

Bachelor of Business Administration

awarded by Tilak Maharashtra University, Pune

Eligibility for Admission

At least 60% in 10+2

Admission Procedure

AIT's Aptitude test along with performance in class XIIth

Specializations

1. Finance
2. Human Resource Management
3. Marketing
4. International Business

Duration

3 Years

Program Structure

2 Semester in 1 Year + Value Added Courses/Practical Training during summer

Faculty

- Professionally Qualified & Experienced faculty.
- Guest Lectures from professionals for students all round development.
- Weekly Seminars by Industry professionals.

Training & Placement

The Institute has always stressed the importance of training as a part of the curriculum. AIT provides adequate assistance for Training & Final Placement of its students. A full time officer who is highly experienced & dedicated in this area heads the Training & Placement unit of the Institute. The Training & Placement unit has been successful in arranging suitable placements for our students in companies like: **Wipro, Satyam Infotech, Hughes Software Systems Ltd., ICICI Infotech, Mahindra British Telecom, Ranbaxy, American Express, Tata Indicom, Coal India Limited, Citibank, Indian Airlines, Sahara India, GAIL, Max Newyork Life Insurance** to name a few.

Fees:

Tuition Fee: Rs.50,000 per Semester

In addition, at the time of admission, the student will pay the following additional fees

Application Fee	Rs 1,000/- one time
Admission Fee	Rs 15,000/- one time
Refundable Security Deposit (without interest)	Rs 10, 000/- one time
Development Fee	Rs 10, 000/- per semester
Student Welfare Fee (Including Medclaim Insurance Premium)	Rs.2,500/- per year

Program Commencement

August 2008

Sample Scheme

Bachelor of Business Administration (BBA) Syllabus for TMU degree

Semester - I

Sub. Code	Subject	Marks
B-101	Structured and Spoken English	100
B-102	Essential of Management	100
B-103	Information Technology	100
B-104	Introduction to Business	100
B-105	Principles of Accounting	100
Total Marks		500

Semester - II

Sub. Code	Subject	Marks
B-201	Marketing Management	100
B-202	Business Mathematics	100
B-203	Business Communication	100
B-204	Financial Management	100
B-205	Production and Operations Management	100
Total Marks		500

Value Added Courses during summer

Semester III

Sub. Code	Subject	Marks
B-301	Business Environment	100
B-302	Managerial Economics	100
B-303	Organizational Behavior	100
B-304	Financial Accounting	100
B-305	International Business Management	100
Total Marks		500

Semester – IV

Sub. Code	Subject	Marks
B-401	Cost and Management Accounting	100
B-402	Human Resource Management	100
B-403	Management Information System	100
B-404	Risk Management and Insurance	100
B-405	Business Ethics and Legal Environment	100
Total		500

Value Added Courses during summerSemester – V

Sub. Code	Subject	Marks
B-501	Research Methodology	100
B-502	Economic Analysis	100
B-503	Strategic Management	100
B-504	Banking Practice and Management	100
B-505	Logistics and Material Management	100
Total		500

Semester – VI

Sub. Code	Subject	Marks
B-601	Auditing	100
B-602	Entrepreneurship Development and small Business Management	100
B-603	Specialization	100
B-604	Specialization	100
B-605	Summer/Winter Project	100
Total		500

Value Added Courses during summer

Specialization

1. Finance

	Marks
• Advance Financial Management	100
• Modern Business Accounting	50
• Debt Market and Capital Market	50
Total	200

2. Human Resource Management

	Marks
• Labour Laws	100
• Industrial Psychology	50
• Current Trends in HR	50
Total	200

3. Marketing

	Marks
• Consumer Behavior	50
• Market Survey	50
• Advertising and Media Management	100
Total	200

4. International Business

	Marks
• International Marketing	100
• International Business	100
Total	200

Total marks of all semesters 3000

* A particular specialization will be offered only when a sufficient number of students have enrolled for it.

Value Added Courses include Modules on

- **Retail Management**
- **Banking & Insurance**