BACHELOR OF BUSINESS ADMINISTRATION

BENGALURU, INDIA

Established as per the section 2(f) of the UGC Act, 1956, Approved by AICTE, COA & BCI, New Delhi

LEARN BEYOND THE BORDERS
DESIGNING FUTURE

#REVAlutionary Learning
REVA University has been established under the REVA University Act, 2012. The University is located in Bengaluru on a sprawling green campus, spread over 45+ acres of land and built with state-of-the-art infrastructure to create an environment conducive to higher learning and research.

REVA University stands tall among the private universities in Karnataka with over 14000+ students, 800+ highly qualified and accomplished faculty members and academic units comprising of Schools of Engineering, Management, Commerce, Arts and Humanities, and Centres of Excellence.

REVA University believes in preparing students through the Choice Based Credit System (CBCS) and Continuous Assessment and Grading Pattern (CAGP) of education. The CBCS & CAGP patterns of education have been introduced in all programmes to facilitate students to opt for subjects of their choice in addition to the core subjects of the study and prepare them with required skills. It also provides opportunities for students to earn more credits and thereby acquire additional Proficiency Certificates and Diplomas.
Entrepreneurship Development Institute of India (EDII), an autonomous and not-for-profit institute, set up in 1983, is sponsored by apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and the State Bank of India (SBI).

The Government of Gujarat pledged 23 acres of land on which stands the majestic and sprawling EDII campus. In the international arena, efforts to develop entrepreneurship by way of sharing resources and organizing training programs, have helped EDII earn accolades and support from the World Bank, Commonwealth Secretariat, UNIDO, ILO, British Council, Ford Foundation, European Union, ASEAN Secretariat and several other renowned agencies.
ADVISORY BOARD

Dr. D. N. S. Kumar
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Director, Compgence Bangalore.
BBA
ENTREPRENEURSHIP
Overview

Entrepreneurship programme at Bachelor’s level provides students with a unique opportunity to gain the competencies to start, develop and / or manage a small business venture; to engage in social entrepreneurship; to pursue a career that requires entrepreneurship or one that provides professional expertise to manage small enterprises.

Entrepreneurship Development Institute of India (EDII)- Knowledge Partner

BBA Entrepreneurship Programme is a joint initiative of REVA University and Entrepreneurship Development Institute of India (EDII) under an MOU. REVA University signed an MOU with EDII to jointly organise various programmes including Degrees, Diplomas, Certification courses and Faculty Development Programmes at REVA University under a dedicated entity - School of Entrepreneurship and Family Enterprise (SEFE).

Objectives of the programme

BBA Entrepreneurship Programme has been designed with a three - fold objective -
• Train and Develop well rounded first generation entrepreneurs who can establish and run their own businesses
• To groom the younger generation of business families and prepare them to take the reigns of family business
• To prepare well trained management professionals and equip them to run the businesses as managers

Eligibility

75% Marks in Pre-University/ Intermediate or Plus 2 examination Selection Process: The Selection to BBA Entrepreneurship is based on Academic Performance in the qualifying examination (50% weightage), REVA Entrepreneurship Aptitude Test (R-EAT 2019) and Personal Interview.

R-EAT 2019

This is a half an hour test administered at the time of admission after the scrutiny of application followed by Personal Interview

<table>
<thead>
<tr>
<th>English Language Proficiency</th>
<th>10 Marks</th>
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<tbody>
<tr>
<td>Entrepreneurial Aptitude</td>
<td>10 Marks</td>
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<tr>
<td>Business Reasoning</td>
<td>10 Marks</td>
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<tr>
<td>Quantitative Aptitude</td>
<td>10 Marks</td>
</tr>
<tr>
<td>Total</td>
<td>40 Marks</td>
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Duration: 30 Minutes
REVA University EDII Academic Partnership

REVA University and EDII entered into an Academic Partnership by signing an MOU. Under this partnership, students will experience world-class learning from both campuses. EDII, being an academic partner, provides the state-of-the-art training facilities to students with a strong focus on practical and real-time experiences. During internship programmes and students will stand the benefit of mentoring support from EDII Faculty.

Visiting Faculty from EDII

EDII faculty will be visiting REVA University campus and engage in teaching several courses related to entrepreneurship and family businesses, which includes workshops, training programmes, seminars and conferences from time to time.

Cutting Edge High Quality Educational Experience

REVA University and EDII association will be providing cutting-edge and high-quality education with great emphasis on experiential and practical learning.

Innovative Teaching and Learning Experience

REVA University is at the forefront of innovative learning methods and is committed to the use of new technologies in and outside the classroom. Students will benefit from personalised mentoring and tailored education with the opportunity to transfer between REVA and EDII campuses to enjoy the unique learning culture in diverse location.

Summer cum Internship Training Sessions

The Summer-cum-Internship training sessions offer unique learning opportunities to students through real-time learning experience, which allow to work with start-ups and SMEs during two summers in the three-year BBA Programme.

Highly Qualified and Experienced Faculty

The faculty resource at REVA University comprises of highly qualified and professionally active faculty members giving an insight into current business trends as well as access to a global professional network.

Innovative Experiential and Technology Driven Education

The innovative learning methods like flip classrooms, blended learning, etc., by faculty members with industry experience and successful entrepreneurs with international network will lead to an innovative learning experience.

Innovative Entrepreneurship Learning at REVA University

- Learning by doing
- Working on your own businesses- Student Companies (Students can set up their companies in the Final Year of the programme)

REVA NEST- the University Start-up Hub

- REVA NEST is a fully equipped Technology Business Incubator facility to accommodate 60 start-ups that facilitate students to set-up their businesses on the campus.
- Coaches and Mentors not Professors
- E-Club- a student platform to inculcate entrepreneurial culture at peer levels
- Opportunity to network with angel investors, technology experts
- Learning at Business Labs in addition to classrooms
- Holistic development of skills and competencies
- Focus on autonomy, creativity and building sense of ethical and social consciousness
Entrepreneurial Career:
This programme gives complete knowledge and skill-sets to the learners so that they can start their own business. The University has created necessary infrastructure for incubating new businesses on the campus Incubation Centre. Students with viable entrepreneurial projects will also be connected with Venture Capitalists and Angel Investors.

Join Family Business:
Students who come from a business background can join their family businesses with refreshing ideas to take the business to new trajectories. Students will be equipped with excellent professional knowledge with a focus on emerging business trends and markets.

Join a Small Business Organisation/Start-up:
Those students who are looking for jobs will find exciting job opportunities in Small Businesses and Start-ups with decent salaries. In fact, start-ups are offering attractive salaries with stock options and partnerships in their new ventures.

Typical Job Roles include:
- Executive Assistant to CEO
- Project Manager
- Finance Manager
- Marketing Development Executive
- Product and Brand Manager
- Business Consultant
- Business Analyst
International Tie-ups

University of California, Riverside, USA

Florida International University, Florida, USA

Management Development Institute of Singapore

IQS School of Management - Universitat Ramon Llull, Barcelona, Spain

Oklahoma State University, USA

RWTH Aachen University, Aachen, Germany

Curtin University, Australia
Clubs

- Entrepreneurship Club
  A club to promote entrepreneurship skills amongst students

- TEDX
  A forum to build and encourage student orators

- E-MAGAZINE CLUB

Rankings

- 3rd Rank under, “The Most Promising B-Schools” category in GHRDC-CSR B-School All India Survey 2018
- 30th Rank in Top B-School in South Region by Business World
- 47th Rank in India’s Best B-School by Chronicle of Career & Education
Rankings and Memberships

- **Ranked #3** – New Universities Under 5 Years - KSURF
- Rated Gold Band by QS I-Gauge
- Ranked between 151 – 200 – April 2019 - NIRF
- **Overall 6th Rank** in the category of Super Excellence 4th Rank in Southern Region - GHRDC
- Ranked 4th India's emerging B-School - Times B-School
- Analytics India Magazine - **Ranked 7** by Business Analytics, 2018
- India’s Best Private University by India Today

10th Rank – All India Swachh Campus - Received Swachh Bharat Ranking by MHRD

BW Business World - **Ranked Among Top 30 Best B – Schools**

Top B Schools:
- Overall - 112 Position | Private - 91 Position Regionwise - Private - South - 31 Position
- Competition Success Review - 3rd Rank under “The most promising B – Schools” All India National Survey

Careers 360 – **India’s Best Law Colleges By Careers 360**

The Chronicle of Higher Education - **Listed among India’s Top 50 B – Schools**

School of Management Studies, REVA University wins the 6th place in Chronicle’s Top B- School Ranking (South Zone) 2019
**No. 1 for Best Infrastructure** – April 2019 Issue
- **23rd Position** - Top 50 Private State University
  - 14th Position - Top 25 Young University by Outlook

- **135th Position** - Overall Ranking - 2019
  - **9th Position** - Metro Ranking by Business Today

- No. 5 in Top B-School of Excellence
  - No. 17 in Karnataka (State wise) by CSR

- **111th Position** - All India
  - **92nd Position** - Private All India
  - **31st Position** - South Zone
  - **27th Position** - Private South Zone
  - **10th Position** - Bengaluru
  - **9th Position** - Private Bengaluru by The Week Magazine

- **9th Position** - Bengaluru, City-wise Toppers | - **135th Position** - B-School Ranking 2019 by India Today

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**School of Legal Studies, REVA University**

- bags the **2nd Position** in Chronicle’s All India Law School Survey 2019 – April 2019 Issue

- Achieving the Top Spots Nationwide in Infrastructure, Faculty, ROI, Admission Process and Placements!

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**The Week (HANSA RESEARCH SURVEY 2019)**

- **74th in All India Ranking** (Multi-Disciplinary Universities)
- **34th in All India Ranking** (Non-Government (Private & Deemed) Multi-Disciplinary Universities)

- **24th in South Zone Ranking** (Multi-Disciplinary Universities)

- **12th in South Zone Ranking** (Non-Government (Private & Deemed) Multi-Disciplinary Universities)

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**No. 1** in outstanding engineering colleges excellence | **No. 3** in Top engineering colleges ranked by state (Karnataka) by CSR

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**Top 75 Engineering Colleges** – **37th Rank**

- Grade – Wise Listing – A +
- Zone wise listing – South
- Top 10 in Intellectual Capital | **Top 10** in Academic Excellence | Top 10 in Infrastructure by Chronicle
RAY (REVA Aspiring Youth) Foundation also known as REVA NEST, aims to build the entrepreneurial eco system by empowering and nurturing student start-ups and incubating innovative technology based start-ups at REVA University campus.

The University faculty members and industry mentors associated with REVA NEST advice incubate companies on Technology Product Development, Patenting, Commercialization, Marketing, Business Set up and Operations, and Human Resource Sourcing and Development.

REVA NEST is recognized by MSME, supported by Government of Karnataka (KCTU), Department of Science and Technology. REVA NEST has access to the University's State-of-the-Art Centre of Excellence in the sector of Electronics and Communication, Design & Manufacturing, Construction and Bio-technology. It supports entrepreneurship by translating innovative technology ideas into successful ventures offering products, processes and services that greatly benefit the society at large.
REVA has an active Alumni and as a graduate of REVA you will be a part of our global alumni community. We will be delighted to have you as part of our strong network of REVA students. The Alumni network of REVA supports in career growth, stay connected with old friends and with access to a wide network of fellow alumni and a range of exciting events apart from access to campus amenities as desired.

Alumni

- 35000+ Alumni Network
- 4000+ Students Reside on Campus
- 250+ Recruiting Partners
- 24+ Nationality of Students
- 15000+ Students Mix on Campus
- 800+ Highly Qualified Faculty Members
- 45+ Acres of Lush Green Campus
Undergraduate Programmes

♦ B.Tech.
  Computer Science & Engineering
  Computer Science and Information Technology
  Computer Science & Engineering (AI & Machine Learning)
  Computer Science and Systems Engineering
  Information Science & Engineering
  Electronics and Communication
  Electronics and Computer
  Mechanical | Mechatronics | Civil |
  Electrical and Electronics | Electrical and Computer

♦ B.Tech. in Bioelectronics

♦ B.A., LL.B. (Hons.)

♦ B.B.A., LL.B. (Hons.)

♦ BBA
  Industry Integrated | Honours | Entrepreneurship

♦ B. Com
  Industry Integrated | Honours

♦ BCA

♦ B. A.
  Journalism, English, Psychology
  Political Science, Economics, Journalism
  Performing Arts, English, Psychology
  Tourism, Journalism & History

♦ B.Sc.
  Mathematics, Statistics, Computer Science
  Physics, Mathematics, Chemistry
  Physics, Mathematics, Computer Science
  Biotechnology, Biochemistry, Genetics
  Bioinformatics - Biology, Computer Science, Mathematics
  Medical Laboratory Technology (BMLT)

♦ B.Sc. (Hons.) in CS with specialisation
  Cloud Computing and Big Data

Postgraduate Programmes

♦ M.Tech. (Full-time and Part-time)

♦ MBA
  Marketing | Finance | Human Resource
  Entrepreneurship | Media & Mass Communication
  Banking and Insurance | International Business
  Operation Management

♦ MCA

♦ M.Com

♦ LL.M. (One-Year)

♦ M. Sc.
  Biochemistry | Biotechnology | Chemistry
  Mathematics | Physics | Psychology

♦ M. A.
  English | Journalism & Communication

♦ MPA
  Bharatanatyam | Kuchipudi | Mohiniyattam

Diploma / PG Diploma Programmes

♦ Diploma in Kuchipudi | Bharatanatyam
♦ Diploma in Plumbing & Irrigation Systems
♦ Diploma in Medical Laboratory Technology (DMLT)
♦ PG Diploma in Clinical Research Management in association with Clini India
♦ PG Diploma on Functional Genomics and Bioinformatics
♦ PG Programme In Entrepreneurship & Construction Management

Research Programmes

♦ Ph.D.
  Engineering | Management Studies | Commerce
  Science and Technology | Arts and Humanities
**ONLINE LEARNING/DIGITAL CLASSROOMS**
Well-equipped with modern gadgets and digital facilities

**LIBRARY AND INFORMATION CENTRE**
Browse through lakhs of books in libraries

**STUDENT CLUBS**
Literary Club, Science clubs, Sports club, Robotics, Eco club, Quiz club, Dance and Drama club

**FITNESS**
Multi-gym station helps students exercise and keeps them fit and healthy.

**AUDITORIUM AND SEMINAR HALLS**
Adequate number of auditorium and seminar halls to facilitate extracurricular and co-curricular activities.

**SPORTS**
Outdoor and indoor sports facilities

**GREEN CAMPUS WITH OPEN AIR AMPHITHEATRE**
It keeps the campus cool and fills it with fresh and clean air

**FOOD COURT**
North Indian, South Indian, Chinese Dishes, Ice Cream, Juices and Beverages.

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**NCC, NSS & VOLUNTARY WORK**
NCC Students and other volunteers involve in social activities such as organising medical camps and blood donation camps in rural areas

**GUEST HOUSE**
ATITHI provides rooms for parents and visitors

**BRAND STORE**
Variety of REVA branded merchandise, apparels, University hoodies, gift articles, and a wide range of stationery.

**TRANSPORTATION**
Routes through all parts of Bengaluru city