



School of Management

School of Management (SoM) offers the BBA and B.Com + MBA programmes with a curriculum which aligns itself with changing expectations of the corporate sector in a globalised, digitised and disruptive world. New Age Economies today seek professionals who have the learning agility to adapt to the changing paradigm of business in the 21st century. SoM aims to create a cohort of students who meet this need.

Courses offered:

- **BBA** (Family Business & Entrepreneurship)
- Marketing, Finance & HR

Duration: 3 years fully residential

Intake: 30

- **B.Com. + MBA**
- Marketing, Finance & HR

Duration: 5 years integrated

Intake: 60



ELIGIBILITY

10+2 (Any Stream)

PPSU - OUR ACADEMIC EDGE

The Programmes main targets includes:

- Young graduates with no prior experience in business but who exhibit entrepreneurial ambitions.
- The next generation of Family Business owners.
- To promote the development of socio-economically sensitive, responsible and effective managers and management academics of tomorrow.

PROFESSIONAL OUTCOME

After going through this Programme, the students will be able to:

- Operate as Effective Family Business Owner-Managers.
- Develop themselves as successful Entrepreneurs.
- Use conceptual frameworks and best management practices.
- Conduct as socially responsible businesspersons.