

Bachelor of Business Administration

3 Year Undergraduate Program



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

WHO WE ARE



Now a constituent school under Woxsen University*, Woxsen 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 PG 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.

*Proposed Woxsen University, under The Telangana State Private Universities Act, 2018 (LOI Ref. No. 5579/UE/A2/2019 dated 15th Feb, 2020)

South Region – Rank 4 by BusinessWorld | All India – Rank 11 by IIRF (Education Post)

WOXSEN LEGACY

Apex Academic Council
Distinguished, Award Winning Academicians & Industry Experts

200+ Industry Interaction
Seminars, Conclaves, Guest Lectures

107+ Top Tier Corporates
for Internships

100% Placement
Track Record

83% ROI
Return on Investment

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

Memberships



Rankings





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

WOXSEN'S BBA PROGRAM

The paradigm shift that globalisation & 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 specializations, 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 with a global lens. It enables students to put theory into practice, helping them discover their strengths in real-world business scenarios.

Basis our research on the latest business trends, Woxsen has curated 4 exclusive BBA Programs for our discerning student community. Let's deep dive & understand how these programs will transform you into tomorrow's leaders.

BBA Program that suits you best!

- BBA - General (Marketing, Finance, HR & Operations)
- BBA - E-Commerce & Digital Marketing
- BBA - Data Science & Artificial Intelligence
- BBA - Entrepreneurship Development

For those who have their
passion set in business,
in a leading corporate or as
an entrepreneur, Woxsen's
BBA will lead the way



IS IT RIGHT FOR ME?

If you are all 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 recognized board, with minimum 50% aggregate.

Selection Process

The Admission process at Woxsen is quite structured and comprehensive since every student is evaluated basis 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

New-Age Business Programs for New-Age Managers

Learning Outcome

- Exhibit broad understanding of core business principles & functions
- Acquire specialized skill sets to exploit emerging opportunities being created in the management profession
- Demonstrate ability to integrate knowledge, skills & ability from multidisciplinary subject areas
- Demonstrate knowledge & application 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





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 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
- 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
- Capstone Project

Learning Outcome

- 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 the 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 & 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

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
- Opportunity to register for the Trade Tower Program
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- Capstone Project

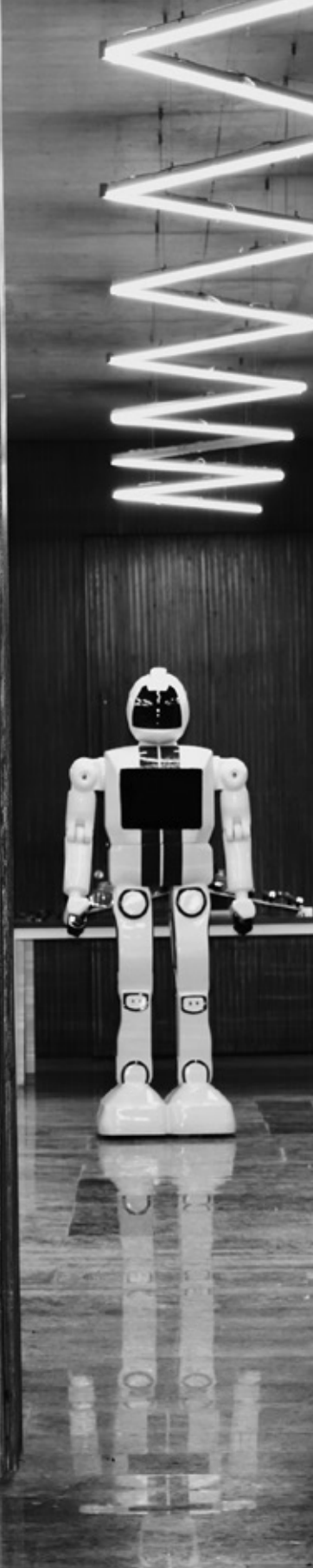
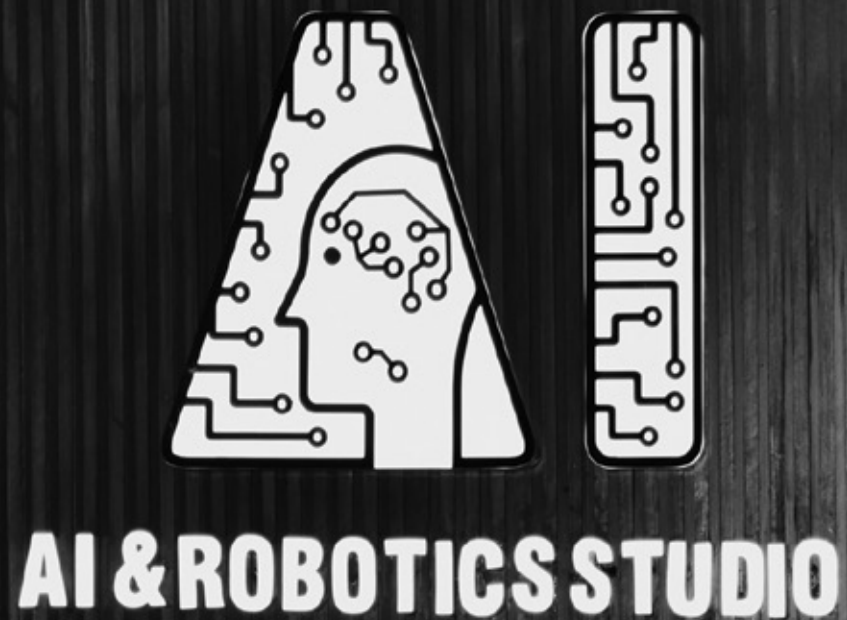
Learning Outcome

- 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 various 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 complex 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, Visualization, Management reporting 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 | Cases Studies | Group Assignments
- Woxsen Leadership Series: Learn & Network with some of the visionary leaders
- Capstone Project

Learning Outcome

- Understand how Data Analytics can help you make smarter business decisions
- Learn Data or a real life dataset and apply machine learning techniques
- Application 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
- Data Business Analyst
- Database Administrator
- Retail Sales Analyst
- Machine Learning Engineer
- Business Intelligence and Analytics Consultant

BBA - Entrepreneurship Development

Entrepreneurs help spur economic growth, 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 to an entrepreneur capable of donning multiple hats as you build your enterprise and scale new heights.

Program Highlights

- Entrepreneurship & Business Development Workshops
- Internships | Case Studies | Group Assignments
- Opportunity to register for the Trade Tower Program
- #Unicorn Calling: Learn & Network with some of the leading entrepreneurs
- Capstone Project

Learning Outcome

- 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



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

WHAT MAKES US DIFFERENT?





Get your business off the ground at the Woxsen Trade Tower

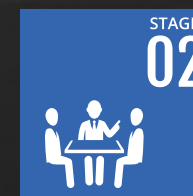
'Woxsen Trade Tower' is a co-operative working space that provides hands-on resources to the students to test and develop their ideas. Students will have access to unique resources where they will get an opportunity to practice the various stages of setting up a venture- from planning and designing to 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. The Trade Towers also allows students to interact with potential investors. Those ideas which gain the approval stand a chance to get seed-funded through the Woxsen Fund.



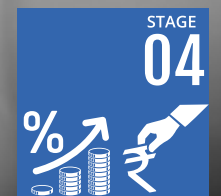
STAGE 01
Innovation Lab
Develop business ideas and prototype



STAGE 02
Business Analysis
Develop a reliable business model for your idea



STAGE 03
Business Advisory & Feedback
Refine plan with mentorship from functional experts and faculty



STAGE 04
Financial Analysis
Develop a complete business plan





Student Clubs

Woxsen School of Business is intense & challenging in its academic rigour, but dedicating time to develop personally & form lasting friendships enriches student life. 10+ Clubs not only facilitate professional and personal growth, but also improve student learning outcomes. From domain specific clubs to cultural, music & sports club, 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 center, 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 specialized in educational architecture.

The award winning residential campus perfectly balances learning facilities, collaborative spaces and comfortable accommodation. Elaborate lecture halls, labs, 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 the Fitness/spa center, it's just a 10 min walk from the academic building.





MESSAGE FROM VICE CHANCELLOR

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 globalisation, disruptive innovation and artificial intelligence have caused business models to be re-invented, throwing up a host of challengers of incumbent businesses leaving no room for complacency.

In response to this reality, we at Woxsen have created a faculty 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 organizations, teammates on our athletic fields, and alumni mentors in the working world. 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.

Dr. Amit Bhadra

Vice Chancellor, Woxsen University

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