

For admission please visit
www.cvv.ac.in

BBA BACHELOR OF BUSINESS ADMINISTRATION



CHINMAYA
VISHWAVIDYAPEETH
(DEEMED TO BE)
UNIVERSITY
UNDER SECTION 3 OF UGC ACT 1956
WORLD-CLASS EDUCATION BUILT ON INDIAN WISDOM

Program Overview

The BBA program equips the students with key functional inputs and prepares them either to take up their first corporate job or to pursue higher education in a chosen subject of specialisation.

The BBA degree prepares students for a wide variety of positions within an organisation such as Company manager;

Entrepreneur; Investment Banker; Private Equity Manager; Strategic Consultant etc.

BBA graduates are also of interest to NGOs, the public administration and many other international organisations and institutions.



Offered by

School of Contemporary
Knowledge Systems

Specializations

Marketing; Banking & Insurance.

Duration

3 years

Eligibility

A minimum of 65% in 12th
Standard (Intermediate/CBSE/
Board examination)

Campus

Chinmaya Eswar Gurukula -CEG

Core Subjects*

- ▶ Accounting for Managers
- ▶ Quantitative Methods for Managers
- ▶ Marketing Management
- ▶ Operations Management
- ▶ Managerial Economics
- ▶ Legal aspects for Business
- ▶ Introduction to Strategic Management
- ▶ Managing people in Organizations
- ▶ Management Principles & Practices
- ▶ Managerial Finance
- ▶ IT for Business

**Core Subjects (mandatory)*

Electives

Specialization 1

Marketing:

1. Rural Marketing
2. Digital Marketing
3. Services Marketing
4. Entrepreneurship Development with 'Consumer Behaviour'

Specialization 2

Banking & Insurance:

1. Indian Financial Systems
2. Principles and Practices of Banking
3. Insurance and Risk Management
4. Regulatory Framework for Banking & Insurance



Minors

- ▶ Human relation skills for life and work
- ▶ Appreciating Temple Administration
- ▶ Indic Perspectives on Health, Time and Managing Life Styles
- ▶ Personal Finance
- ▶ Governance – Basic Ideas and Conceptual Issues
- ▶ Economic Insights from Kauṭilya
- ▶ Theorizing Governance from Shanti Parva
- ▶ International Protection of Cultural Heritage and Property - The Legal Dimensions
- ▶ Insights into Indic Culture: A Seminar-based Course

Proficiency Enhancement Courses

- ▶ Language (Sanskrit & English)
- ▶ Communication (Written, Presentation and Oral)
- ▶ Computing (Contemporary, Business)
- ▶ Critical Thinking
- ▶ Business, Government & Society
- ▶ Learning from Leaders

Foundation Courses: (Mandatory)

- ▶ Indian Knowledge Systems I
- ▶ Indian Knowledge Systems II
- ▶ Dharma: Perspectives from Ramayana
- ▶ Purusartha: Perspectives from Mahabharata
- ▶ Niti Sastras: Guide to Living

Self-Immersion Courses

- ▶ Yoga & Meditation
- ▶ Introduction to Seva



**Youth are not careless
They are cared less**

Swami Chinmayananda

Other information

Chinmaya Vishwavidyapeeth – CVV organises optional coaching classes for competitive examinations such as CAT; CA; CMA; CS; Civil Services etc. Schedules and Fee will be shared at the commencement of the academic year.



Registrar
Chinmaya Vishwavidyapeeth
Chinmaya Eswar Gurukula
Adi Sankara Nilayam, Adi Shankara Marg
Veliyanad, Kochi, Kerala 682313

admissions@cvv.ac.in
www.cvv.ac.in / 1800-270-4888