



VIT<sup>®</sup>  
AP

# VIT-AP SCHOOL OF BUSINESS



## PROGRAMME BROCHURE 2020

- BBA
- BBA Business Analytics
- BBA from University of Michigan, Dearborn (UMD), USA  
- 2 years at VSB + 2 years at UMD
- BS Business Analytics from  
Arizona State University (ASU), USA  
- 2 years at VSB + 2 years at ASU

Apply Knowledge. Improve Life!



## ABOUT VIT-AP

VIT-AP offers distinctive education through its undergraduate, postgraduate and Ph.D programmes. The teaching learning process at the institute strives to prepare students for the future. Students are pro-actively involved in the process of applied learning with the help of experienced faculty who enable the students to channelize their talent and intellect to contribute effectively towards the development and sustainability of society, with an emphasis on innovation and applying technology to improve life.

## ABOUT VIT-AP SCHOOL OF BUSINESS (VSB)

VIT-AP School of Business (VSB) was launched with the vision of preparing the future leaders of India to face the emerging crisis-opportunities. With management knowledge and leadership being integral parts of the modern age, VSB programs are designed to enhance leadership competencies, social and ecological sensitivity and systems thinking of the participants.

## THE VSB ADVANTAGE



# FACULTY

From IIMs, IITs , NITs and Central Universities

## BBA PROGRAMMES

### BBA

- Liberal Arts + STEM Foundation
- Curriculum Benchmarked against UMD
- Workshops for improving life and social skills
- Visiting faculty from US Universities and IIMs
- Systems and Design Thinking
- Holistic Development
- Preparation for IIMs



### BBA - Business Analytics

- Curriculum Benchmarked against ASU
- Software applications & tools for business analytics
- Drive strategy and innovation with core data analysis skills
- Project and case based learning including real life data analysis
- Preparation for industry certifications
- High Demand Careers

## BBA CURRICULUM

**Liberal Education** : Anthropology , Psychology,  
Critical Thinking, Gender Studies, etc.,

**Engineering Electives** : Python, Communication Systems,  
Workshop Practice, etc.,

**Workshops** : Theatre, Film Making, Design Thinking,  
Globalisation & Culture, etc.,

**Compulsory summer field work, Internships and Capstone  
Soft Skills, IIM CAT Preparation**



# INTERNATIONAL COLLABORATIONS



## VIT-AP and UMD

VIT-AP University and University of Michigan- Dearborn (UMD) have collaborated to create a special programme that allows BBA students to complete their first 2 years at VIT-AP University and last 2 years at UMD to get BBA degree from UMD

- UMD - College of Business, named as “**Best Business School**” in Princeton Review
- Bloomberg Businessweek ranks undergraduate program as **third** in state



## VIT-AP and ASU

VIT-AP University and Arizona State University (ASU) have collaborated to create a special programme that allows BBA students to complete first 2 years at VIT-AP University and last 2 years at ASU to get BS Business Analytics degree from ASU.

- Rank #1 for “**Most Innovative School**” in US.
- ASU’s Management degree program is among the **top 10** in the world.

Programme	Eligibility
BBA	<ul style="list-style-type: none"> <li>• Minimum 60% aggregate marks in 10th &amp; 12th Std. or Equivalent</li> </ul>
BBA Business Analytics	<ul style="list-style-type: none"> <li>• Minimum 60% aggregate marks in 10th &amp; 12th Std. or Equivalent</li> <li>• Minimum 60% marks in Maths in 12th Std. or Equivalent</li> </ul>
BBA from UMD 2 years at VSB + 2 years at UMD	<ul style="list-style-type: none"> <li>• Minimum 60% aggregate marks in 10th &amp; 12th Std. or Equivalent</li> <li>• IELTS Score / TOEFL Score</li> </ul>
BS Business Analytics from ASU 2 years at VSB + 2 years at ASU	<ul style="list-style-type: none"> <li>• Minimum 60% aggregate marks in 10th &amp; 12th St. or Equivalent</li> <li>• Minimum 60% marks in Maths in 12th Std. or Equivalent</li> <li>• IELTS Score / TOEFL Score + SAT Score</li> </ul>

**Apply Online** : [www.vitap.ac.in](http://www.vitap.ac.in)

**Scholarships** : Available for meritorious students



✉ [bba.admission@vitap.ac.in](mailto:bba.admission@vitap.ac.in)

☎ **0863-2370444, 7901057255**

📍 **VIT-AP University**  
Near AP Secretariat  
Amaravati - 522237  
Andhra Pradesh

Google Maps Keyword : **VIT AP CAMPUS**