



**MORE** INGENIOUS  
ENTERPRISING  
GLOBAL

# BBA (Hons.) PROGRAM

Woxsen University, Hyderabad



**CAMPUS:**

Kamkole, Sadasivpet, Sangareddy District  
Hyderabad - 502 345  
Telangana, India

**CORPORATE OFFICE:**

Woxsen University Corporate Office, Plot No. 1270,  
H. No: 8-2-293/82/A, 4th floor, JSP Jubilee Crown Building,  
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[admissions@woxsen.edu.in](mailto:admissions@woxsen.edu.in)



**12** All India Top 100 B-Schools  
Times B-School Ranking 2023

**15** All India Top Pvt. B-Schools  
Business World 2022

**25** Top 50 State Pvt. Universities  
Outlook I-Care 2023



At the heart of Woxsen University's ethos is the 'BE>' concept, which stands as an emblematic representation of the principle of 'Be More.' It's not merely a symbol; it's a mindset, a call to action, a challenge to every student to transcend their current capacities and rise above the commonplace.



By embracing this ethos to BE>, students innately demonstrate unique characteristics of Intuitive Ingenuity, Efficiently Enterprising and a Globally Grand Mindset. When students absorb the BE> philosophy, they're not merely prepared for the world, they're set to redefine it.

Our pedagogy, delivery and learning are forged not only in classrooms but beyond, on testing grounds of real-world challenges.

## Beyond the Ordinary

### Experiential Learning:

The curriculum incorporates real-world application of theory, design projects, guest lectures and internships to hone critical-thinking and decision-making skills.

### International Student Exchange Program:

120+ global partnerships with world's leading universities exposes students to different cultures and markets, broadens perspective, fosters adaptability and enables better understanding of global business.

### Industry-Integrated Faculty:

Insights and mentorship of accomplished professionals and thought leaders bridge the gap between academic theory and practical application.

### World Class Infrastructure:

Spread across 200 acres, the campus features state-of-the-art design labs, high-tech classrooms, International standard sports arena and modern recreational and residential facilities providing an inspiring environment for creative learning.

At Woxsen, you are groomed not just for a future career but are transformed into individuals that are Ingenious, Enterprising and Global in all perspectives.

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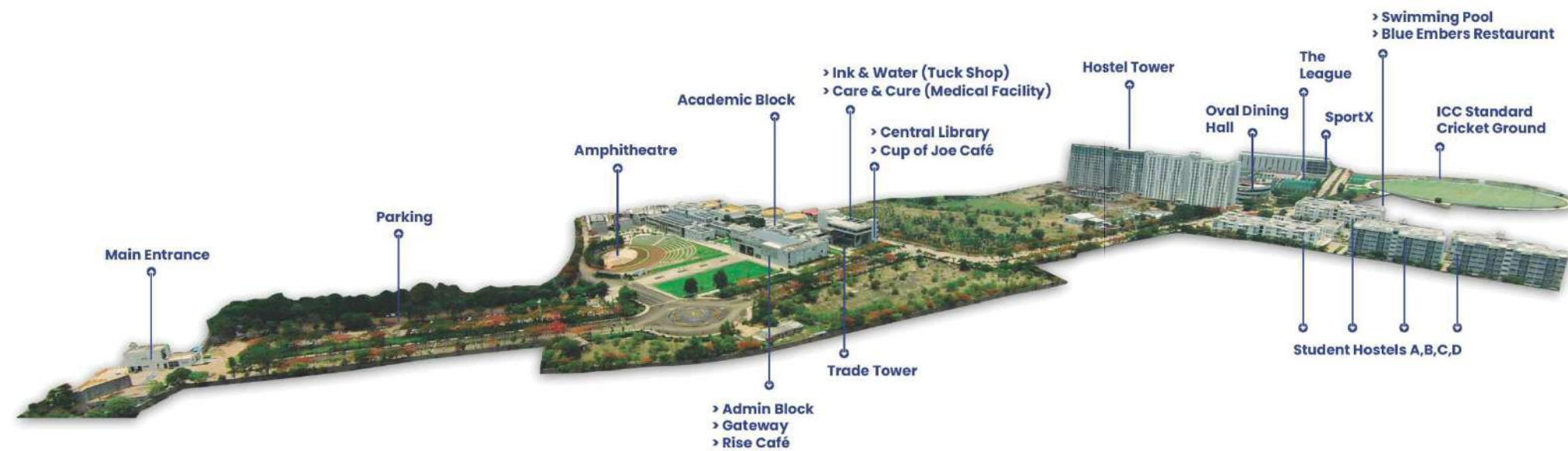
Our Students Go Places!

Fees, Scholarships & Financing Options

Student Speak

Admission Process

## A WORLD WITHIN OUR CAMPUS



TAKE A CAMPUS TOUR

## Spotlight on our Class of '23

Men  
**65%**

Women  
**35%**

Students from **7** Diverse backgrounds

MPC

CEC

HEC

MEC

BIPC

Diploma in Management

Diploma in Engineering

Students from  
**18+**  
States across India

AP & TS  
**86%**

Other States  
**14%**



## WORLD CLASS EDUCATION THAT INGRAINS THE ETHOS TO BE MORE



Business Administration serves as the bedrock upon which the intricacies of modern commerce are meticulously structured and strategically executed. It plays a pivotal role in ensuring the efficient allocation of resources, effective decision-making, and the sustainable growth of organizations.

Woxsen University's Bachelor of Business Administration course aims to nurture the future leaders of the business world, and to stand as a testament to our commitment to providing students with a comprehensive, world-class education. This program is designed to equip you with the knowledge, skills, and ethical foundations necessary to excel in the ever-evolving and competitive global business landscape. With curriculum designed to challenge you to go beyond business & view every topic through a global lens. It enables students to put theory into practice, helping them discover their strengths in real-world business scenarios.

The 4-year Undergraduate Bachelor of Business Administration (Hons.) program at Woxsen University offers 6 in-demand specializations. For the relevance and comprehensiveness of its Business Administration programs, Woxsen University ranks 12th All India (Times B-School Ranking 2023), among the top 100 B-Schools.

## Programs Offered

### BBA (Hons.) – GENERAL

The General BBA program will reiterate the broader perspective of Business Students that will develop an in-depth understanding of the four core areas of business management which are Marketing, Finance, HR& Operations

### BBA (Hons.) - E-Commerce & Digital Marketing

BBA in E-Commerce & Digital Marketing will help you grasp the much needed skills to create, manage & operate any online business. This program will equip you with the various digital marketing tools & principles used, to deliver effective social media campaigns and enable an understanding of the various levers available online to promote any business category.

### BBA (Hons.) - Data Science & Artificial Intelligence

BBA in Data Science & Artificial Intelligence is designed to help learners acquire latest knowledge and skills in emerging technologies like Data Science, Visualisation Management reorting etc. This program will help you understand how AI-driven businesses can deliver efficient & effective business results, analyse, forecast & power business value with the use of Data Science.

### BBA (Hons.) - Entrepreneurship Development

The BBA in Entrepreneurship Development program empowers individuals to drive economic growth, innovate, and create positive social change.

Designed for aspiring entrepreneurs, it hones knowledge, skills, and abilities critical for business success. This program cultivates an entrepreneurial mindset, enabling graduates to tackle diverse roles and propel their enterprises to new heights. Join us for a transformative journey in entrepreneurship.

### BBA (Hons.) – Financial Services

Bachelor of Business Administration in Financial Services will empower you with in-depth knowledge of Financial Services and Insurance Sector. The program covers modules like security analysis, capital & derivatives markets, financial management, risk management and more which will equip student with the required skillset to deal with financial challenges faced by any industry, sector or client.

### BBA + MBA (Integrated)

Woxsen's 5 Year BBA + MBA (Integrated) program is designed with new-age specializations at both the levels, like Business Analytics, Digital Marketing, E-Commerce, Data Science, Artificial Intelligence amongst other topics. The program offers a world-class academic rigour with a highly industry-oriented curriculum and practice-based learning, preparing students for the contemporary business environment. The program instils strong business acumen and inculcates entrepreneurial abilities, providing a robust platform to launch careers with specialized skill sets in the domain of their choice.

## Road Map to the BBA. Program

## CAMPUS PLACEMENTS

## PLACEMENT PREP

Aug -Jan

Jan-June

Jun-Jul

Jul -Dec

Jan-May

June-Jul

Jul -Dec

Jan-May

July -Dec

Jan-May

Semester 1

Semester 2

Social  
Internship

International  
Student  
Exchange/  
Progressive  
Studies

Semester 3

Semester 4

Corporate  
Internship

Semester 5

Semester 6

Campus  
Placements

Semester 7

Semester 8

# BE MORE CURIOUS

The General BBA program will reiterate the broader perspective of Business Students that will develop an in depth understanding of the four core areas of business management which are Marketing, Finance, HR& Operations.

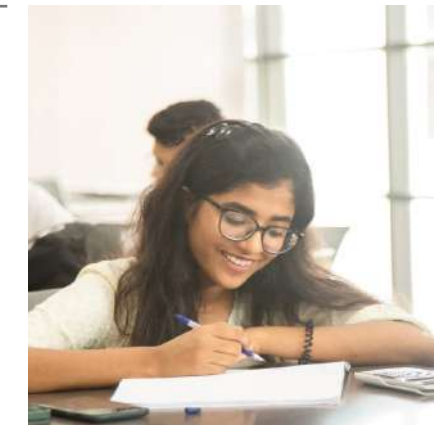
## BBA General

Duration: 48 Months, Full-Time, Residential Program

TERMS	COURSE TITLE	ELECTIVES
Semester 1	<ul style="list-style-type: none"> <li>Introduction to Business Communication and Etiquette</li> <li>Introduction to the world of A.I.</li> <li>Environmental Education &amp; UN SDGs</li> <li>Theories of Organisational Behaviour</li> <li>Life Skills 1- Working with MS Office</li> <li>Understanding India, Past, Present and Future</li> <li>EconoSphere: Exploring the Microeconomic Universe</li> </ul>	
Semester 2	<ul style="list-style-type: none"> <li>Life Skills 2 - Networking &amp; Building Responsible Leadership</li> <li>Academic and Research Writing</li> <li>Macro Economics</li> <li>Indian Knowledge System</li> <li>Ethics &amp; Philosophy</li> <li>Design Thinking &amp; Innovation with Capstone Project</li> <li>Tech tools for Modern Business Leaders</li> <li>Social Internship</li> </ul>	
Semester 3	<ul style="list-style-type: none"> <li>Geo Politics &amp; Global Decisions</li> <li>Business Statistics</li> <li>Introduction to Marketing</li> <li>Introduction to Financial Accounting</li> <li>Urban Design/Product Design</li> <li>Life Skills 3 - Foreign Language: Spanish</li> </ul>	
Semester 4	<ul style="list-style-type: none"> <li>The Art of Self Reflection</li> <li>Operations Management</li> <li>Accounting for Business Decisions</li> <li>Technology Solutions for Business - Python Programming</li> <li>Introduction to Human Resource Management</li> <li>Corporate Internship</li> </ul>	
Semester 5	<ul style="list-style-type: none"> <li>Supply Chain Management</li> <li>Gender Issues in Modern Society</li> </ul>	<ul style="list-style-type: none"> <li>Entrepreneurship &amp; Innovation</li> <li>Introduction to Digital Marketing</li> <li>Data Analytics for Decision-Making</li> </ul>

\*Woxsen University follows a Continuous Benchmarking Policy & the above curriculum outline is subject to change without further notice.

Semester 6	<ul style="list-style-type: none"> <li>Business Research Methods</li> <li>Business Strategy</li> </ul>	<ul style="list-style-type: none"> <li>AI &amp; ML in Business</li> <li>Corporate Finance</li> <li>Social Entrepreneurship</li> </ul>
Semester 7	<ul style="list-style-type: none"> <li>Existential Dialogues</li> <li>Advance Marketing Management</li> <li>Leadership and Change Management</li> <li>Project Synopsis Presentation</li> </ul>	<ul style="list-style-type: none"> <li>Security Analysis &amp; Portfolio Management</li> <li>Managing Venture Capital</li> </ul>
Semester 8	<ul style="list-style-type: none"> <li>Dissertation Presentation</li> <li>Micro Credit Certification Courses</li> </ul>	<ul style="list-style-type: none"> <li>Business Plan Implementation</li> <li>Creating Disruptive Online Businesses</li> </ul>



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### The Woxsen Advantage:

- Right mix of theory & practical concepts from top notch faculty
- Internships | Case Studies | Group Assignments
- Opportunity to register for the Trade Tower Program
- #Unicorn Calling: Learn & Network with some of the leading Entrepreneurs
- Woxsen Leadership Series: Learn & Network with some of the visionary leaders

### Eligibility:

- Applicants must have completed the examination at 10+2 level of schooling or its equivalent in any stream from CBSE, ISC, State boards, IB, Cambridge or other Government recognised boards with 60% aggregate. In addition, all candidates are required to have a good understanding of English language.
- Students appearing for 12th Grade/ equivalent may apply. However, to secure admission at Woxsen University, clearing 12th Grade/ equivalent exam is mandatory.
- International Applicants can check their eligibility at <https://woxsen.edu.in/international/eligibility/>
- Accepted Entrance Test Scores: Woxsen Aptitude Test (WAT)/ SAT/ CUET
- For Candidates applying with CUET-UG Score:
  - i) English as a Language subject is mandatory.

# BE MORE ADAPTIVE

BBA in E-Commerce & Digital Marketing will help you grasp the much needed skills to create, manage & operate any online business. This program will equip you with the various digital marketing tools & principles used, to deliver effective social media campaigns and enable an understanding of the various levers available online to promote any business category.

## E-Commerce & Digital Marketing

Duration: 48 Months, Full-Time, Residential Program

TERMS	COURSE TITLE	ELECTIVES
Semester 1	<ul style="list-style-type: none"> <li>Introduction to Business Communication and Etiquette</li> <li>Introduction to the world of A.I.</li> <li>Environmental Education &amp; UN SDGs</li> <li>Theories of Organisational Behaviour</li> <li>Life Skills 1- Working with MS Office</li> <li>Understanding India, Past, Present and Future</li> <li>EconoSphere: Exploring the Microeconomic Universe</li> </ul>	
Semester 2	<ul style="list-style-type: none"> <li>Life Skills 2 - Networking &amp; Building Responsible Leadership</li> <li>Academic and Research Writing</li> <li>Macro Economics</li> <li>Indian Knowledge System</li> <li>Ethics &amp; Philosophy</li> <li>Design Thinking &amp; Innovation with Capstone Project</li> <li>Tech tools for Modern Business Leaders</li> <li>Social Internship</li> </ul>	
Semester 3	<ul style="list-style-type: none"> <li>Geo Politics &amp; Global Decisions</li> <li>Business Statistics</li> <li>Introduction to Marketing</li> <li>Introduction to Financial Accounting</li> <li>Urban Design/Product Design</li> <li>Life Skills 3 - Foreign Language: Spanish</li> </ul>	
Semester 4	<ul style="list-style-type: none"> <li>The Art of Self Reflection</li> <li>Operations Management</li> <li>Accounting for Business Decisions</li> <li>Technology Solutions for Business - Python Programming</li> <li>Introduction to Human Resource Management</li> <li>Corporate Internship</li> </ul>	
Semester 5	<ul style="list-style-type: none"> <li>Supply Chain Management</li> <li>Gender Issues in Modern Society</li> </ul>	<ul style="list-style-type: none"> <li>Entrepreneurship &amp; Innovation</li> <li>Introduction to Digital Marketing</li> <li>Data Analytics for Decision-Making</li> </ul>

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Semester 6	<ul style="list-style-type: none"> <li>Business Research Methods</li> <li>Business Strategy</li> </ul>	<ul style="list-style-type: none"> <li>AI &amp; ML in Business</li> <li>Customer Relationship Management</li> <li>Website Development Strategies &amp; E-Commerce</li> </ul>
Semester 7	<ul style="list-style-type: none"> <li>Existential Dialogues</li> <li>Advance Marketing Management</li> <li>Leadership and Change Management</li> <li>Project Synopsis Presentation</li> </ul>	<ul style="list-style-type: none"> <li>Social Media Marketing</li> <li>Visual Analytics</li> </ul>
Semester 8	<ul style="list-style-type: none"> <li>Dissertation Presentation</li> <li>Micro Credit Certification Courses</li> </ul>	<ul style="list-style-type: none"> <li>Business Plan Implementation</li> <li>Creating Disruptive Online Businesses</li> </ul>



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# BE MORE ANALYTICAL

BBA in Data Science & Artificial Intelligence is designed to help learners acquire latest knowledge and skills in emerging technologies like Data Science, Visualisation Management reorting etc. This program will help you understand how AI- driven businesses can deliver efficient & effective business results, analyse, forecast & power business value with of Data Science.

## Data Science & Artificial Intelligence

Duration: 48 Months, Full-Time, Residential Program

TERMS	COURSE TITLE	ELECTIVES
Semester 1	<ul style="list-style-type: none"> <li>Introduction to Business Communication and Etiquette</li> <li>Introduction to the world of A.I.</li> <li>Environmental Education</li> <li>Theories of Organisational Behaviour</li> <li>Life Skills 1- Working with MS Office</li> <li>Understanding India, Past, Present and Future</li> <li>EconoSphere: Exploring the Microeconomic Universe</li> </ul>	
Semester 2	<ul style="list-style-type: none"> <li>Life Skills 2 - Networking &amp; Building Responsible Leadership</li> <li>Academic and Research Writing</li> <li>Managerial Economics</li> <li>Indian Knowledge System</li> <li>Ethics &amp; Philosophy</li> <li>Design Thinking &amp; Innovation with Capstone Project</li> <li>Tech tools for Modern Business Leaders</li> <li>Social Internship</li> </ul>	
Semester 3	<ul style="list-style-type: none"> <li>Geo Politics &amp; Global Decisions</li> <li>Business Statistics</li> <li>Introduction to Marketing</li> <li>Introduction to Financial Accounting</li> <li>Urban Design/Product Design</li> <li>Life Skills 3 - Foreign Language: Spanish</li> </ul>	
Semester 4	<ul style="list-style-type: none"> <li>The Art of Self Reflection</li> <li>Operations Management</li> <li>Accounting for Business Decisions</li> <li>Technology Solutions for Business - Python Programming</li> <li>Introduction to People Management</li> <li>Corporate Internship</li> </ul>	
Semester 5	<ul style="list-style-type: none"> <li>Supply Chain Management</li> <li>Gender Issues in Modern Society</li> </ul>	<ul style="list-style-type: none"> <li>Entrepreneurship &amp; Innovation</li> <li>Software Project Management</li> <li>Data Analytics for Decision-Making</li> </ul>

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Semester 6	<ul style="list-style-type: none"> <li>Business Research Methods</li> <li>Business Strategy</li> </ul>	<ul style="list-style-type: none"> <li>AI &amp; ML in Business</li> <li>Predictive Analytics</li> <li>Introduction to Prompt Engineering</li> </ul>
Semester 7	<ul style="list-style-type: none"> <li>Existential Dialogues</li> <li>Advance Marketing Management</li> <li>Project Synopsis Presentation</li> </ul>	<ul style="list-style-type: none"> <li>Visual Analytics</li> <li>Natural Language Processing</li> </ul>
Semester 8	<ul style="list-style-type: none"> <li>Dissertation Presentation</li> <li>Micro Credit Certification Courses</li> </ul>	<ul style="list-style-type: none"> <li>Elective 9: Business Plan Implementation</li> <li>Creating Disruptive Online Businesses</li> </ul>



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# BE MORE INNOVATIVE

The General BBA program will reiterate the broader perspective of Business Students that will develop an in depth understanding of the four core areas of business management which are Marketing, Finance, HR& Operations.

## Entrepreneurship Development

Duration: 48 Months, Full-Time, Residential Program

TERMS	COURSE TITLE	ELECTIVES
Semester 1	<ul style="list-style-type: none"> <li>Introduction to Business Communication and Etiquette</li> <li>Introduction to the world of A.I.</li> <li>Environmental Education</li> <li>Theories of Organisational Behaviour</li> <li>Life Skills 1- Working with MS Office</li> <li>Understanding India, Past, Present and Future</li> <li>EconoSphere: Exploring the Microeconomic Universe</li> </ul>	
Semester 2	<ul style="list-style-type: none"> <li>Life Skills 2 - Networking &amp; Building Responsible Leadership</li> <li>Academic and Research Writing</li> <li>Macro Economics</li> <li>Indian Knowledge System</li> <li>Ethics &amp; Philosophy</li> <li>Design Thinking &amp; Innovation with Capstone Project</li> <li>Tech tools for Modern Business Leaders</li> <li>Social Internship</li> </ul>	
Semester 3	<ul style="list-style-type: none"> <li>Geo Politics &amp; Global Decisions</li> <li>Business Statistics</li> <li>Introduction to Marketing</li> <li>Introduction to Financial Accounting</li> <li>Urban Design/Product Design</li> <li>Life Skills 3 - Foreign Language: Spanish</li> </ul>	
Semester 4	<ul style="list-style-type: none"> <li>The Art of Self Reflection</li> <li>Operations Management</li> <li>Accounting for Business Decisions</li> <li>Technology Solutions for Business - Python Programming</li> <li>Introduction to Human Resource Management</li> <li>Corporate Internship</li> </ul>	
Semester 5	<ul style="list-style-type: none"> <li>Supply Chain Management</li> <li>Gender Issues in Modern Society</li> </ul>	<ul style="list-style-type: none"> <li>Entrepreneurship &amp; Innovation</li> <li>Intellectual Property Rights</li> <li>New Technology Ventures</li> </ul>

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Semester 6	<ul style="list-style-type: none"> <li>Business Research Methods</li> <li>Business Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Leadership in Innovation</li> <li>Start-up Strategy</li> <li>Entrepreneurial Finance</li> </ul>
Semester 7	<ul style="list-style-type: none"> <li>Existential Dialogues</li> <li>Advance Marketing Management</li> <li>Leadership and Change Management</li> <li>Project Synopsis Presentation</li> </ul>	<ul style="list-style-type: none"> <li>Management of MSME's</li> <li>Fostering Innovation &amp; Creativity</li> </ul>
Semester 8	<ul style="list-style-type: none"> <li>Dissertation Presentation</li> <li>Micro Credit Certification Courses</li> </ul>	<ul style="list-style-type: none"> <li>Business Plan Implementation</li> <li>Creating Disruptive Online Businesses</li> </ul>



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# BE MORE TACTFUL

Bachelor of Business Administration in Financial Services will empower you with in-depth knowledge of Financial Services and Insurance Sector. The program covers modules like security analysis, capital & derivatives markets, financial management, risk management and more which will equip student with the required skillset to deal with financial challenges faced by any industry, sector or client.

## Finance

Duration: 48 Months, Full-Time, Residential Program

TERMS	COURSE TITLE	ELECTIVES
Semester 1	<ul style="list-style-type: none"> <li>Introduction to Business Communication and Etiquette</li> <li>Introduction to the world of A.I. Environmental Education &amp; UN SDGs</li> <li>Theories of Organisational Behaviour</li> <li>Life Skills 1- Working with MS Office</li> <li>Understanding India, Past, Present and Future</li> <li>EconoSphere: Exploring the Microeconomic Universe</li> </ul>	
Semester 2	<ul style="list-style-type: none"> <li>Life Skills 2 - Networking &amp; Building Responsible Leadership</li> <li>Academic and Research Writing</li> <li>Macro Economics</li> <li>Indian Knowledge System</li> <li>Ethics &amp; Philosophy</li> <li>Design Thinking &amp; Innovation with Capstone Project</li> <li>Tech tools for Modern Business Leaders</li> <li>Social Internship</li> </ul>	
Semester 3	<ul style="list-style-type: none"> <li>Geo Politics &amp; Global Decisions</li> <li>Business Statistics</li> <li>Introduction to Marketing</li> <li>Introduction to Financial Accounting</li> <li>Urban Design/Product Design</li> <li>Life Skills 3 - Foreign Language: Spanish</li> </ul>	
Semester 4	<ul style="list-style-type: none"> <li>The Art of Self Reflection</li> <li>Operations Management</li> <li>Accounting for Business Decisions</li> <li>Technology Solutions for Business - Python Programming</li> <li>Introduction to Human Resource Management</li> <li>Corporate Internship</li> </ul>	
Semester 5	<ul style="list-style-type: none"> <li>Supply Chain Management</li> <li>Gender Issues in Modern Society</li> </ul>	<ul style="list-style-type: none"> <li>Security Analysis and Portfolio Management</li> <li>Banking and Economic Policy</li> <li>Fundamentals of Insurance and Practice</li> </ul>

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Semester 6	<ul style="list-style-type: none"> <li>Business Research Methods</li> <li>Business Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Corporate Finance</li> <li>Investment Banking</li> <li>Entrepreneurial Finance</li> </ul>
Semester 7	<ul style="list-style-type: none"> <li>Existential Dialogues</li> <li>Behavioural Finance</li> <li>Leadership and Change Management</li> <li>Project Synopsis Presentation</li> </ul>	<ul style="list-style-type: none"> <li>Fundamental Analysis</li> <li>Managing Venture Capital</li> <li>Behavioural Finance</li> </ul>
Semester 8	<ul style="list-style-type: none"> <li>Dissertation Presentation</li> <li>Micro Credit Certification Courses</li> </ul>	<ul style="list-style-type: none"> <li>Derivative and Risk Management</li> <li>Derivative and Risk Management</li> </ul>



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  - i) English as a Language subject is mandatory.

# BE MORE EFFECTIVE

Woxsen's 5 Year BBA + MBA (Integrated) program is designed with new-age specializations at both the levels, like Business Analytics, Digital Marketing, E-Commerce, Data Science, Artificial Intelligence amongst other topics. The program offers a world-class academic rigour with a highly industry-oriented curriculum and practice-based learning, preparing students for the contemporary business environment. The program instils strong business acumen and inculcates entrepreneurial abilities, providing a robust platform to launch careers with specialized skill sets in the domain of their choice.

## BBA(Hons.) + MBA (Integrated)

Duration: 60 Months, Full-Time, Residential Program

TERMS	COURSE TITLE	ELECTIVES
Semester 1	<ul style="list-style-type: none"> <li>Introduction to Business Communication and Etiquette</li> <li>Introduction to the world of A.I.</li> <li>Environmental Education &amp; UN SDGs</li> <li>Theories of Organisational Behaviour</li> <li>Life Skills 1- Working with MS Office</li> <li>Understanding India, Past, Present and Future</li> <li>EconoSphere: Exploring the Microeconomic Universe</li> </ul>	
Semester 2	<ul style="list-style-type: none"> <li>Life Skills 2 - Networking &amp; Building Responsible Leadership</li> <li>Academic and Research Writing</li> <li>Macro Economics</li> <li>Indian Knowledge System</li> <li>Ethics &amp; Philosophy</li> <li>Design Thinking &amp; Innovation with Capstone Project</li> <li>Tech tools for Modern Business Leaders</li> <li>Social Internship</li> </ul>	
Semester 3	<ul style="list-style-type: none"> <li>Geo Politics &amp; Global Decisions</li> <li>Business Statistics</li> <li>Introduction to Marketing</li> <li>Introduction to Financial Accounting</li> <li>Urban Design/Product Design</li> <li>Life Skills 3 - Foreign Language: Spanish</li> </ul>	
Semester 4	<ul style="list-style-type: none"> <li>The Art of Self Reflection</li> <li>Operations Management</li> <li>Accounting for Business Decisions</li> <li>Technology Solutions for Business - Python Programming</li> <li>Introduction to Human Resource Management</li> <li>Corporate Internship</li> </ul>	
Semester 5	<ul style="list-style-type: none"> <li>Supply Chain Management</li> <li>Entrepreneurship &amp; Innovation</li> <li>Gender Issues in Modern Society</li> </ul>	<ul style="list-style-type: none"> <li>Marketing Research / Positive Psychology &amp; Stress Management</li> <li>Introduction to Digital Marketing / Learning &amp; Development</li> <li>Data Analytics for Decision- Making</li> </ul>

\*Woxsen University follows a Continuous Benchmarking Policy & the above curriculum outline is subject to change without further notice.

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Semester 6	<ul style="list-style-type: none"> <li>Business Research Methods</li> <li>Business Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Retail Management / Negotiation Strategies</li> <li>Advertising / Employment Relations</li> <li>Sports &amp; Entertainment Marketing/ Performance Management</li> </ul>
Semester 7	<ul style="list-style-type: none"> <li>Existential Dialogues</li> <li>Advanced Marketing Management / Strategic Compensation management</li> <li>Luxury Marketing / Diversity and Inclusion</li> <li>Project Synopsis Presentation</li> </ul>	<ul style="list-style-type: none"> <li>Content Marketing / Talent Acquisition &amp; Retention</li> <li>Business in Emerging Markets / Indian Philosophy for Contemporary Leadership</li> </ul>
Semester 8	<ul style="list-style-type: none"> <li>Dissertation Presentation</li> <li>Micro Credit Certification Courses</li> </ul>	<ul style="list-style-type: none"> <li>Business Plan implementation</li> <li>Creating Disruptive Online Businesses</li> </ul>



\*Woxsen University follows a Continuous Benchmarking Policy & the above curriculum outline is subject to change without further notice.

This 5-year program integrates a 4-year BBA with a specialized MBA in year 5. Students build a foundation through 8 semesters of BBA coursework before diving into a focused MBA year tailored to their chosen specialization.



### The Woxsen Advantage:

- Right mix of theory & practical concepts from top notch faculty
- Internships | Case Studies | Group Assignments
- Opportunity to register for the Trade Tower Program
- #Unicorn Calling: Learn & Network with some of the leading Entrepreneurs
- Woxsen Leadership Series: Learn & Network with some of the visionary leaders

### Eligibility:

- Applicants must have completed the examination at 10+2 level of schooling or its equivalent in any stream from CBSE, ISC, State boards, IB, Cambridge or other Government recognised boards with 60% aggregate. In addition, all candidates are required to have a good understanding of English language.
- Students appearing for 12th Grade/ equivalent may apply. However, to secure admission at Woxsen University, clearing 12th Grade/ equivalent exam is mandatory.
- International Applicants can check their eligibility at <https://woxsen.edu.in/international/eligibility/>
- Accepted Entrance Test Scores: Woxsen Aptitude Test (WAT)/ SAT/ CUET
- For Candidates applying with CUET-UG Score:
  - i) English as a Language subject is mandatory.

## INTERNATIONAL STUDENT EXCHANGE & PROGRESSIVE STUDIES AND PLACEMENTS

Woxsen University has established 120+ global partnerships with the world's leading universities with triple crown and FT Ranked institutions across 50+ countries such as USA, Germany, Canada, Australia, UK, Brazil, France, Italy, Colombia, Russia, Spain and more. The Student Exchange & Progressive Studies programs are structured to enhance the learning experience of the students.

### Student Exchange

- Right mix of theory & practical concepts from top notch faculty
- Internships | Case Studies | Group Assignments
- Opportunity to register for the Trade Tower Program
- Woxsen Leadership Series: Learn & Network with some of the visionary leaders
- Capstone Project

### Progressive Studies

- Equips students for an increasingly interconnected and globalized business world
- Foster international learning and exposure to broaden student perspectives relating to business applicability & skills
- Provides students an opportunity to get the best of both worlds with two degrees



## OUR STUDENTS GO PLACES!

### Placements

The world's leading corporates and institutions rely on Woxsen for talent acquisition. Our new-age programs, global faculty, industry-aligned curriculum and a robust placement prep framework, ensure our graduates are Industry-ready from Day 1.

**100%**

Placement Track Record

**9.00**

LPA

Highest CTC

**8.25**

LPA

Top 20% Avg. CTC

**6.13**

LPA

Overall Avg. CTC

**200+**

Industry Interactions  
Throughout Program

**60+**

Corporates for  
Internships & Placements



## FEES, SCHOLARSHIPS & FINANCING OPTIONS

### Residential Program FEE STRUCTURE BACHELOR OF BUSINESS ADMINISTRATION - BBA (Hons.) Batch : 2024- 2028

ACADEMIC FEE	Year 1	Year 2	Year 3	Year 4	Total
<b>Admission Commitment Fee</b> <i>(one-Time, Non-Refundable)</i>	50,000				50,000
<b>Tuition Fee</b>	3,15,000	3,17,000	3,18,000	3,19,000	12,69,000
<b>Learning Resources</b>	60,000	60,000	60,000	60,000	2,40,000
<b>Total</b>	4,25,000	3,77,000	3,78,000	3,79,000	15,59,000
	<i>(Payable to Woxsen University)</i>				
<b>Food &amp; Hostel Charges</b>					
<b>Food Charges</b> <i>(5% GST Included)</i>	1,47,000	1,47,000	1,47,000	1,47,000	5,88,000
<b>Accommodation Charges</b> <i>(No-Ac, Triple-Sharing Basis)</i>	1,40,000	1,40,000	1,40,000	1,40,000	5,60,000
<b>Total</b>	2,87,000	2,87,000	2,87,000	2,87,000	11,48,000
	<i>(Payable to INFLZIC LLP)</i>				
<b>GRAND TOTAL</b>	7,12,000	6,64,000	6,65,000	6,66,000	27,07,000
<b>Optional Add-on (Per Annum)</b>					
<i>(AC Accommodation, Triple sharing basis)</i>	63,500	63,500	63,500	63,500	2,54,000

#### Scholarships & Financial Assistance:

1. Woxsen University offers merit scholarships of upto 50% based on student's composite score.
2. Woxsen offers Easy Monthly Payment (EMI) & Loan options for flexible fee payment.  
(Note: Please check website for more details)

### Residential Program FEE STRUCTURE INTEGRATED BBA+MBA Batch : 2024- 2029

ACADEMIC FEE	Year 1	Year 2	Year 3	Year 4	Year 5	Total
<b>Admission Commitment Fee</b> <i>(one-Time, Non-Refundable)</i>	50,000					50,000
<b>Tuition Fee</b>	2,75,000	2,75,000	2,75,000	5,00,000	5,00,000	18,00,000
<b>Learning Resources</b>	60,000	60,000	60,000	60,000	60,000	3,00,000
<b>Total</b>	3,85,000	3,35,000	3,35,000	5,60,000	5,60,000	21,75,000
	<i>(Payable to Woxsen University)</i>					
<b>Food &amp; Hostel Charges</b>						
<b>Food Charges</b> <i>(5% GST Included)</i>	1,47,000	1,47,000	1,47,000	1,47,000	1,47,000	7,35,000
<b>Accommodation Charges</b> <i>(No-Ac, Triple-Sharing Basis)</i>	1,40,000	1,40,000	1,40,000	1,40,000	1,40,000	7,00,000
<b>Total</b>	2,87,000	2,87,000	2,87,000	2,87,000	2,87,000	14,35,000
	<i>(Payable to INFLZIC LLP)</i>					
<b>GRAND TOTAL</b>	6,72,000	6,22,000	6,22,000	8,47,000	8,47,000	36,10,000
<b>Optional Add-on (Per Annum)</b>						
<i>(AC Accommodation, Triple sharing basis)</i>	63,500	63,500	63,500	63,500	63,500	2,54,000

#### Scholarships & Financial Assistance:

1. Woxsen University offers merit scholarships of upto 50% based on student's composite score.
2. Woxsen offers Easy Monthly Payment (EMI) & Loan options for flexible fee payment.  
(Note: Please check website for more details)

## STUDENTS SPEAK



**Deepshika Yadugiri**  
BBA

I find it difficult to express the importance of my university when someone asks. A university is typically a place where students go to get their degrees, but Woxsen is much more than that. For me, it has developed into a haven offering a unique environment that not only supports my success but also gives me a work environment I'd like to surround myself with in the future. What matters most is that it is my unique path to success.



**Varshitha**  
BBA

The caring environment here enables students to develop roots by imparting significant knowledge about the business sector, which offers enduring opportunities to woxenities. The faculty's creative methods of instruction give students the flexibility and efficiency they need to succeed. With their amazing facilities, Woxsen is enabling me to reach my full potential.



**ARYAN SETH**  
BBA

Pursuing business administration at Woxsen University has allowed me to inculcate practical implications of theoretical knowledge which I gained from the classrooms in real life. A truly interdisciplinary framework along with focus on the areas of internationalization, corporate alignment, research, ERC, and Entrepreneurship has allowed me to follow my passion and interest outside the classroom along with this a support of the dean, professors and other departments of the university has allowed me to seize those opportunities.

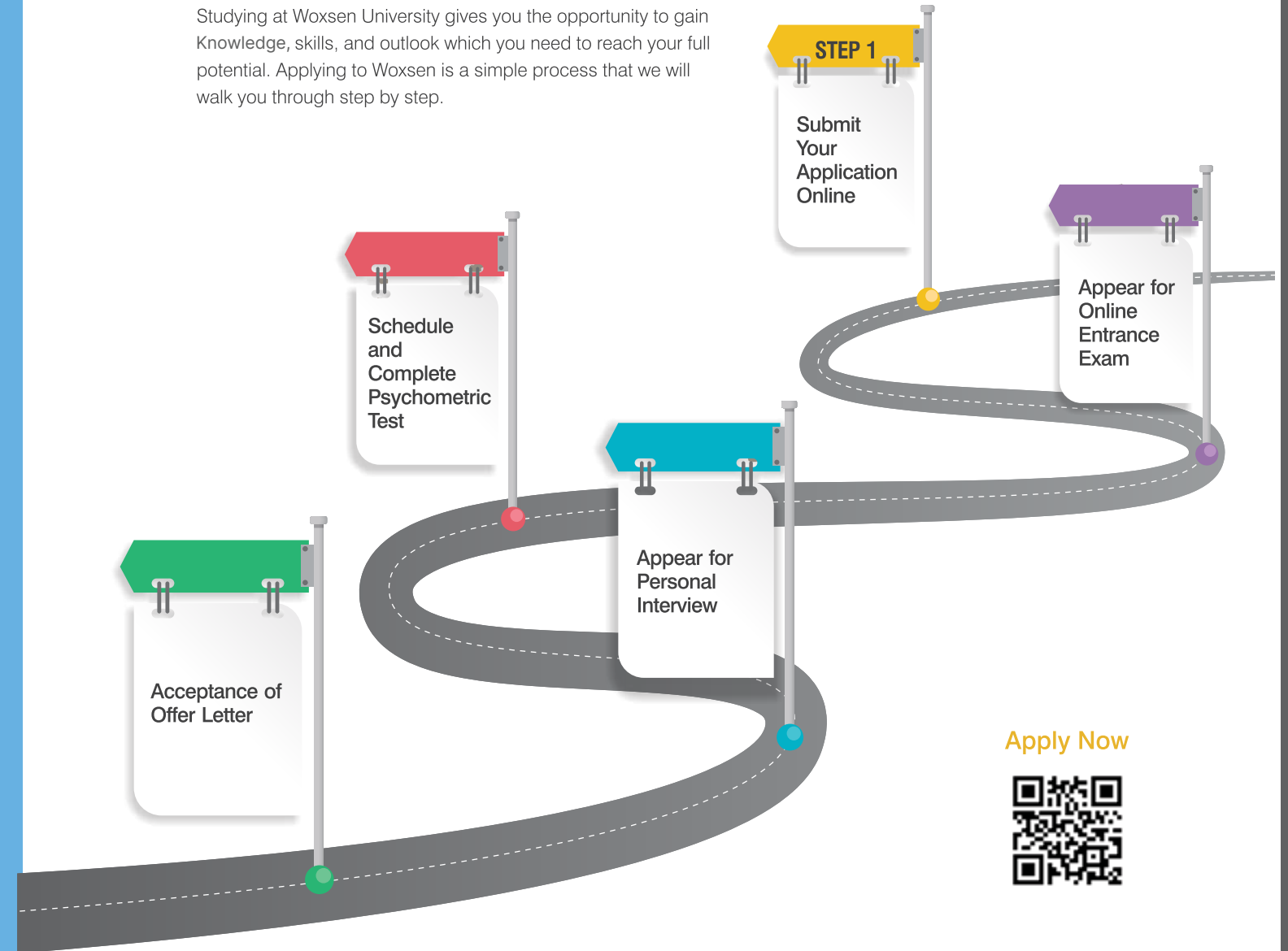


**Ishank Chakrabarti**  
BBA

Woxsen University has a unique approach to education and emphasises on practical learning of the students. The university provides its students with opportunities to interact with global academicians, industry experts, go on industrial visits, and gain a more profound understanding of business operations and real market insights.

## ADMISSION PROCESS

Studying at Woxsen University gives you the opportunity to gain knowledge, skills, and outlook which you need to reach your full potential. Applying to Woxsen is a simple process that we will walk you through step by step.



Apply Now

