



Industry Synergised BBA



The Royal Cottage, Bangalore Palace, Vasanthanagar,
Bangalore- 560 052. **Tel: 080 23560387 / 23560389.**
scalinggreaterheights@gemsbschool.com www.gemsbschool.com
• Bangalore • Mysore • Pondicherry • Tirupati • Vizag •

About GEMS B School

Conceived by experienced academicians and inspired by accomplished professionals.

Vision

Creating leaders and not just managers.

Mission

Igniting Excellence in young minds.

Values

Effective, Ethical, Enterprising,
Transparent, Student friendly
and Market centric.



Awarded 'Management
College of the year - 2015'
by Higher Education Review



Ranked in the 21st position by
India Business Journal in its
2015 B School Ranking Survey



Ranked by Higher Education
Review - 2016 in the
25th position Nationally



Awarded as the "Fastest
Growing B School in India"
by Business & Economy



Offers programs in synergy with
the Industry with over 400
companies across industries



Offers industry Specific Certification Programs
in areas of Information Security,
Business Analytics, Digital Marketing,
Financial Analytics, Human Resources Management,
Airport Operations, Logistics & Supply Chain etc.



GEMS B SCHOOL -Bangalore has been Ranked No. 4 with A+++ Grade in India,
No. 7 in Academic Excellence, No. 5 in Placements, No. 7 in infrastructure and
No. 7 in Alumni Network in India, in Silicon India's
'What If Not IIMs' B School Survey 2023.

AWARD

GEMS B SCHOOL-Bangalore, in Feb 2019, received the prestigious **ASSOCHAM** award for '**The most preferred B School of the year in South India**' from Sri. Suresh Prabhu, Central Minister for Industry and Commerce and Civil Aviation and in the presence of Sri. Pranab Mukherjee, former president of India, in New Delhi.



AWARD

GEMS B SCHOOL received the prestigious **ASSOCHAM** award for 'The most preferred B School for Placements' Nationally, at the **ASSOCHAM** 13th Higher Education, Skill and Livelihood Conclave conducted on 25th and 26th Feb-2020 in New Delhi.

The award was received from one of India's tallest Business Leaders, Dr. Niranjan Hiranandani, The Founder and Managing Director of Hiranandani Group.



AWARD

GEMS B SCHOOL was recognised as
'The Most Innovative Business School in South India'
at the **Times Business Awards 2020**,
organised virtually by Times of India
on 5th October 2020.



AWARD

GEMS B SCHOOL was recognised as the '**B School of the year**' at the **ASSOCHAM 15th International Education Leadership & Skill Development Summit**

held on the 13th of May 2022 in New Delhi.

This Coveted '**B-School of the year**' award of ASSOCHAM was received by us from the Honourable Minister of State for Defence and Tourism, Govt. of India, Shri. Ajay Bhatt.



AWARD

GEMS B SCHOOL takes great pride in being recognised as one of the **Best Education Brands in India 2023** by The Economic Times. We were felicitated by the Honourable Education Minister of the Government of Nagaland, Shri. Temjen Imna Along at **The Economic Times Best Education Brands 2023** Event organised at the Hyatt Regency, New Delhi, on 29th June 2023. Coming from India's No. 1 Business & Financial Newspaper, TV Channel and Website, this recognition is absolutely special and motivating. We were also thrilled to find out that we were recognised among highly prestigious Institutions such as IIM – Indore, BITS – Pilani etc.



DEGREE AWARDING UNIVERSITIES



**University of
Sunderland**



**ROOSEVELT
UNIVERSITY**



**LA TROBE
UNIVERSITY**



**AMERICAN HERITAGE
UNIVERSITY**
OF SOUTHERN CALIFORNIA

Dear friend,

Igniting Excellence

Welcome to GEMS, the B-School with a difference. We are sure you want to know what the difference is? Right from the ambience, curriculum, methodology, faculty and the conditioning, everything is going to be unconventional and different, all with a specific purpose.

GEMS is a voyage. Our goal is to build you like a ship, majestically and meticulously, to enable you to sail steadily on the choppy seas of business. Whether you are going to choose the passage of corporate executive, business professional or entrepreneur, our aim is to reinforce you in such a way, you are able to cruise with equanimity without ever compromising on business ethics. Every minute you spend here is going to equip and enlighten you, empower and energise you so that you can weather any storm. Set sail, we have many nautical miles to conquer and coasts to anchor.

Dr. M.I.M.Nehruzii MSc, MBA, PhD.
Dean
GEMS B SCHOOL



Industry Synergised BBA

This is a 3 year Globally recognised Graduate level Dual Qualification in Business Management offered in more than 12 Specialisations.

The moment a student joins GEMS B SCHOOL, he or she will be put on an intensive learning module for 3 years. As a part of this program, students will also be put on Internships every semester to gain Industry exposure. At the end of this program, the student will have a Dual Qualification in Business Management, multiple Internship certificates and a Job Placement with a reputed company in the chosen specialisation.

One BBA degree will be awarded by a UGC recognised Indian University and another Graduate Program Certificate in Business Management from GEMS B SCHOOL in the chosen specialisation. On completion of this program, the student will be immediately placed in a full time salaried Job related to the chosen specialisation in a reputed company.

Fees is payable in 6 easy instalments. Hostel accommodation available in the campus. Students will be exposed to multiple Internships, Guest Lectures and an Outbound Workshop as a part of the course curriculum.

This is the only program in India where students get to choose from more than 10 different specialisations.

BBA Specialisations

- ◆ Business Analytics
- ◆ Marketing Management
- ◆ Financial Management
- ◆ Human Resource Management
- ◆ International Business Management
- ◆ Information Technology Management
- ◆ Retail Management
- ◆ Digital Marketing
- ◆ Event Management
- ◆ Hospitality & Travel Tourism Management
- ◆ Logistics & Supply Chain Management
- ◆ Healthcare and Hospital Management

Hostel accommodation is provided for Boys and Girls during all the years of study and work at an extra cost. Hostel stay is optional. After the student's admission the college will provide the student with the necessary documents to be produced to the bank for the processing of education loan.

To join this course, the student has to clear our online entrance test @ www.gemsadmissiontest.com.

Then the student has to come to our campus, obtain an application & Go through a personal interview. After the successful completion of the interview, fill up of the application form, submit photocopies of all the required documents, pay the first installment fees and get the admission.

This is a Globally recognised, no-nonsense, hardcore, frills-free learning programme conceived with the only intention of conditioning youngsters for a rewarding career and a meaningful life. Special inputs will be provided in personality development, English communication skills, relationship management, Team building, decision making, leadership etc. Special inputs will also be provided in fundamental computing skills.

International Progression (optional)

GEMS B SCHOOL's strategic partnerships with reputed International Universities enables students enrolling for the Industry Synergised BBA program for a course progression into a Bachelor's program in Management at one of these International Universities.

GEMS B SCHOOL currently has International Pathway agreements with University of Sunderland - UK, Roosevelt University - USA and La Trobe University - Australia.

Students can complete the first 2 years of their BBA at GEMS B SCHOOL and progress to one of these Universities for the final year to get a Bachelor's degree in Management from that respective University.

The International progression is only for students who are interested in this option and is not mandatory for all. Students enrolling for the Industry synergised BBA have time upto 2 years to decide whether they would like to choose this option or not.



INDUSTRY SYNERGISED BBA

Curriculum

SEMESTER –I

1 English- I
2 Communicative English I
3 Environmental Studies
4 Indian Business Environment
5 Principles of Economics
6 Financial Accounting -I

SEMESTER –II

1 English- II
2 Communicative English II
3 Constitution of India
4 Managerial Economics
5 Business Mathematics
6 Financial Accounting -II

SEMESTER –III

1 English- III
2 Communicative English III
3 Computer Applications
4 Cost Accounting
5 Principle and Practice of Management
6 Financial Accounting -III

SEMESTER –IV

1 English- IV
2 Communicative English IV
3 Management Accounting
4 Marketing Management
5 Financial Management
6 Human Resource Management

SEMESTER –V

1 Small Business Management & Entrepreneurship
2 Income Tax
3 Business Statistics-I
4 Commercial Law
5 Advertising and Sales Management
6 Working Capital Management
7 Specialisation Subject 1
8 Specialisation Subject 2
9 Specialisation Subject 3

SEMESTER –VI

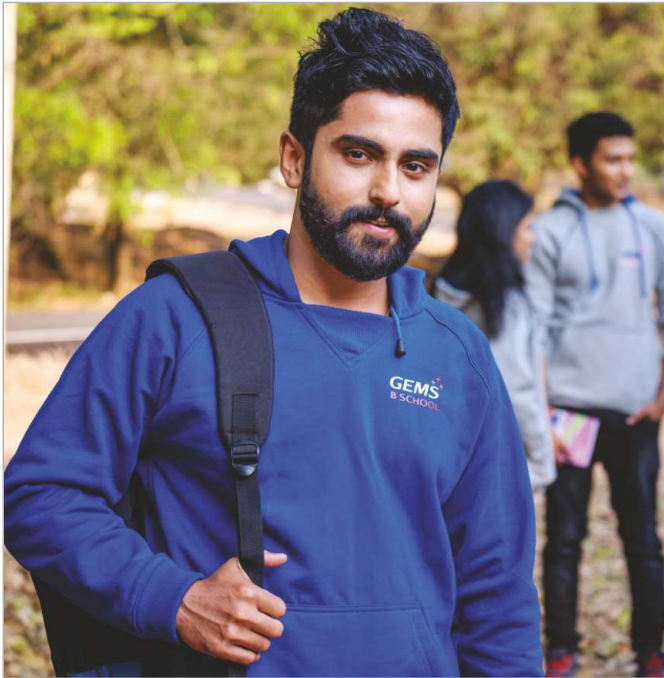
1 Business Statistics-II
2 International Business
3 Company Law*
4 Law and Practice of Banking
5 Marketing Strategies
6 Foundations of Individual Behaviour
7 Specialisation Subject 4
8 Specialisation Subject 5
9 Dissertation

Fee Structure

The total fee structure of this course is **Rs. 3,80,000/-** payable in 6 instalments once every 6 months.

Installment	Amount
1	Rs. 90,000/-
2	Rs. 90,000/-
3	Rs. 50,000/-
4	Rs. 50,000/-
5	Rs. 50,000/-
6	Rs. 50,000/-

Salient Benefits



- ◆ Faculty from industry
- ◆ Digital library with unlimited access
- ◆ Team building
- ◆ Most economical
- ◆ Creativity
- ◆ Highly flexible
- ◆ Seminars
- ◆ Entrepreneurship
- ◆ Classes during weekends
- ◆ Student friendly experimental learning
- ◆ Personality enrichment
- ◆ Aptitude test skills
- ◆ Industry Relevant Curriculum
- ◆ Excellent Environment

Value Addition

- ◆ Compulsory Outbound Workshop
- ◆ Regular discussion forums with senior executives from the Industry to enhance better corporate adaptability.
- ◆ People skills like Communication, Leadership, Relationship management, team building, Entrepreneurship, working in virtual teams, etc.
- ◆ Industry skills like Spoken English, Personality Enrichment, Aptitude test skills, Interview skills, GD skills, Tele / Video conference skills, etc.



Admission Procedure

Admission Procedure

Students can apply for this course by taking the Gems Admission Test (GAT) on www.gemsadmissiontest.com

Eligibility

10+2 from any state board.
Students awaiting their 10+2 results can also apply.

Duration

3 Years

Classes

Weekdays

A FEW COMPANIES OUR STUDENTS WORK WITH



ALL LOGOS / TRADEMARKS USED ARE EXCLUSIVE PROPERTIES OF THE RESPECTIVE CORPORATIONS / COMPANIES

Contact us

GEMS B SCHOOL
THE CAREER CATALYSTS
MYSORE MAHARAJA INSTITUTE OF HIGHER EDUCATION

The Royal Cottage, Bangalore Palace, Vasanthanagar, Bangalore - 560 052.
Tel: 080 23560387 / 23560389