

# Bachelor of **Business Administration**

BBA

BBA + MBA (Integrated)

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WOXSEN UNIVERSITY CAMPUS  
Hyderabad, Telangana.





# WHO WE ARE

Woxsen is conferred with Memberships by World's Largest Accreditation Bodies for Business Education – AACSB (US) & AMBA (UK)

Now a constituent school under Woxsen University, the School of Business has been a name to reckon with amongst India's leading B-Schools since 2014. Having achieved Top Ranks nationwide in a short span of time, Woxsen is renowned for its disruptive programs, its unique blend of teaching methodologies and industry-ready students.

Our staunch legacy has been defined by our renowned MBA programs, which have led the way for sought-after UG programs like BBA. Woxsen's programs are class apart from the rest as they are diligently designed for today's reality while keeping an eye towards the ever changing business dynamics and focusing on the 21st century skills required in the management professionals.

Through innate values and culture, Woxsen continues to evolve to stay relevant and meaningful for students and industry alike.

## WOXSEN LEGACY

**Apex Academic Council**  
Distinguished, Award Winning Academicians & Industry Experts

**200+ Industry Interaction**  
Seminars, Conclaves, Guest Lectures

**122+ Top Tier Corporates**  
for Internships

**100% Placement**  
Track Record

**92% ROI**  
Return on Investment

**>60%**  
students recover their education cost within 1 year of placement



### \*\*\* MEMBERSHIPS \*\*\*



### \*\*\* RANKINGS \*\*\*

**1** Top Emerging BBA College in India  
Courtesy: Outlook

**4** All India Top Pvt. Univ.  
Courtesy: Times B-School Ranking



# WOXSEN'S BBA PROGRAM

## New-Age Business Programs with Focus on Differentiated & Applied Learning

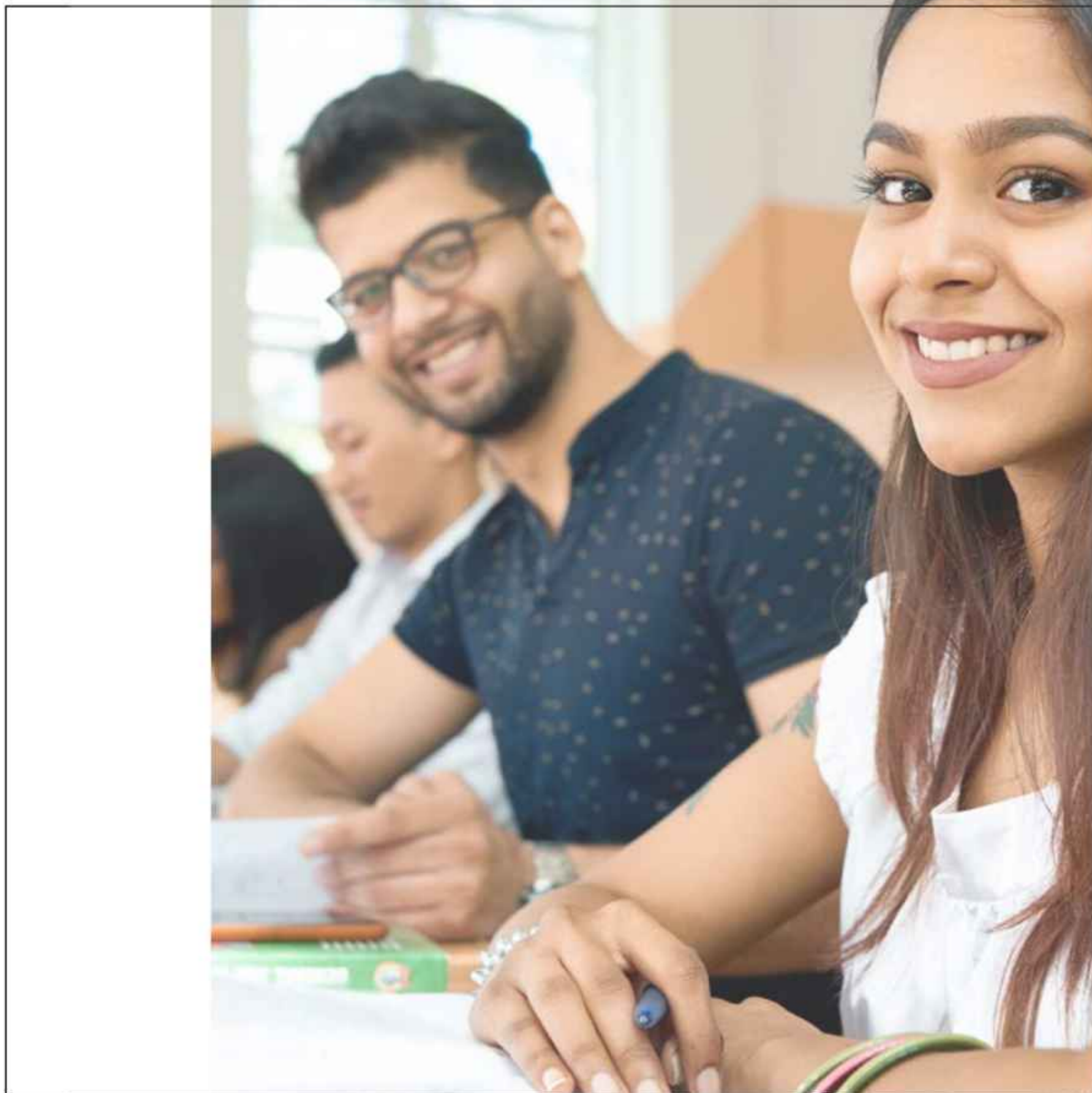
The paradigm shift that globalization & unprecedented technological advances have brought in the way we work, new jobs are replacing the conventional ones. BBA is a professional degree awarded by Woxsen University covering the entire spectrum of new-age specialisations, to best suit the accelerating changes in today's business world.

Every element of the BBA curriculum is 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.

Based on our research on the latest business trends, Woxsen has 6 exclusive BBA Programs for our discerning student community. Let's deep dive & understand how.

### Align your BBA Degree to your career goals!

- BBA - General (Marketing, Finance, HR & Operations)
- BBA - Data Science & Artificial Intelligence
- BBA - Financial Services
- BBA - E-Commerce & Digital Marketing
- BBA - Entrepreneurship Development (Hons.)
- BBA+MBA (Integrated)





## ⦿ IS THIS RIGHT FOR ME?

If you are any of these and more...

- You want to develop your business acumen & master all the facets of business from strategy to execution
- You want to learn & possess 21st century skills to compete successfully in a global business environment
- You have a business mindset and want an early start to a career in management
- You dream of becoming a star entrepreneur

## ⦿ ELIGIBILITY

Completed 12th grade or 10+2 in any discipline from a recognised board, with minimum 50% aggregate

## ⦿ SELECTION PROCESS

The Admission process at Woxsen is quite structured and comprehensive since every student is evaluated on the basis of their composite score, as mentioned below

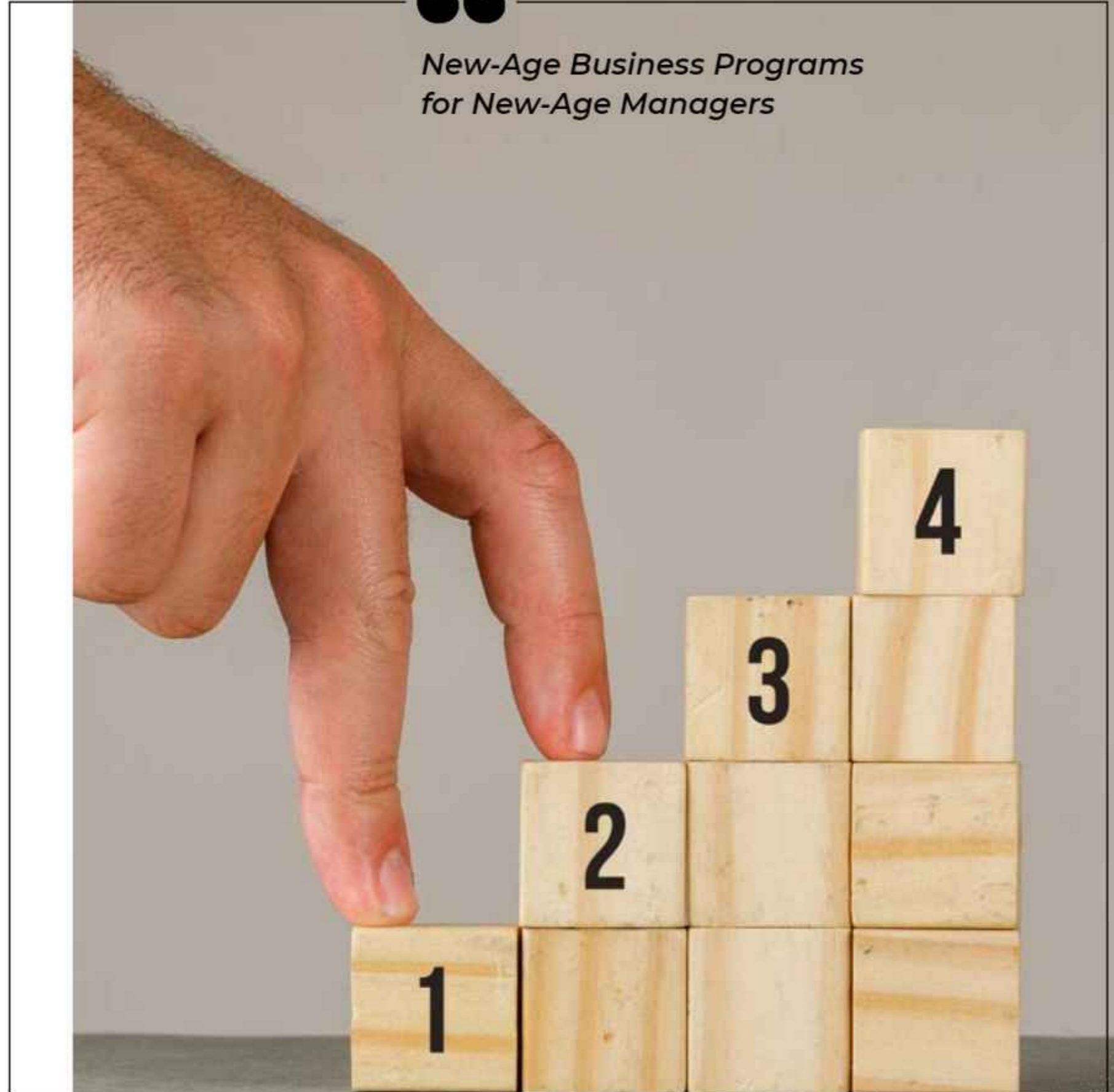
- **STEP-1:** Appear for the Online Entrance Test - WAT (Woxsen Aptitude Test)
- **STEP-2:** Schedule and complete your Psychometric Test
- **STEP-3:** Tell us, who you are in the Personal Interview Round

## ⦿ LEARNING OUTCOMES

- Exhibit broad understanding of core business principles & functions
- Acquire specialised skill sets to exploit emerging opportunities being created in the management profession
- Demonstrate ability to integrate knowledge, skill & ability from multidisciplinary subject areas
- Demonstrate knowledge & applications of appropriate Business Techniques to recognize and effectively harness business opportunities & solve, for the challenges
- Develop your learning orientation towards entrepreneurial & growth mindset
- Spot business opportunities at an early stage & develop that strategic intent to convert them into robust business models

“

*New-Age Business Programs  
for New-Age Managers*





# BBA - GENERAL

## (Marketing, Finance, HR & Operations)

The dynamic world of 21st century business is as disruptive as it is accessible. The unrelenting innovation and technological advancements are commanding over the realms of businesses & industries. The anticipated industrial revolution will see more of man and machine coming together and improving the efficiency of manufacturing & production. This means that the business world is bound to go through remarkable changes and is asking for different type of leadership, that embraces reality.

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.

### Program Highlights

- Right mix of theory & practical concepts from top-notch Faculty
- Internships | Case Studies | Group Assignments
- International student exchange with leading Global Universities
- Opportunity to register for the Trade Tower Program
- #Unicorn Calling: Learn & Network with Leading Entrepreneurs
- Woxsen Leadership Series: Learn & Network with





## ● LEARNING OUTCOMES

- Learn the fundamentals of business planning strategy and execution
- Develop knowledge, skills, and ability needed to meet the new-age requirements of global business environment
- Learn the nuances of each functional domain, the fundamental concepts, theory of business practice, and its application in various business scenarios
- Develop sound business acumen, hone your marketing skills, financial management, run operations & understand the importance of human resource development
- Develop the ability to think critically, analyse problems quantitatively & provide relevant solutions
- Understand financial management & learn the various aspects of fund sourcing to fuel business growth
- Develop your written & verbal skills as you represent your business at national and international platforms

## ● WHAT ARE MY CAREER OPPORTUNITIES?

### MARKETING

- Business Strategist
- Marketing Manager
- Marcom/ Trade Marketing

### FINANCE

- Investment Banker
- Financial Analyst
- Relationship Manager

### HR & OPERATIONS

- HR Manager
- L&D Manager
- Operations & Logistics Manager
- Supply Chain Manager

## CAREER OPTIONS





# BBA

## E-Commerce & Digital Marketing

Smartphone led data penetration has opened host of opportunities for even conventional businesses. Every business wants to leverage digital marketing tools to promote their business agnostic of their category & size. The Indian E-Commerce space has witnessed lot of excitement over the last decade giving birth to quite a few unicorns like Flipkart, Paytm, Swiggy, Oyo, Ola & others. With the growth of online payment gateway market & mobile wallet, the E-Commerce market is all set to hit USD 200 Billion mark by 2026.

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.

### Program Highlights

- Right mix of theory & practical concepts from top-notch Faculty
- Internships | Case Studies | Group Assignments
- International student exchange with leading Global Universities
- Opportunity to register for the Trade Tower Program
- Woxsen Leadership Series: Learn & Network with Visionary Leaders
- Capstone Project





## ● LEARNING OUTCOMES

- Understand the various levers & tools available to promote your business online
- Gain knowledge on planning, budgeting, and developing an E-Commerce platform for business growth
- In-depth knowledge about the various website development strategies
- Understand the different digital marketing channels, affiliate marketing SEO, SEM, and content creation strategies
- Understand the social media platforms & master marketing tools & techniques
- Learn to use various marketing tools offered by Google
- Develop an expertise to deploy an integrated Digital Marketing & Communication Strategy & Budgetary planning

## ● WHAT ARE MY CAREER OPPORTUNITIES?

- E-Business Expert
- Customer Relations Manager
- Business Analyst
- Project Manager
- Account Manager
- SEO Professional
- Content Manager
- Digital Marketing
- Social Media Manager





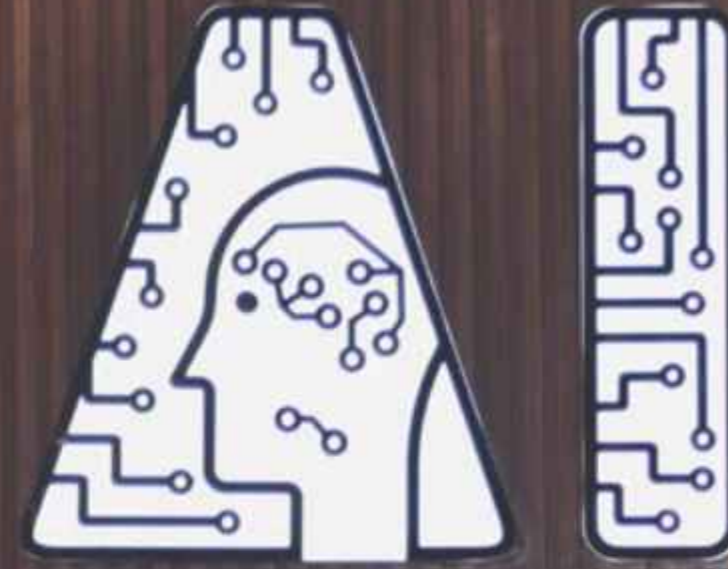
# BBA Data Science & Artificial Intelligence

Every business churns out huge amount of data on daily basis but data in itself is merely facts and figures. Data Analysis helps organizations harness their data to understand business problems, and also use it to identify new opportunities for growth leading to smarter decision making. Artificial Intelligence can further help draw insights from complete data sets and is particularly relevant across industries & functions.

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.

## Program Highlights

- Applied Learning using the latest software & tools
- Data Science & Artificial Intelligence Lab
- Internships | Case Studies | Group Assignments
- International student exchange with leading Global Universities
- Woxsen Leadership Series: Learn & Network with Visionary Leaders
- Capstone Project



# AI & ROBOTICS STUDIO



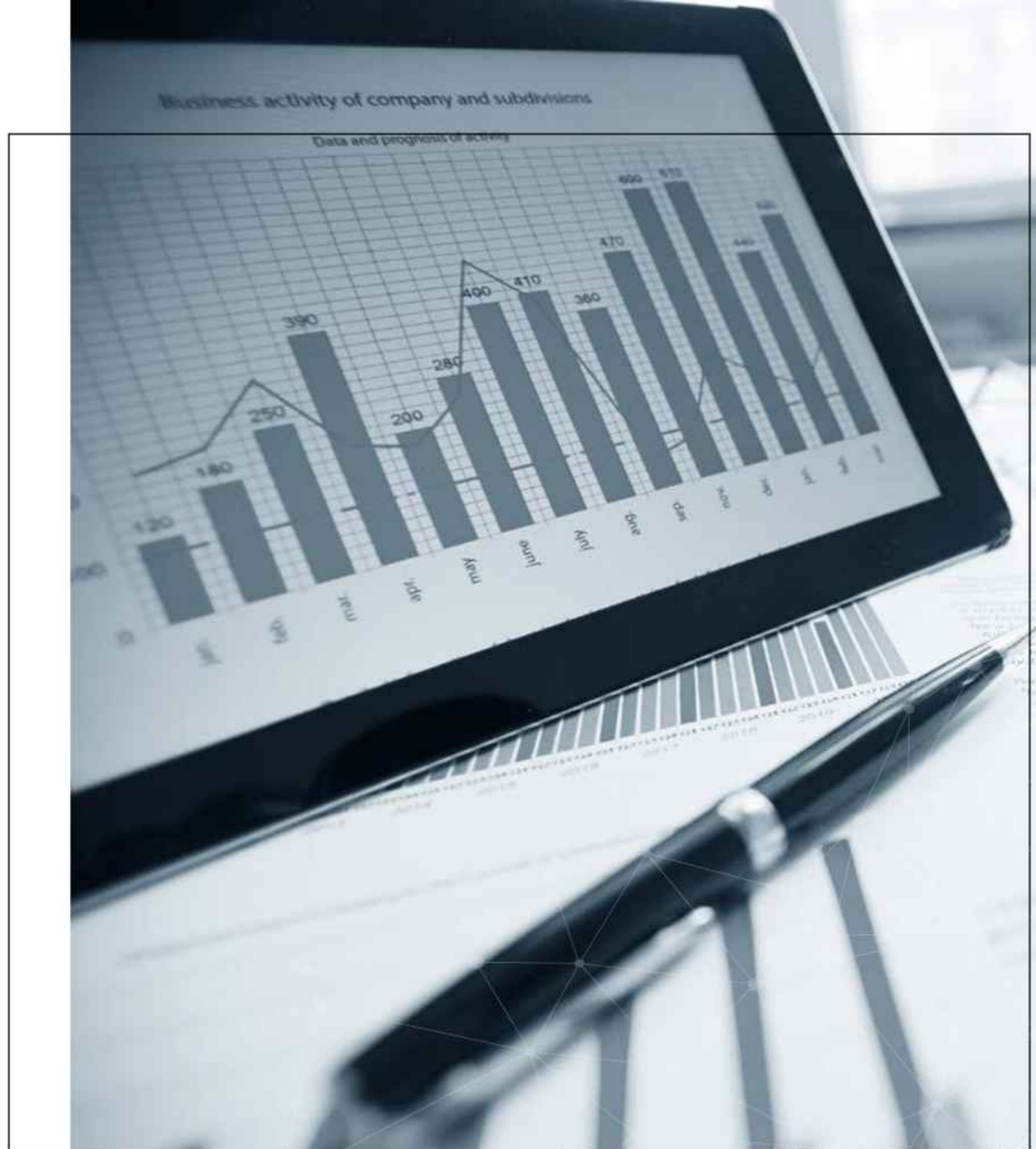


## ● LEARNING OUTCOMES

- Understand how Data Analytics can help you make smarter business decisions
- Learn Data or a real life dataset and apply machine learning techniques
- Apply and use cases of AI & ML in varied business scenarios across industries
- Learn the fundamentals of Deep Learning and Reinforcement Learning
- Understand Predictive Analytical Models & their application in business scenarios
- Gain thorough knowledge & application of latest programming languages like R, Python etc.

## ● WHAT ARE MY CAREER OPPORTUNITIES?

- Data Scientist
- Quantitative Analyst
- Big Data Analyst
- Data Business Analyst
- Database Administrator
- Retail Sales Analyst
- Machine Learning Engineer
- Business Intelligence & Analytics Consultant





# BBA

## Entrepreneurship Development (Hons.)

Entrepreneurs help spur economic growth and contribute towards innovation, expand sectors & bring social change. This program aims at developing knowledge, skills, & ability of the individuals who want to start or expand their business. This program will harness your entrepreneurial mindset & transform you into an entrepreneur capable of donning multiple hats as you build your enterprise and scale new heights.

### Program Highlights

- Live the life of an entrepreneur as you take a peek into all the functions of management like Marketing, Finance Operations & HR
- International student exchange with leading Global Universities
- Get an opportunity to interact with the Visionary Leaders through our unique platforms like #Unicorn Calling, My First Billion Series etc.
- Learn how to make a shark tank pitch to the investors with the help of Woxsen's Trade Tower



IDEA  
PLAN  
EXECUTE

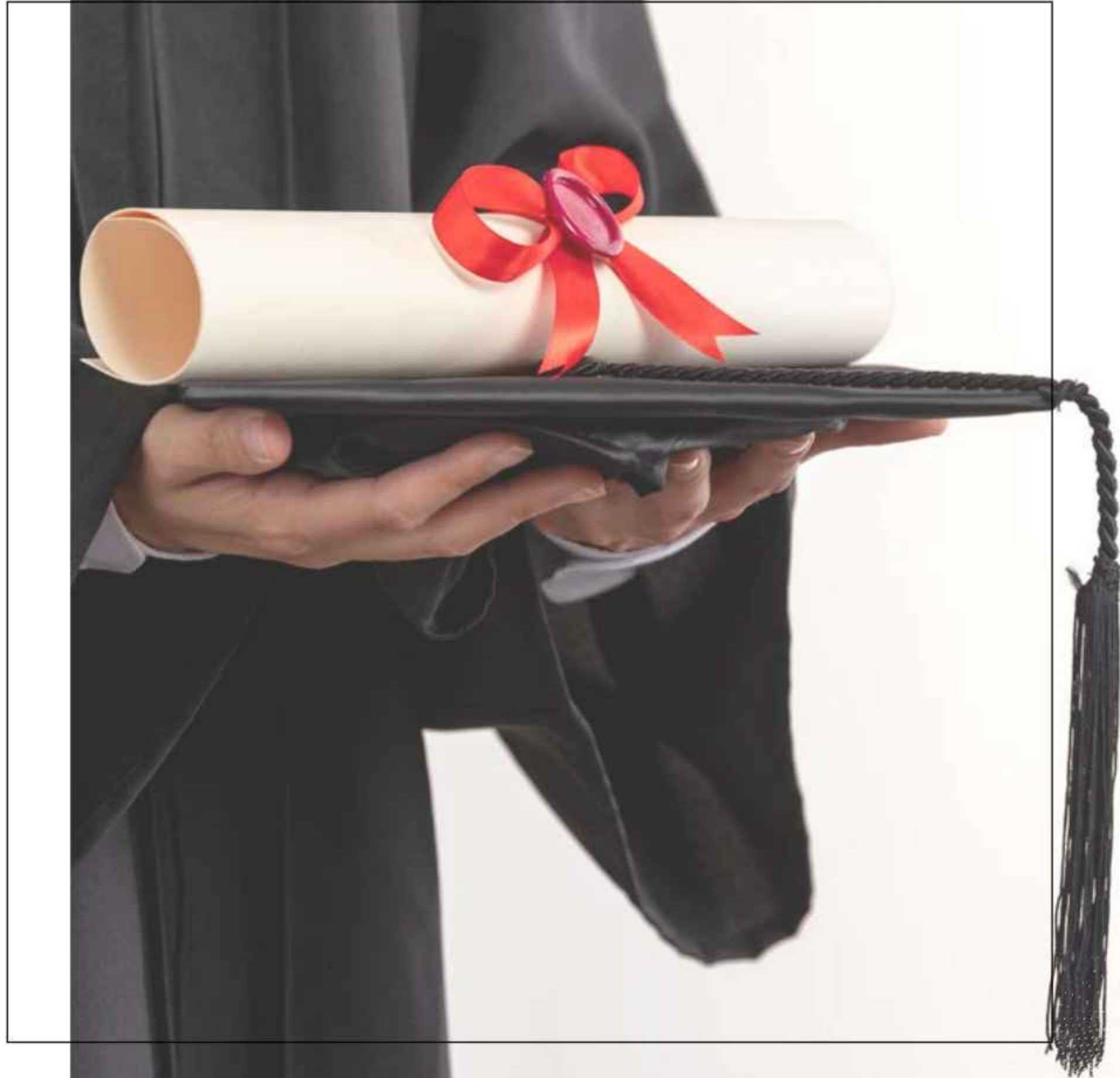


## LEARNING OUTCOMES

- Understand the fundamentals of entrepreneurship, business, & its core functions
- Understand the various aspects of entrepreneurship in a global context
- Identify business opportunities and create business plan
- Develop the ability to manage short term & long term objectives for future business expansion
- Develop the ability to leverage data analytics for smart business decisions
- Understand the financial modelling & learn the aspects of funding through the various stages of business growth
- Gain an understanding on the various business laws and other statutory requirements for running the business
- Develop your written & verbal skills as you represent your business at national & international platforms

## WHAT ARE MY CAREER OPPORTUNITIES?

- Business Owner (Family Business/Start-up)
- Business Consultant
- New Venture Developer
- Global Business Manager





# BBA Financial Services

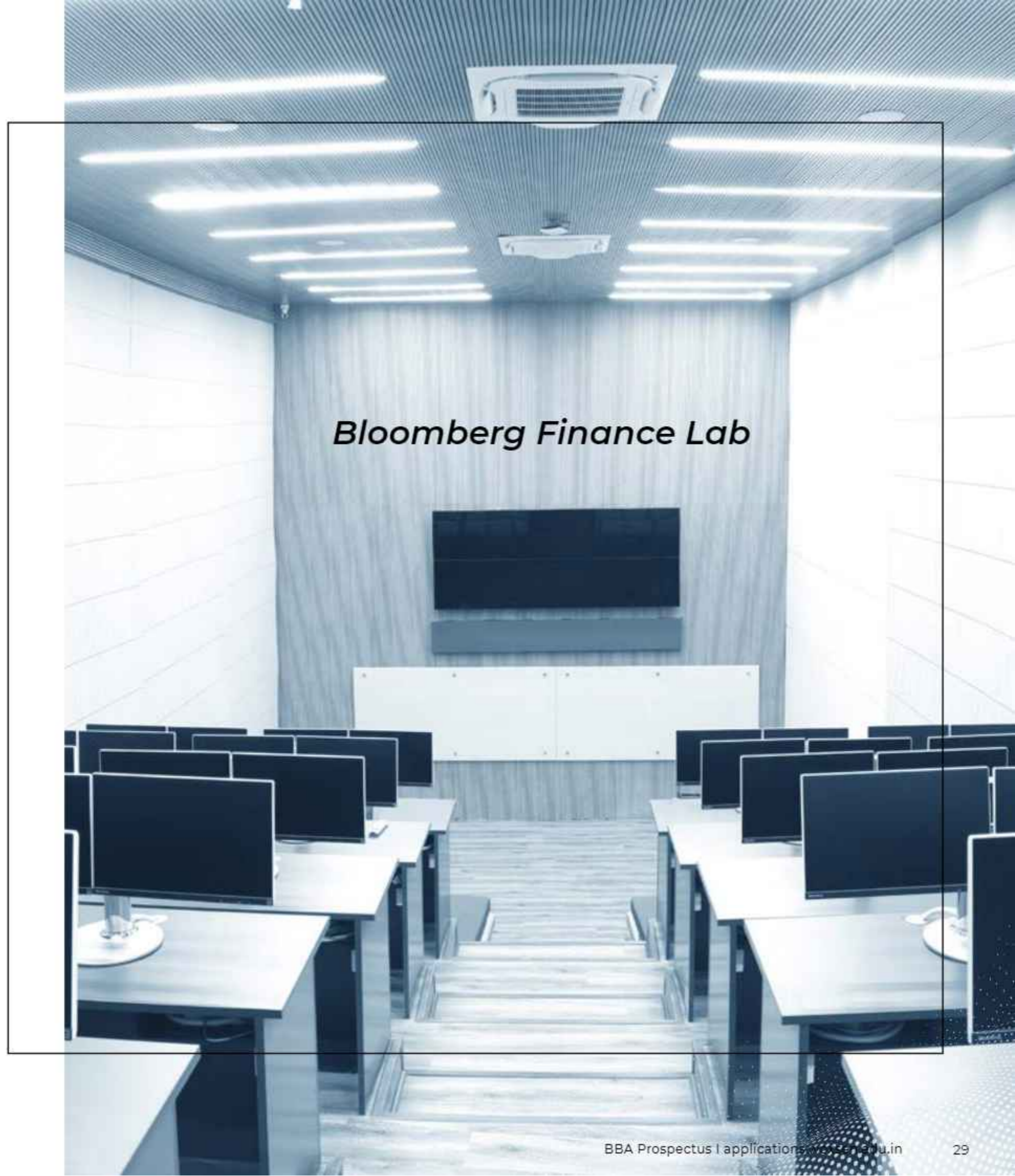
Financial Services sector is the primary driver of a nation's economy. It provides free flow of capital and liquidity in the marketplace. The BFSI (Banking, Financial Services and Insurance) industry is poised for an exponential growth with the potential to become the third largest banking industry in the world by 2025 according to KPMG-CII report.

Today, we're witnessing pioneering trends in banking and finance - from omnichannel banking to AI and Blockchain-powered financial services - that focus on revolutionising BFSI processes by placing customers at the heart of their present and future strategies.

Bachelor of Business Administration in Financial Services will empower you with in-depth knowledge of various services in Finance and Insurance Sector. The program covers modules like Security Analysis, Capital & Derivative Markets, Financial Management, Risk Management and more which will equip students with the required skill set to deal with financial challenges faced by any industry, sector or client.

## Program Highlights

- Right mix of theory & practical concepts from top notch Faculty
- International student exchange with leading Global Universities
- Internships | Case Studies | Group Assignments
- Opportunity to register for the Trade Tower Program
- Capstone Project



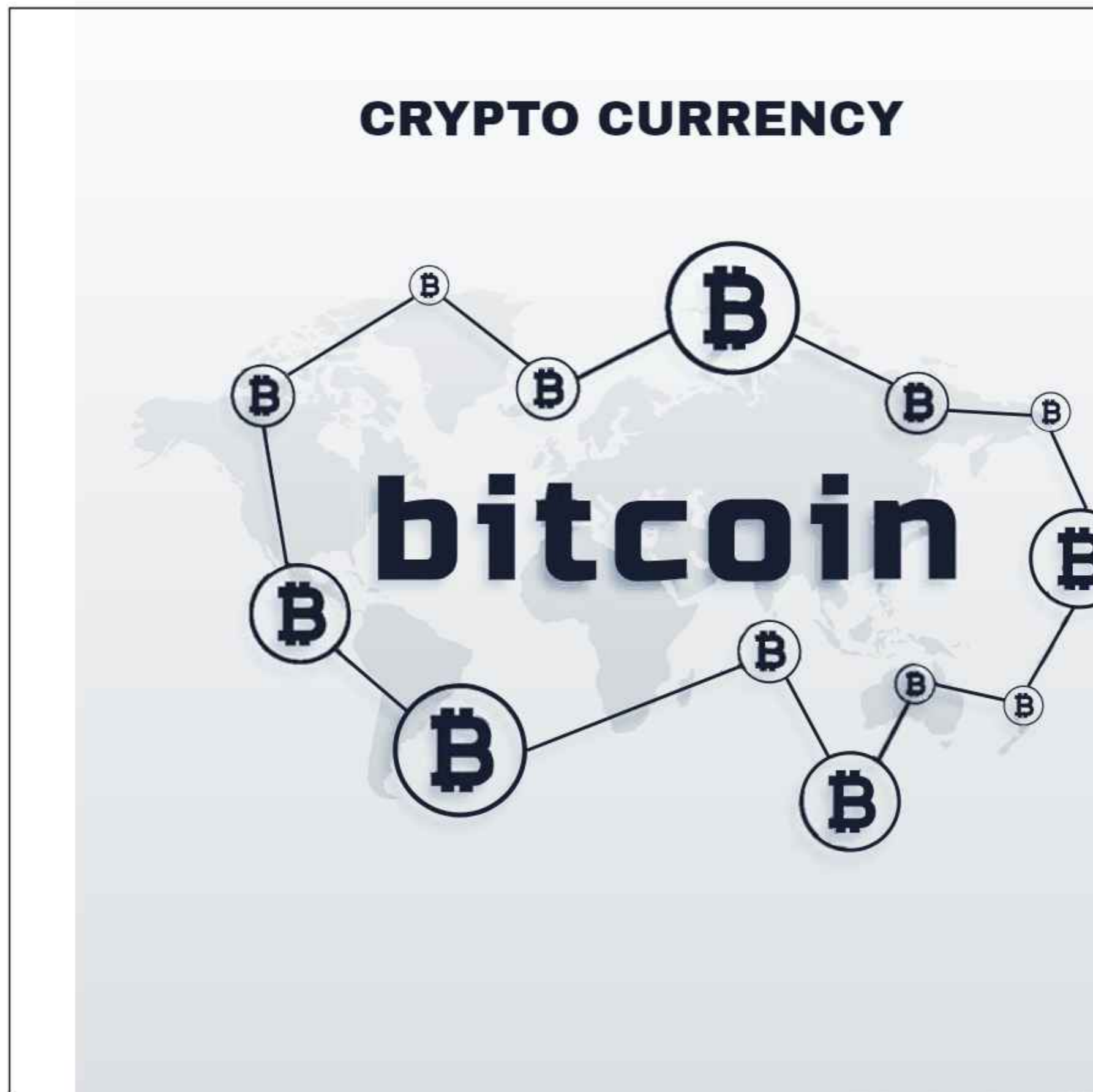


## LEARNING OUTCOMES

- Exhibit broader understanding on the various types of financial services like banking service, investment services, insurance services, tax and accounting services and more
- Exhibit a deeper understanding of the role of financial management in business firms and demonstrate analytical ability to develop and utilize accounting data, financial data, and other information to solve complex business problems
- Develop an in-depth understanding of financial markets and institutions and their roles in businesses and how it impacts GDP and Global Economy
- Demonstrate understanding in technical analysis of past market data, primarily price and volume, forecasting the price movements through applied learning and unique pedagogical methods of Woxsen

## WHAT ARE MY CAREER OPPORTUNITIES?

- Investment Banker
- Portfolio Management
- Investment Analyst
- Capital Advisor
- Finance and Accounting Analyst
- Budget Analyst





# BBA+MBA (Integrated)

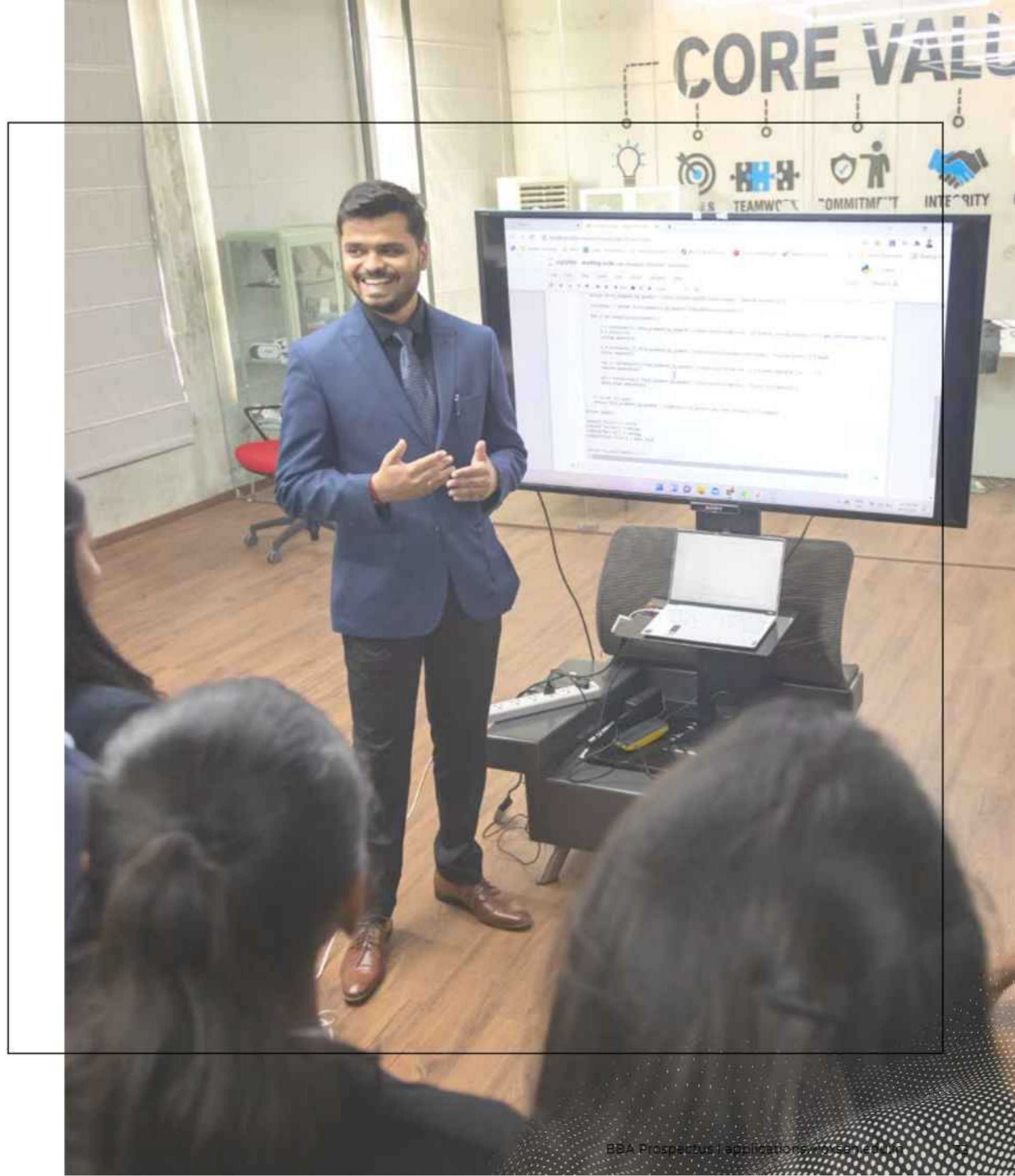
Making an early career choice has accelerated the shift amongst focused management aspirants to pursue integrated BBA+ MBA degree. One of the best combinations for a management career, the integrated program offers the opportunity to align higher education to long-term career goals with an array of specialisations to choose, right at the UG level. The advantage also lies in fact that by BBA course completion, students would have already developed their area of interests and can work towards acquiring advance skills at the MBA level.

Woxsen's 5 Year BBA+MBA (Integrated) program is designed with new-age specialisations 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 specialised skill sets in the domain of their choice.

## Program Highlights

- Array of specialisations covering the entire spectrum of business functions and new technology
- International student exchange with leading Global Universities
- Extensive Industry Exposure & Practice
- International Student Exchange opportunities at both the levels



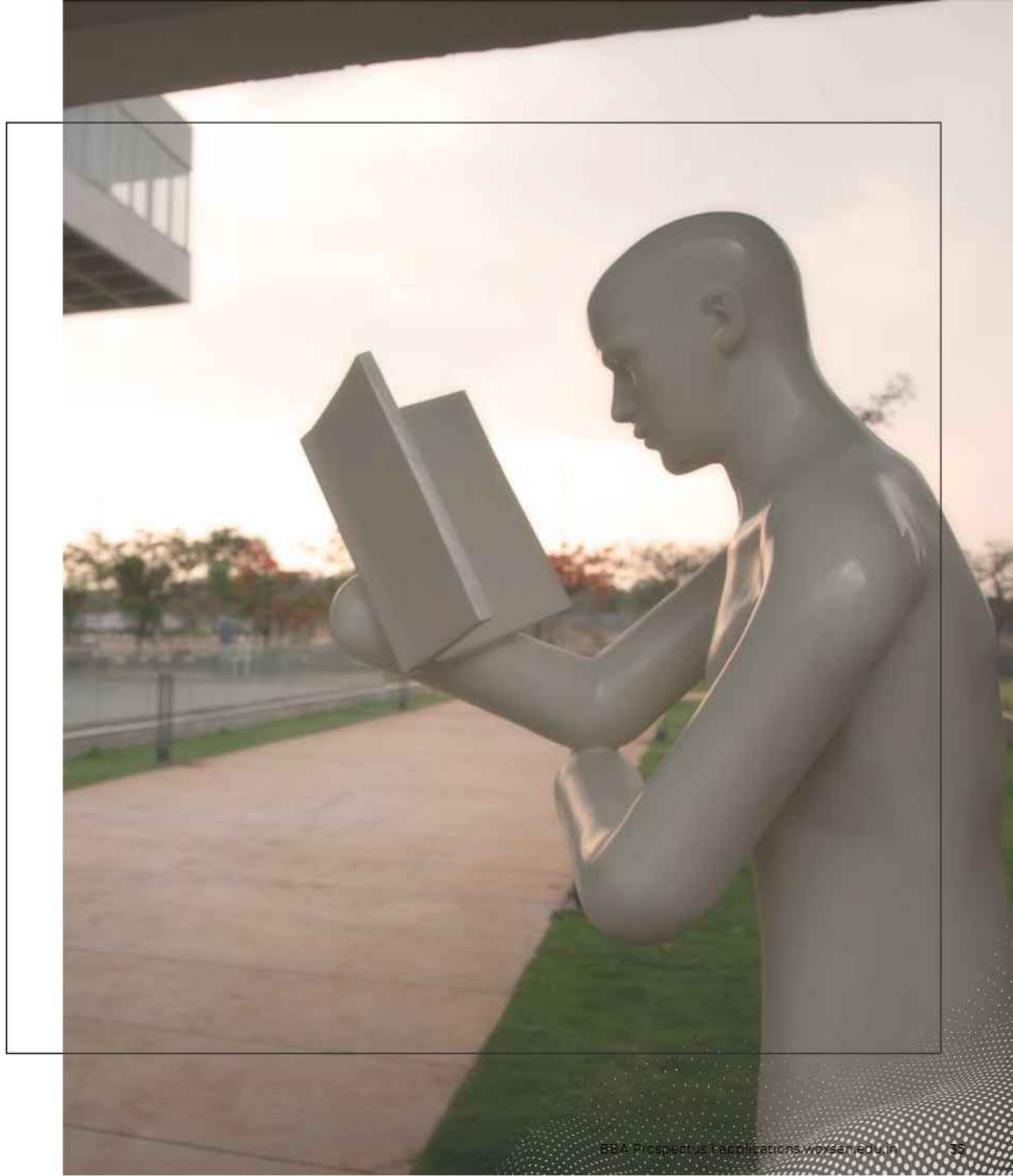


## ● LEARNING OUTCOMES

- Develop integrated knowledge, skills, and abilities
- Ability to identify and analyse simple to complex problems related to business and management
- Capability to apply current techniques and theories necessary for managerial practice in the domain of expertise
- Demonstrate analytical skills to address business dynamism
- Ability to work in a system, function or process to meet desired business goals in the global context
- Develop strong leadership skills to take on new-age roles in a corporate setting or as an entrepreneur

## ● WHAT ARE MY CAREER OPPORTUNITIES?

- Lead Marketing & Sales
- Lead Operations & Supply Chain
- Lead Human Resource
- Sr. Manager Finance
- Lead Risk Management
- Sr. Manager Business Analytics
- Entrepreneur

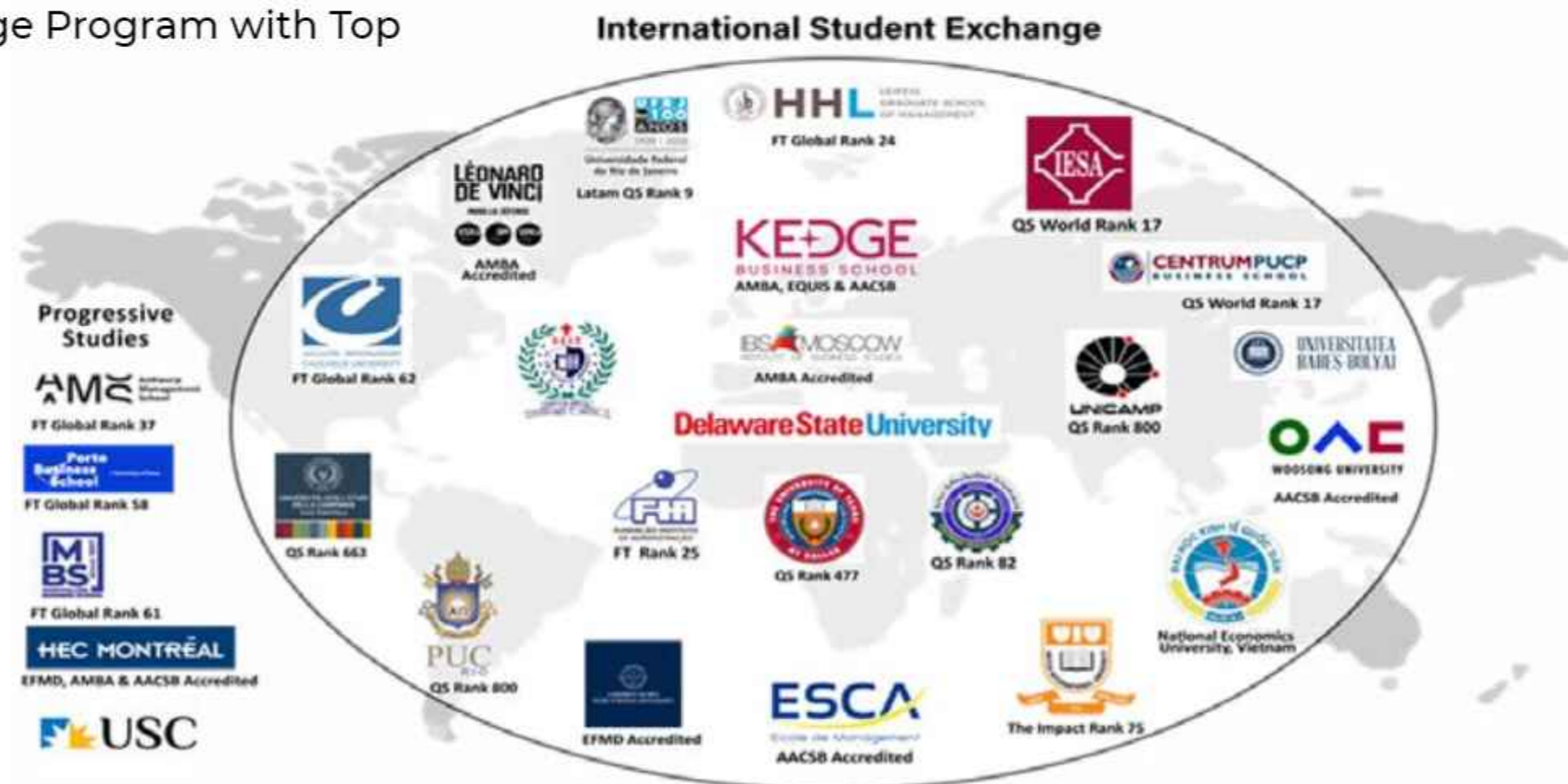




In addition to our legacy & expertise, what makes us different is our emphasis on real-world knowledge



International Student Exchange Program with Top Global Universities





## Get your business off the ground at the Woxsen Trade Tower

Woxsen Trade Tower is a co-operative working space that provides hands-on resources to the students to test and develop their ideas. Students will have access to unique resources where they will get an opportunity to practice the various stages of setting up a venture from planning and designing to prototyping and funding.

### ENTREPRENEURIAL MINDSET AND SKILL DEVELOPMENT

Woxsen Trade Tower is a unique concept that integrates resources for design, collaboration, and Mentorship from faculty and industry experts. Trade Tower also allows students to interact with potential investors. Those ideas which gain approval stand a chance to get seed-funded through the Woxsen Fund.

1



#### Innovation Lab

Develop business ideas and prototype

2



#### Business Analysis

Develop a reliable business model for your idea

3



#### Business Advisory & Feedback

Refine plan with mentorship from functional experts and Faculty

4



#### Financial Analysis

Develop a complete business plan

INSPIRE  
MENTOR  
TEAMWORK  
VISION  
GOALS  
SUBJECT  
MOTIVATE  
TIME  
MANAGE  
STUDY  
LEAD  
SCALE  
EFFORT  
CAPITAL  
EFFORT  
SUCCESS



## | STUDENT CLUBS

*The School of Business is intense & challenging in its academic rigour, but dedicating time to develop personally & form lasting friendships enriches student life. 12+ Clubs not only facilitate professional and personal growth, but also improve student learning outcomes. From domain specific clubs to cultural music & sports club, students channelize diverse interests & talents through this platform.*



## | RECREATION

*To encourage an active lifestyle, good health & abundant social opportunities among students, Woxsen houses a gamut of activities. From sports facilities, swimming pool to fitness & spa centre, students can unwind, pursue their favourite sport, stay fit or pick a new interest!*





## CAMPUS INFRASTRUCTURE

Woxsen's ultra-modern campus sits on a sprawling 200 acre landscape, in a serene and pollution free environment, located in Hyderabad. Adorned with thoughtfully built indoor & outdoor spaces, the campus has been designed by renowned architects specialised in educational architecture.

The award winning residential campus perfectly balances learning facilities, collaborative spaces, and comfortable accommodation. Elaborate lecture halls, Finance Lab, Behavioural & Analytics Lab, AI & Robotics Studio, and an extensive library foster effective learning.

The dwelling space with fully-furnished hostels is strategically located, close to the cafeteria, swimming pool, multi-cuisine restaurant and a fitness/spa center and is just a 10 min walk from the academic building.



## DEAN'S MESSAGE

### FROM THE DEAN'S DESK



The world of business is witnessing unprecedented change at a pace never experienced in the past. While new fields of human endeavour have brought about radical change but, the pace of change seems to be accelerating and gaining momentum in the last decade.

Digital and communication technology, big data, business analytics, electronic commerce, business aggregation, social media, business globalization, disruptive innovation and artificial intelligence have caused business models to be reinvented, throwing up a host of challengers of incumbent businesses.

In response to this reality, we at Woxsen have created a team which has a powerful mix of faculty equipped with knowledge of the most recent developments in each field and faculty with several years of industry experience. Without exception, all faculty members are premier school graduates.

Woxsen's learning experience is transformative. The combination of an elite business education with a super charged competitive environment found in top schools is the foundation of the Woxsen learning ecosystem. Students pursue and discover their passions side by side with peers and professors in the classroom, fellow students in clubs and organisations, teammates on our athletic fields, and alumni mentors in the working world.



**DR. RAUL V. RODRIGUEZ**  
Pro Vice-Chancellor  
Dean - School of Business

Add in the drive, curiosity, and instinct to disrupt that is inherent in our culture, the Woxsen experience stands apart.

With a rich legacy of transforming graduates into achievers, we have embarked on a mission to nurture raw minds who are looking to graduate in Business Administration and give them a launch pad to accomplish their aspirations.





### **CORPORATE OFFICE:**

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