  
Professor of Organisational Behaviour &  
Human Rights



**Prof. (Dr.) Taruna Gautam**  
Vice-Chancellor  
IILM University, Greater Noida  
Professor of Economics



**Prof. (Dr.) Arvind Chaturvedi**  
Pro-Vice-Chancellor  
Director, School of Management  
IILM University, Gurugram  
Former Dean & Professor, IMI, New Delhi



**Prof. (Dr.) V. Chandra**  
Senior Director  
IILM University  
Lodhi Road



**Prof. (Dr.) Asha Verma**  
Pro-Vice-Chancellor  
IILM University, Gurugram



**Ms. Shailaja Bajpai**  
Professor of Practice  
IILM University, Gurugram  
Editorial Advisor, The Print



**Ms. Nidhi Razdan**  
Professor of Practice  
IILM University, Gurugram  
Journalist, Recipient, IPI India Award

### IILM University, Gurugram

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