



Kingston University London

Bachelor of Business Administration, BBA (Hons)

Course Structure

At SVKM's IIS, Mumbai

Year 1 (Level 4)

- Managing Business Information
- Marketing Practice
- Economics for Business
- Organisational Behaviour

Year 2 (Level 5)

- Managing Financial Resources
- Enterprise in Society
- Culture and International Business
- 1 Optional Module (Functional)
Choose from a range of electives in Operations and Project Mgmt, Marketing and HRM in Int. Context

At Kingston Business School, UK

Year 3 (Level 6)

- Strategic Information Management and Consultancy / Strategic Management
- Start up a Business / Innovation
- 2 Optional Elective

Year 4 (Level 7) [Optional]

- Work Placement in UK or India
- Business Admin. Mgmt. Report



2 years at SVKM's Institute of International Studies 3rd year at Kingston Business School, London

About SVKM

The vision of SVKM is to equip students with knowledge and skills in their chosen stream, inculcate values, identify hidden talents, provide opportunities for students to realize their full potential and thus shape them into future leaders, entrepreneurs and above all good human beings.

Since over seventy five years SVKM is one of India's most highly regarded brands with over 24 educational institutions and decades of experience in the field of holistic education and career development. With commitment and determination, SVKM has thus become a symbol of change amidst continuity.

Kingston University

Kingston University has been listed as one of the world's top 500 universities in the prestigious QS World University Rankings 2016. Kingston University aims to provide a modern, stimulating and professional education, balanced between theory and practical applications. Graduates from Kingston University are recognised as top-quality, marketable professionals. The Kingston Business School has a strong reputation for the quality of its teaching and has professional accreditation from CIPD, UK one of only ten Centres of Excellence in the UK; Association of MBAs and AACSB (Association of Advanced Collegiate School of Business), a hallmark of excellence in education.

The Course

This course aims to develop competent managers for general business administration and management. It is ideal for those student who wish to follow a broad but comprehensive business and management programme rather than specialise in one particular area.

The student consolidates and enhances studies in the third year by examining strategic management issues in business context. The student is also able to gain knowledge and skills in management consultancy. The students can choose to specialise in functional areas like Marketing, Human Resource, Finance or Operations and Project Management.

Scholarships

Top 3 students are awarded a scholarship of £2000 each at Level 6, based on the aggregate scores of their first two years of study in India.



For more information, contact

SVKM's Institute of International Studies

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