



GSFC
UNIVERSITY
EDUCATION RE-ENVISIONED



BBA MBA Integrated with AI in Business

**Where Business Intelligence
Meets Artificial Intelligence**



ABOUT THE SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP

The School of Management Studies & Entrepreneurship 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, Nielsen IQ, Larsen & Toubro, Adani Group, and Odoo, while several alumni pursue higher education in the USA, Canada, Germany, Australia, the UK, and Dubai.

BBA MBA Integrated with AI in Business

The BBA–MBA Integrated Program with Artificial Intelligence (AI) is a five-year combined degree that seamlessly integrates undergraduate and postgraduate business education into a single structured course. It provides a strong foundation in business fundamentals along with AI-driven tools, data analytics, and advanced management concepts, fostering strategic thinking and leadership development.

The program blends theoretical learning with practical exposure through case studies, internships, live projects, and industry interaction, while incorporating AI applications across domains such as marketing, finance, HR, and operations. It equips students with data-driven decision-making skills and technological competence, preparing them for managerial roles, AI-enabled business functions, entrepreneurship, and global careers in a digital economy.

Need for the Program

This integrated program offers a streamlined and time-efficient pathway to management careers by eliminating the need for separate MBA admissions. It reduces duplication of coursework, ensures continuity in learning, and develops analytical, decision-making, and leadership skills from an early stage. The structured curriculum enhances industry readiness and provides a competitive advantage in the job market.

Programme Highlights:

Seamless pathway to earn **BBA + MBA with Artificial Intelligence (AI)** in business

Designed with a strong focus on **practical exposure and industry relevance**.

Combines **core business knowledge** with **AI, data analytics and digital decision-making skills**.

The BBA Program at SoM&LA, GSFC University is ranked among the **Top 12 Distinguished BBA Institutes in India** in the Competitive Success Review BBA Survey 2026.

Hands-on training in tools like **SPSS 31.0, SmartPLS (version 4.1.1.6), and E-Views** for data-driven insights.

Prepares students for roles such as **Business Analyst, Data Analyst, AI-enabled Manager, and Digital Strategy Consultant**.



Registration Fees:

The registration fee for submitting online application form is **Rs. 600/-** (Rupees Six Hundred Only), which is to be paid online. (Non - Refundable)

Eligibility

Applicant must have passed 12th or equivalent Examination in any stream, 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% marks for SC/ST/OBC–NL/EWS/PD) 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 equivalence certificate of Association of Indian Universities, New Delhi.

Admission Process

- 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. Other
- Students have the option to exit after completion of three years with the award of BBA. Degree.
- Students have the option to exit after completion of four years with the award of
- BBA (Hons.) Degree. The tuition fees for the entire program will be same.

Hostel Facility

Limited accommodation facilities available for outstation students



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For more information,
Call us at 0265-3093740/+91 75730 02444 or
log on to www.gsfcuniversity.ac.in



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