



BACHELOR OF  
BUSINESS ADMINISTRATION

# BBA

[svyasa.edu.in](http://svyasa.edu.in)



**S-VYASA**  
*Deemed-to-be University*  
SCHOOL of ADVANCED STUDIES

**NAAC**  
**GRADE A+**  
ACCREDITED UNIVERSITY

# MILESTONE JOURNEY



**1975**

Establishment of S-VYASA



**1985**

First Research publication in British Medical Journal



**1988**

SIRO (Scientific & Industrial Research Organisation) Recognition



**2011**

Center for Excellence by Ministry of AYUSH



**2007 - 2012**

ICMR Research Center Approval For Advanced Research in Y & N



**2002**

Deemed to be University Status by Ministry of Education, GOI



**2013**

Listed in Category 'A' by Ministry of Education, GOI



**2014**

Awarded UGC 12B Status for High Standards of Education & Research



**2017**

A+ Grade - Cycle II, NAAC Accreditation



**2023**

A+ Grade - Cycle III, NAAC Accreditation



**2019**

Awarded KSURF 4 Star Specialist University Status



**2018**

Awarded Category-1 University Status by UGC



**2024**

Opened World Class (2nd Campus) at Global Tech Park

# | SHAPING FUTURE INNOVATORS



**PADMA SHRI**  
**Dr. H R Nagendra**  
President, S-VYASA

Welcome to S-VYASA Deemed-to-be University, School of Advanced Studies – where the digital leaders of tomorrow are shaped today. Our BCA program blends advanced computer applications with a focus on Artificial Intelligence, Data Science, and Cybersecurity, while fostering holistic personal development. At S-VYASA, we believe computing is more than just programming – it's about building intelligent, secure, and ethical digital solutions for a better world. We prepare tech-savvy innovators who are equipped to lead the future of technology with purpose and impact.

Join us on a transformative journey where your skills are sharpened, your potential is empowered, and your future is built on a foundation of excellence.

**A VISIONARY LEADER, Dr. H R NAGENDRA PIONEERED THE INTERNATIONAL DAY OF YOGA AND BRIDGED THE WORLDS OF SCIENCE AND HOLISTIC WELL-BEING.**

## ABOUT S-VYASA

A LEGACY FORGED AT NASA, FLOURISHING AT S-VYASA

S-VYASA's foundation is built on the extraordinary vision of Padma Shri Dr. H R Nagendra, the "Yoga Scientist". His path from contributing to NASA's pioneering research to igniting the global movement of International Day of Yoga fuels our unique educational philosophy.

S-VYASA Deemed-to-be University, School of Advanced Studies is India's leading university, accredited with NAAC A+ and approved by AICTE. At S-VYASA, students discover the transformative power of education through a variety of Programmes ranging from undergraduate to PhD, all within a supportive, creative, and professional environment. The university blends traditional approaches with modern advancements, preparing students for successful careers by teaching practical skills, fostering industry connections, and providing real-world experiences.



From NASA to S-VYASA



## PROGRAMME OVERVIEW

S-VYASA Deemed-to-be University,  
School of Advanced Studies

The BBA programme from the School of Advanced Studies, S-VYASA is designed to provide a comprehensive understanding of business principles, management practices, and organizational dynamics. It equips learners with the skills and knowledge necessary for a successful career in Business Administration and Management.



# PROGRAMME HIGHLIGHTS



## Core Business Foundation

Master fundamentals like Business Communication, Ethics, Organisational Behaviour, Business Law, Strategy, and International Business.



## Specialised Career Tracks

Choose from three specialisations to deepen your expertise and align your studies with your career goals.



## Innovative Teaching

Engage in student-centric learning through experiential, project-based, and practicum-integrated methods that seamlessly blend Indian Knowledge Systems.



## Practical Exposure

Apply knowledge through real-time projects and case studies, gaining hands-on experience grounded in Indian Knowledge Systems.



## Certified & Expert Faculty

Earn global certifications with HETIC and learn from top faculty from IIMs, IITs, leading Indian and international universities.



## Holistic Growth & Wellness

Develop technical and soft skills alongside yoga and wellness practices to support physical and mental well-being.



## Entrepreneurship Focus

Acquire skills in business planning, market research, finance, and fundraising to foster innovation and startup success.



## GLOBAL PERSPECTIVE

Benefit from international exchanges, study-abroad programs, and global business courses to prepare for worldwide careers.

# PROGRAMME OUTCOMES

The BBA programme is designed to equip students with the knowledge, skills, and competencies essential for success in today's dynamic business environment. The programme outcomes are carefully crafted to align with academic objectives and industry expectations, ensuring that graduates are professionally competent, ethically grounded, and ready to contribute meaningfully to the global workforce.

## PROGRAMME OUTCOMES

- 1** | *Business Knowledge Proficiency in core business domains.*
- 2** | *Communicates ideas confidently and professionally across diverse business tasks*
- 3** | *Critical Thinking Skills Analytical skills to solve complex business challenges.*
- 4** | *Leadership & Teamwork Collaborative abilities and leadership qualities.*
- 5** | *Global Perspective Understanding global business trends and adapting strategies.*
- 6** | *The entrepreneurial mindset emphasizes creativity, innovation, and problem-solving for successful ventures.*
- 7** | *Technology Proficiency Familiarity with ERP, CRM, analytics, and digital tools.*



# INTEGRATED LEARNING APPROACH



**Self-paced and  
Guided Learning**



**Tool-based  
Learning  
Methodology**



**Experiential  
Learning:**  
Using simulations, case  
studies, hackathons, and  
ideathons.



**Project-based  
Learning**

# PROGRAMME SPECIALISATIONS

The BBA Programme at School of Advanced Studies, S-VYASA Deemed-to-be University, offers various specialisations from which aspiring students can choose. The Following Programme Specialisations are available:



**BBA Aviation, Logistics and  
Supply Chain Management**



**BBA International Business,  
Digital Marketing and Business Analytics**



**BBA Sports Management**



## A DISTINCTIVE EDGE – THE CONSCIOUS LEADERSHIP LAB

S-Vyasa's pioneering Conscious Leadership Lab integrates ancient yogic wisdom with modern leadership science. Through mindfulness, emotional resilience training, and values-based decision-making, students develop the inner clarity and ethical grounding essential for today's volatile business environment.

## VALUE BENEFITS FOR LEARNERS

- Industry-aligned Specialisations.
- Masterclasses with global academics and industry leaders.
- Holistic learning with practical exposure.

## INDUSTRY EDGE

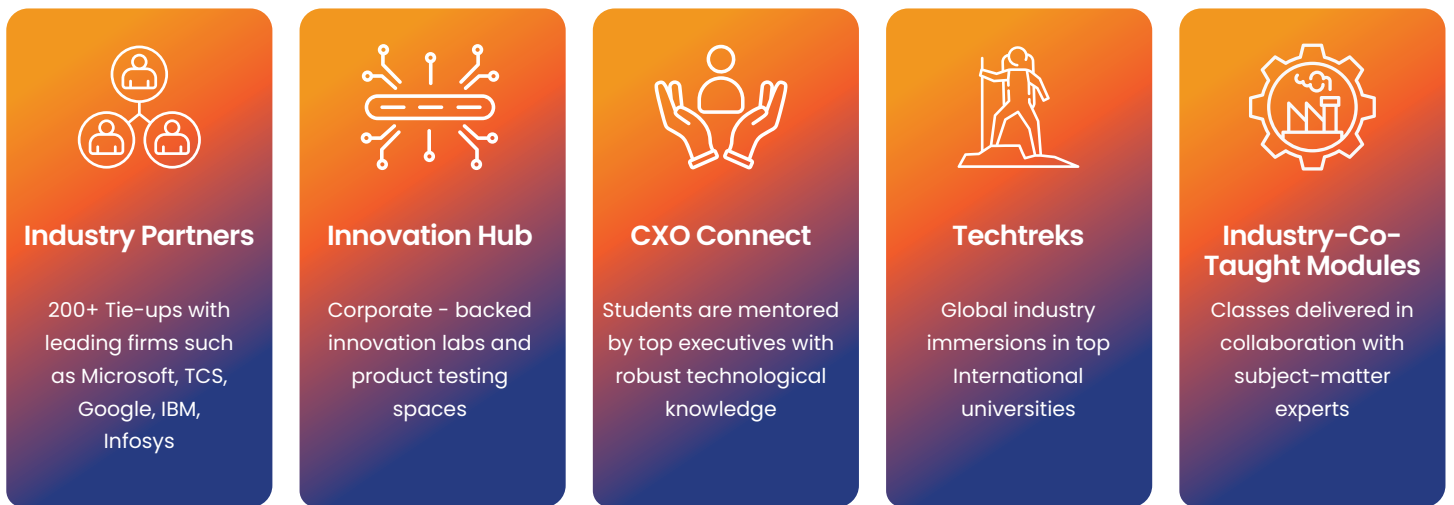
- Partner with industry experts for courses, workshops, competitions, and simulations.
- Collaborate with SAS and AIMA YLC Bengaluru through strategic MoUs.
- Build employability skills and practical experience.
- Develop future business leaders with expert mentorship.



# INDUSTRY CONNECT: FROM CAMPUS TO CORPORATE

WHERE INNOVATION GETS FUNDED, TESTED AND ADOPTED

Our unmatched **industry collaborations empower** students, faculty, and partners to create impactful solutions tailored for the modern world.



## LAUNCHPAD CAREER ACCELERATOR

Top students pitch to recruiters, startup mentors, and angel investors during annual demo days.

## WHY CHOOSE S-VYASA FOR BBA?

Holistic integration of business and spiritual knowledge (unique USP).

- International certifications, global exposure, and industry-aligned curriculum with career-focused specializations.
- Strong industry collaborations through MoUs for skill development, producing employable, job-ready graduates.



## ACADEMIC INITIATIVES

### Global Immersion Opportunities

\*Conditions Applied

Learn at partner universities. In Europe, the US and Asia through student exchange programmes with recognition of credits acquired.

### Hack-to-Impact Labs

Curriculum-integrated problem-solving sprints with regular hackathons and ideathons.

### Greentech Initiatives & Projects

Develop sustainable, eco-conscious technology through eco-clubs & green initiatives.

## | FACULTY PROFILE

Our faculty, led by Dr. Geetanjali P, HOD of Management and Commerce a dedicated leader and strategic growth advisor. The purpose driven team includes seasoned industry experts and renowned academicians. They bring extensive experience, fostering excellence in teaching, research, and industry engagement. The team is committed to nurturing future-ready professionals through a blend of academic rigor, ethical values, sustainability and real-world learning opportunities.



## CAMPUS LIFE : A CULTURE OF CURIOSITY AND CREATION

More than just **Buildings and Labs** — our campus is a **Living, Breathing Innovation Lab**

- Smart classrooms and immersive digital learning tools
- Wellness spaces, nature walks and peer support pods
- Start-up street : student-run ventures with Tech Park initiatives
- International student and faculty exchange programmes
- Tech carnival, harmony fest, and cultural nights with a global twist

“ At S-VYASA Deemed-to-be University, School of Advanced Studies  
you'll find your purpose and your people ”

## ADMISSIONS & SCHOLARSHIPS

We remove barriers to create real inclusive learning.  
Transparent Entrance and Counselling-Based Admissions.

**100% Merit-Based and Need-Based Scholarships\***

Women in **STEM** Fellowships

Global Talent Initiative for NRI and International Applicants

**Founders' Grant:** for **Entrepreneurial** Aspirants with Pre-Idea-Stage Ventures

Accessible Education: Interest-Free Loans, Work-Study Options, Startup Grants

# | ELEVATE YOUR CAREER TODAY

READY TO TAKE THE NEXT STEP IN YOUR PROFESSIONAL JOURNEY?

APPLY NOW TO THE

## S-VYASA BBA PROGRAMME



## | HOW TO APPLY

- 1 Visit Our Website:**  
<https://svyasa.edu.in/>

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- 2 Submit Your Application:**  
*Complete the online application form.*

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- 3 Prepare Your Documents:**  
*Gather required documents.*

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- 4 Attend an Information Session:**  
*Learn more about our Programmes and meet our faculty.*



# EDUCATION meets **INDUSTRY**

## OUR CENTRES OF EXCELLENCE



The programme, co-developed with IBM's ICE, offers a curriculum aligned with industry standards. Students gain practical experience through projects, case studies, and mentorship from IBM professionals. With their degree, they earn industry-recognised certifications in AI, Data Science, Cloud Computing, and more.



- Courses delivered by IBM Subject Matter Experts.
- Project and internship-based learning with IBM mentorship.
- IBM ICE merchandise and learning kits for students.
- Globally recognised IBM Digital Badges.
- Internship and placement opportunities facilitated by IBM

The programme, enhanced by TCS iON, integrates a phygital learning model that combines classroom instruction with digital tools. Through Industry Honour Courses and the Placement Success Programme, students acquire essential skills in coding, analytics, and soft skills, aligning with current industry demands.



- Courses delivered by TCS Subject Matter Experts in the classroom.
- Project and internship-based learning, with placement opportunities from TCS partners.
- Participation in national and global hackathons.
- Recognition of Industry Honour Courses through digital credentials.
- Employability skill certifications, including NQT and job readiness training through PSP

Students receive comprehensive support to pursue international education through our collaboration with Santamonica Study Abroad Pvt. Ltd.. With over 20 years of experience and partnerships with 800+ institutions across 30+ countries, Santamonica offers:



- Guidance on university/college and course selection
- Assistance with applications, admissions, scholarships, and funding
- Visa processing and interview preparation
- Pre-departure and post-arrival support
- Opportunities for dual degrees, internships abroad, summer schools, student exchange and credit transfers

As a Cambridge Learning Partner, we offer an internationally recognised CEFR-aligned English language learning programme. This programme enhances students' language proficiency, providing them with a competitive edge in academic and professional settings.



- Structured learning and testing through CEFR-based assessments
- Improved academic and career outcomes
- Enhanced global mobility and employability
- Recognition by universities and employers worldwide

Our industry and edtech partners actively train and mentor students, equipping them with the skills needed for successful placements.

\*T&C applied

## INTERNATIONAL MoUs



and more than **30+ International Institutions**

## NATIONAL AFFILIATIONS & MoUs



and more than **70+ National Institutions**

## EDUTECH PARTNERS



## INDUSTRIAL PARTNERS



ARE YOU READY TO BUILD THE FUTURE WITH US?

**YOUR JOURNEY STARTS HERE**

**LET'S MEET !**

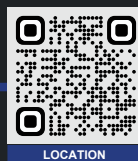


SCAN TO CONNECT



**S-VYASA**  
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SCHOOL of ADVANCED STUDIES

S-VYASA Deemed-to-be University, School of Advanced Studies is a hub for pioneering management education, where business knowledge meets practical experience. Our BBA programme, shaped by strong industry partnerships and a future focused curriculum, equips students to lead with insight, drive innovation, and build the businesses of tomorrow.



LOCATION

**S-VYASA Deemed-to-be University, SCHOOL OF ADVANCED STUDIES**

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