

NAAC Re-accredited Grade 'A' | Autonomous Institute
Affiliated to University of Mumbai

BBA

BACHELOR OF BUSINESS ADMINISTRATION



Learn. Lead. Succeed.

Develop essential management and leadership skills to excel in a dynamic global business environment.



Build a strong foundation in management, innovation and entrepreneurship to become a future-ready business leader.



**INDUSTRY
RELEVANT
CURRICULUM**



**PRACTICAL
LEARNING**



**EXPERT
FACULTY**



**INTERNSHIP
& TRAINING**



**PLACEMENT
SUPPORT**



CURRICULUM STRUCTURE

Explore what you will learn across key areas of Management and Business

01

FOUNDATION COURSES



- Principles of Management
- Business Economics
- Business Communication
- Financial Accounting
- Quantitative Techniques
- Business Law
- Foundation Course I & II
- Environmental Studies
- Business Mathematics

02

CORE BUSINESS COMPETENCIES



- Marketing Management
- Human Resource Management
- Organisational Behaviour
- Financial Management
- Cost & Management Accounting
- Business Statistics
- Operations Management
- Business Research Methods
- Entrepreneurship Development

03

SPECIALISATION & ANALYTICS



- Consumer Behaviour
- Digital Marketing
- Data Analysis for Business
- Strategic Management
- Business Analytics
- International Business
- E-Commerce
- Corporate Governance
- Project Management

04

SKILLS & APPLICATIONS



- Business Ethics
- Management Information Systems
- Excel for Business
- Case Studies
- Presentation Skills
- Communication Skills
- Design Thinking
- Creativity & Innovation
- Leadership Skills

05

PRACTICAL EXPOSURE & PROJECTS



- Internships
- Live Projects
- Industrial Visits
- Mini Project
- Major Project
- Management Simulation
- Industry Interaction
- Field Study
- Report Writing

WHY CHOOSE BBA AT VSIT?



State-of-the-art
Infrastructure



Experienced
Faculty



Hands-on
Learning



Industry
Collaboration



Career
Readiness



High Growth
Opportunities

ADMISSIONS OPEN



Shape Your Future with VSIT!



Mobile With Whatsapp
+91 9167409222



Website
vsit.edu.in



Email
admissions@vsit.edu.in



Address
**Vidyalankar College Marg,
Wadala East,
Mumbai 400 037**



SCAN HERE

WHY CHOOSE VISIT?



11-acre green campus
in Central Mumbai –
1 km from Wadala
Road Station



Modern, well-equipped
labs with industry-
aligned, hands-on
curriculum



Active Corporate
Relations Centre:
placement drives,
soft skills &
resume building



Vibrant student life –
clubs, cultural fests,
sports, and
extracurricular
activities

PROGRAMMES OFFERED

1 DEPARTMENT OF COMPUTING

Undergraduate (UG)

- B.Sc. in Information Technology
- B.Sc. in Data Science
- B.Sc. in Computer Science (AI & ML)
- B.Sc. in Computer Science (Software Engg.)

Postgraduate (PG)

- M.Sc. in Information Technology
- M.Sc. in Data Science & Artificial Intelligence
- M.Sc. in Computer Science (Cybersecurity)

2 DEPARTMENT OF COMMERCE

Undergraduate (UG)

- B.Com. in Accounting & Finance
- B.Com. in Banking & Insurance
- B.Com. in Financial Markets
- B.Com. in Finance & Analytics

Postgraduate (PG)

- M.Com. in Banking & Finance
- M.Com. in Advance Accountancy
- M.Com. in Business Management

3 DEPARTMENT OF MANAGEMENT

Undergraduate (UG) Programmes

- Bachelor of Management Studies
- B.Com. in Business Administration
- B.Com. in Business Management

4 DEPARTMENT OF MASS MEDIA

Undergraduate (UG)

- B.A. in Multimedia & Mass Communication
- B.A. in Digital Marketing Communication

Postgraduate (PG)

- M.A. in Mass Communication: Entertainment, Media & Advertising



All programmes are affiliated with the University of Mumbai. Admission for UG programmes is based on Class XII merit; PG programmes require a relevant UG degree. Entrance via MAH-CET where applicable.

STUDENT-CENTRIC APPROACH

- Instructional Area
- Library
- Smart Classrooms (ICT enabled)
- Lecture Capture System
- Tutorial Rooms
- Discussion Rooms
- Laboratories
- Seminar Halls
- Amphitheatre
- Auditorium
- Media Laboratory



Multiple Food Outlets
& Vending Machine



Ambulance (24 X 7)



Reading Room



Professional Counsellor



Students' Recreational Center



Gymkhana



Playground

VALUE-ADDED COURSES



International
Financial
Management



Professional
Web Designing



Stock Market
Operations



3D Printing & 2D
Graphics Design



Train. Earn. Learn.
(with ICAI)



Augmented &
Virtual Reality
Basics & Unity 3D



Embedded
Finance



Data Analytics &
Visualisation



Public Speaking &
Personality
Development



Strategic
Advertising & Brand
Risk Intelligence

and many more...

PLACEMENTS & CAREER OPPORTUNITIES



85%

Placement
Ratio



₹8 LPA

Highest
Package



₹5 LPA

Average
Package

TOP RECRUITERS



COMMON ROLES OFFERED

- Software Developer
 - Business Analyst
 - Content Creator
 - Marketing Specialist
 - QA / Test Engineer
 - Banking Operations
 - Data Analyst
 - Social Media Manager
 - Brand Manager
 - Event Manager
 - Cost Accountant
 - Financial Analyst
- and many more...

Why Choose
Vidyalankar School of
Information Technology?



Industry-aligned
education with
future-ready skills



Strong industry
connect & placement
support



Focus on holistic
development &
employability



Excellent
infrastructure for
academic excellence