



GSFC
UNIVERSITY
EDUCATION RE-ENVISIONED



**SCHOOL OF MANAGEMENT
& ENTREPRENEURSHIP (SOM&E)**

**BBA-GENERAL AND
BBA-BUSINESS ANALYTICS**

Shaping Future
Business Leaders

School Of Management & Entrepreneurship (SOM&E)

The School Of Management & Entrepreneurship (SOM&E) at GSFC University offers industry-aligned undergraduate, postgraduate, and doctoral programs designed to build strong conceptual foundations along with practical exposure. With a vibrant academic community of **900+ students**, the School integrates experiential learning, global perspectives, research excellence, and strong industry engagement to prepare students for successful careers in business, analytics, entrepreneurship, and academia. The curriculum is industry-driven and vetted by experts through the Board of Studies, ensuring alignment with current market demands. Students benefit from industrial visits, live projects, expert sessions, simulations, and international career guidance programs. Graduates have been placed in reputed organizations such as Alembic, Zydus, NielsenIQ, Larsen & Toubro, Adani Group, and Odoo, while several alumni pursue higher education in the USA, Canada, Germany, Australia, the UK, and Dubai.

Programmes Offered

■ **BBA – Bachelor of Business Administration (Specialization in HR | Marketing | Finance)**

The BBA program builds a strong foundation in management, leadership and decision-making.

Programme Highlights

- The BBA Program at SOM&E, GSFC University is ranked among the Top 12 Distinguished BBA Institutes in India in the Competitive Success Review BBA Survey 2026
- Industry-oriented curriculum with practical exposure
- Learning through case studies, live projects, simulations, internships, and industry interactions to bridge the gap between theory and practice.
- Training in analytical tools such as SPSS 31.0, SmartPLS version 4.1.1.6 and E-Views
- Industrial visits and live projects with partner industries
- Guest lectures on contemporary topics by national and international experts
- Encouragement for student research, participation in conferences, and innovation-driven learning.
- Focus on entrepreneurship and leadership development

Outcome: Prepares students for **corporate careers, startups, and higher education in management.**



BBA – Business Analytics

A specialized program designed for the data-driven business world, combining management knowledge with advanced analytics.

Programme Highlights

- Strong foundation in **data analytics, statistics, and business intelligence**
- Hands-on training with **industry-relevant tools such as Excel, Power BI, Python, R, and data visualization platforms.**
- Develops critical thinking, data interpretation, and strategic decision-making abilities.
- Exposure to real-world business data and analytical decision-making
- Industry expert sessions on **AI, analytics, and digital transformation**
- Excellent preparation for careers in **data analytics, consulting, and business intelligence**
- Enables students to translate complex data into actionable business insights.

Outcome: Develops professionals capable of **transforming data into strategic business insights.**

Eligibility for Admission in BBA-General & BBA-Business Analytics

- Candidates must have passed 12th or equivalent Examination, with English as one of its subjects from the recognized Board including NIOS, securing a minimum 50% marks in aggregate of all the subjects. (45% for SC / ST / OBC-Non-Creamy Layer / PD / EWS).
- Applicants with 12th or equivalent from International Schools, affiliated to foreign education boards like IGCSE (International General Certificate for Secondary Education) and IB (International Baccalaureate) can apply, they have to submit an equivalence certificate of Association of Indian Universities, New Delhi.

Admission Procedure in BBA-General & BBA-Business Analytics

- Admission based on Merit only, Selection of the Applicants for admission would be based on the percentage of SSC & H.S.C Examination and Interaction with the concerned faculty.

WHY CHOOSE

School Of Management &
Entrepreneurship (SOM&E)
@ GSFC University?

Industry-driven curriculum with
900+ industry connections

Global exposure and **international
career guidance programs**

Strong alumni network with
entrepreneurs and global graduates

Experienced faculty and distinguished
adjunct professors from India and abroad

Experiential learning through **industrial visits,
cultural immersion programs, and expert sessions**

Focus on **innovation, research, and
future-ready management education**



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log on to www.gsfcuniversity.ac.in



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