



# HIMALAYAN SCHOOL OF MANAGEMENT STUDIES (HSMS)

At HSMS, we develop leadership qualities,  
creativity and entrepreneurial skills

**BBA**  
**Bachelor of Business  
Administration**



[www.srhu.edu.in](http://www.srhu.edu.in)

## Teaching and Training

We practice a student-centric pedagogy, to learn innovatively and effectively.



- Multi-disciplinary through - programs and projects, use of multimedia, lectures, case studies, games, simulations, group activities, role play, scenario analysis, group discussions, quizzes, etc.
- Industry visits, conferences, field trips, corporate talks, seminars/summits, internships, development programs, workshops, and exchange programs.

# BBA

## Bachelor of Business Administration



# FACULTY



A highly competent faculty which brings the “field” to classroom and carries a blend of both industry and academic skills.

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# PLACEMENTS



Dedicated Placement Cell provides  
'Summer Internship' and 100%  
placement support

**Highest package INR 10 Lakhs p.a.**



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# HIGHLIGHTS



1

Wide baskets of Electives including Digital Marketing and Rural Management.

2

Live Projects & Internship opportunity with Rural Development Institute and Himalayan Hospital.

3

SWAYAM courses integration/ additional credits.

4

Focus on English Communication & Soft Skills for enhanced Employability

5

Flexible choice based credit learning system

6

Industry projects and internship

7

Industrial training & certification program

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# MANAGEMENT PROGRAMS



Human Resource Management



Marketing / Digital Marketing



Rural Management

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## **Bachelor of Business Administration (BBA)**

**With this BBA program, you will be able to:**

1. Understand and identify concepts of management in diverse situations
2. Analyze complex problems in business and other organizations
3. Produce written documents and oral presentations for the intended audience and purpose
4. Participate collaboratively and responsibly in teams to achieve specified outcomes
5. Appreciate ethical, environmental and sustainability considerations in business and other organizations
6. Industry aligned module in Logistics & Supply Chain Management in Association with Om Logistics Ltd.

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# EMPLOYMENT OPPORTUNITIES



Finance - Investment Banker,  
Financial Advisor, Loan Officer  
Trader, Accountant, etc.

Management - HR Executive,  
Research and Development  
Executive, Information and  
Systems Executive.

Multi-level positions in Sales,  
Marketing, Digital Marketing,  
Advertising

Consultancy



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# ELIGIBILITY & DURATION



Candidate must have passed 10+2 with 50% marks in aggregate with English as an essential subject.

**3** years  
(6 semesters)



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# PROCESSES



## POSTGRADUATE PROGRAMS

### Bachelor of Business Administration (BBA)

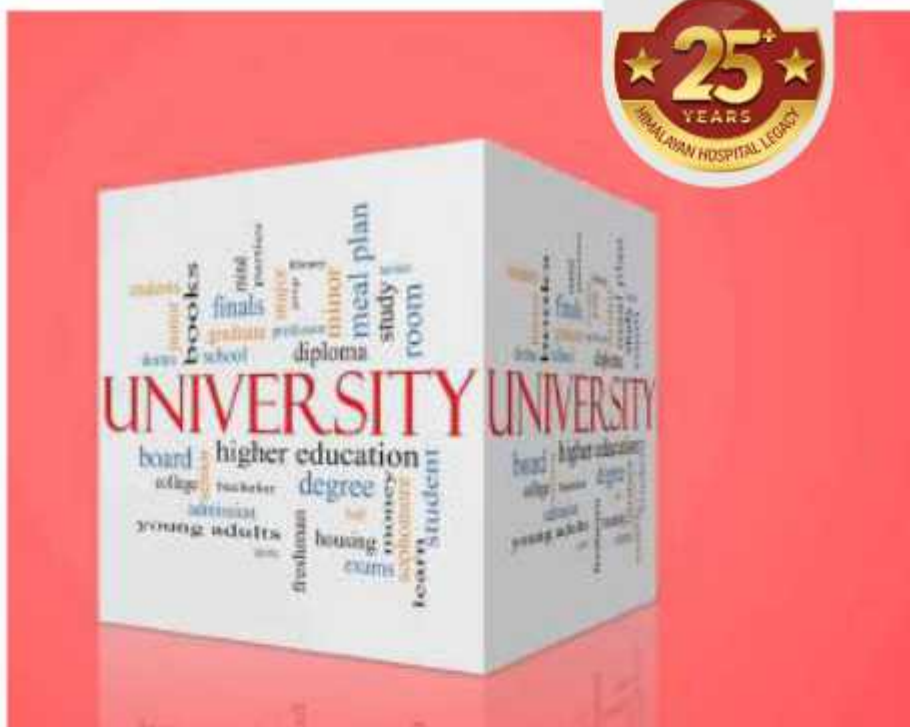
Candidates applying for the BBA program will be shortlisted on merit basis of the qualifying examination.

The shortlisted candidates will be given personal counseling by the admission committee of the program, before offer for admission to the program.

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# FREE STRUCTURE



## Bachelor of Business Administration (BBA)

Fee Category	Program	Fee*(₹)
Tuition Fee (Per Semester)	Regular-AIC	40,000
	Regular-PRU	29,600
Admission fee	One Time, at the beginning	7,500
Enrollment Fee		1,000
Refundable Security		5,000
Examination fee (Per University Exam)*	Regular	4,000
Supplementary Exam fee (Per Course)*		1,000
Convocation Fee	One Time, Pre Final Semester	2,000

AIC - All India Category | PRU – Permanent Resident of Uttarakhand

\* Fee is subject to revision

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# SCHOLARSHIPS



- 1 Merit Scholarship**  
Upto 100% of Tuition fee
- 2 Merit cum Means Scholarship**  
Upto 50% of Tuition fee
- 3 Special Scholarship**  
Upto 100% of Tuition fee for
  - Ward of Armed Forces/Para Military Forces/Police Force Personnel (Serving and Retired; Non-commissioned Officers)
  - Transgender Candidate
  - Differently abled Candidate
- 4 Free-ship Scholarship**  
Completely free education for One Candidate in each academic program of the University who is an orphan / has no earning member in the family.
- 5 Alumni concession**  
Upto 25% of Tuition fee
- 6** 26% fee relaxation for students from Uttarakhand (Permanent resident)
- 7** Interest free Education Loan facility.

\*Terms & Conditions Apply

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# DEPARTMENT CONTACT



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+91 70553 09532,  
70553 09533**

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of UGC Act 1956, enacted vide an Act of  
Uttarakhand No. 12 of 2013.

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