

DELHI TECHNOLOGICAL UNIVERSITY
(Formerly Delhi College of Engineering)
East Delhi Campus, Vivek Vihar Phase II, New Delhi 110095

University School of Management and Entrepreneurship

BBA programme

Four Year Undergraduate Programme (FYUP)

The Bachelor of Business Administration (BBA) programme provides a comprehensive education in various aspects of business and management. A BBA degree is typically designed to equip students with a strong foundation in business principles and skills, preparing them for entry-level managerial positions in various industries. The curriculum of a BBA program covers a range of business disciplines, including accounting, finance, marketing, management, economics, operations, and more. Students learn about fundamental concepts, theories, and practices in these areas to develop a well-rounded understanding of how businesses operate. The course structure will include multidisciplinary courses to broaden the intellectual experience of the students; ability enhancement courses to enable the students to acquire and demonstrate the core linguistic skills, including critical reading and expository and academic writing skills, and skill-enhancement courses, including value-added courses which will seek to impart practical skills, hands-on training, soft skills, etc., to enhance the employability of students.

The BBA four year programme has been designed in line with New Education Policy which offers minor specialisation, interdisciplinary, value-added, and ability enhancement courses. Our BBA four years program offers multiple entry and exit options along with minor specialisation in data sciences and economics. Also, students are offered an option of discipline specific specialisation in finance, marketing and human resource management. Overall, the program offers a comprehensive and holistic combination business, entrepreneurship, data science, and value-added courses and experience. The University is offering a four-year undergraduate program (FYUP) in BBA program from the 2023-24 academic sessions. The programme is based on the philosophy and structural elements proposed in the New Education Policy 2020, and the Curriculum and Credit Framework for undergraduate programs published by the UGC in December 2022. The major elements of NEP 2020 such as a structure of certification providing flexibility of learning curriculum, multiple entry and exit points, multidisciplinary of learning, interdisciplinary courses, providing for deeper learning in dual disciplines, through a Minor in a multidisciplinary area. Such Minor options have been brought into the curriculum. It is envisaged that along with BBA, the minor would be available in streams of Economics and/or Decision Sciences/Analytics that have proven to be of great value. The programme will offer multiple exit options to the students with an option to obtain a one year

certificate/two year diploma in Management, or a 3-Year BBA degree with or without the Minor Specialization/4-Year Honours Degree with or without the Minor Specialization.

Admission Criteria for BBA Programme (2024-25)

Prospective candidates interested in applying for the BBA programme at the University School of Management & Entrepreneurship (USME), East Delhi Campus, Delhi Technological University should take note that admission to the programme for the 2024-25 academic session will be based on the scores obtained in the following combination of subjects in the Common University Entrance Test (CUET) being administered by the National Testing Agency (NTA):

A merit list will be prepared on the basis of combined score in Section IA (English) and Section III (General Test) of CUET.

- (i) Candidates are hereby advised to register on the CUET (UG) portal and opt for the above subject combination.
- (ii) A separate registration form to apply for DTU's BBA programme will be released around the time of the declaration of CUET UG results on the CMAC website. Candidates will be required to fill in their CUET scores obtained in the above-mentioned subject combination in the application form.
- (iii) Candidates are advised to keep checking the CMAC website for further updates regarding the admission process.
- (iv) For any queries, please write to us at bba.usme@dtu.ac.in

Eligibility Criteria for BBA programme (2024-25)

1. The candidate must have appeared in the Common University Entrance Test (CUET) - UG 2024 being conducted by the National Testing Agency (NTA).
2. The candidate must have scored at least 50% marks in the 12th board examination from a recognised board and must also have passed English as a subject in the 12th Board Examination. Those who are appearing in the examination may also apply, provided that they submit the proof of eligibility by a specific date declared by the University.
3. Candidates belonging to various reserved categories namely OBC (Non-Creamy Layer), Scheduled Caste, Scheduled Tribe, and sub-categories namely Defence, Person with Disability, who apply for seats reserved for them, shall be allowed a relaxation in the minimum marks criterion as mentioned below:
 - Other Backward Class (OBC-NCL): Candidates claiming reservation under Other Backward Class (Non-Creamy Layer) category shall be allowed a relaxation of 5% marks in the minimum marks criterion in the qualifying examination.
 - Scheduled Caste (SC), Scheduled Tribe (ST): Candidates claiming reservation under Scheduled Caste (SC) or Scheduled Tribe (ST) shall be allowed a relaxation of 10% marks in the minimum marks criterion in the qualifying examination.

- Defence Personnel: Candidates claiming reservation under Defence sub-category (CW) shall be allowed a relaxation of 5% marks in the minimum marks criterion in the qualifying examination.
- Person with Disability (PwD): Candidates claiming reservation under “Person with Disability” (PD) sub-category shall be allowed a relaxation of 10% marks in the minimum marks criterion in the qualifying examination.