

Department of Business Administration

- Inception Year: 1987
- Duration of the Programme : 3 Years

Unique Features of the Programme

- BBA programme addresses the contemporary needs of the Industry 4.0 / 5.0 Era
- Retains the essence of the traditional BBA programme at the same time throws open a new spectrum of opportunities to suit the new generation business models as well
- Hybrid/ Virtual Expos are organized regularly to facilitate an entrepreneurial mindset
- Product & Idea Expos are conducted to promote Innovative & Design Thinking Skills



Highlights about the Curriculum

BBA Courses Mapped with Contemporary needs of Industry

Syllabus is integrated with Artificial Intelligence & Indian Knowledge System (IKS) and suits Industry 4.0/ Industry 5.0

Professional Certification in Logistics & Supply Chain Management- CII; Coursera; NPTEL and Swayam

Business Analytics & Intelligence;
Management Information System;
Design Thinking

Leadership Communication;
International Business;
Services Marketing

Computational Finance;
Financial Markets & Services;
F & A for BPS

Teaching Pedagogy



Key Benefits

Solid foundation for diverse, promising career and higher education

Curriculum emphasizes critical thinking and skill development

Tailored to meet industry needs, and equips students with the understanding of business landscape

Promotes students with entrepreneurial aptitude and skills for start-ups

Student Life

- Be a part of various student clubs linked to individual passion
- Explore internships and project paving the way to gain practical experience, corporate culture, and work environment
- Participate and organize events, guest lectures, workshops, seminars, industry visits & training programs for upskilling



BBA 2022 Batch - Recd. Govt. posting in GST Sector



Industry Visit - TVS Motor Company, Hosur

Research Highlights



SOCIETY BASED RESEARCH UNDERTAKEN



Placement Opportunities



Alumni at a glance



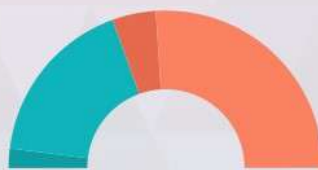
Ms. Alpa Dharamshi
1987 – 1990 Batch
Social Entrepreneur
Founder – PEHECHAAN



Ms. Praveena J. Ramaswami
1996 – 1999 Batch
Project Leader, May Mobilit
Global Community Engagement, USA



Ms. Subha Nandhini
1988 – 1991 Batch
Founder & Director, Wordsmith Learning
Hub Pte Ltd, Singapore



■ Australia (4%) ■ Dubai (35%)
■ Singapore (9%) ■ USA (52%)

KCW BBA Alumni Presence across the globe



Ms. Anandhi Joghee
1987 – 1990 Batch
Senior General Manager - Global HR
Schneider Electric



Dr. Arthi Gerald
1990 – 1993 Batch
Founder - Teenr and Future Edu



Ms. Srividhya SR
2002 – 2005 Batch
Associate Vice President, Federal Bank

Mrs. Vidhya Rao (BBM 1999)
Project Director - Cloud
Solutions, Oracle America Inc,
USA

I am grateful to state that my under graduation in KCW influenced my life in a positive way, helped me to achieve my career goals, gave me the confidence to play a vital role in a multicultural organization, with the world-class education

Reach us at:

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