



**ALLIANCE
UNIVERSITY**

Private University established in Karnataka State by Act No.34 of year 2010
Recognized by the University Grants Commission (UGC), New Delhi

**NAAC
GRADE A+**
ACCREDITED UNIVERSITY

BBA *(Hons.)*

B.COM. *(Hons.)*



**EXPERIENCE
THE DIFFERENCE**

alliance.edu.in

ALLIANCE UNIVERSITY

Alliance University is the first Private University in South India, established in Karnataka by Act No. 34 of 2010, and is recognised by the University Grants Commission (UGC), New Delhi. The University is accredited with an A+ grade by the National Assessment and Accreditation Council (NAAC).

The University considers research the essence of all teaching and learning practices. A unity between research and teaching is promoted to extend the frontiers of knowledge to solve real-world problems on a local, national, and global scale.

For this purpose, the University seeks to be the nerve centre of interaction between the industry, the government, the civil society, and the community at large. In times when technological and social change is transforming the very idea of employability, the University embraces the increasing diversity of specializations while retaining the impulse to unify all knowledge.

 Ministry of Education Government of India  NATIONAL INSTITUTIONAL RANKING FRAMEWORK RANKING 2025  RANKED 71st IN MANAGEMENT	 WORLD UNIVERSITY RANKINGS  RANKED #274 SOUTHERN ASIA #851-900 OVERALL ASIA ASIA - 2026	 AACSB Business Education Alliance Member A member of The Association to Advance Collegiate School of Business (AACSB), USA
 DIAMOND QS I-GAUGE RATING FOR MANAGEMENT QS I-GAUGE Diamond Subject Rating for Management	 MSME सूक्ष्म, लघु एवं मध्यम उद्यम MICRO, SMALL & MEDIUM ENTERPRISES Technology, Business Incubator, Approved by MSME, Government of India with a Corpus Fund of ₹10 Crores Sponsored by Alliance Business School	 IACBE Recognized by International Accreditation Council for Business Education

Times3School

TIMES BBA RANKINGS SURVEY 2026

RANKED 1 TOP REGIONAL RANKING 2026 IN SOUTH INDIA	RANKED 2 TOP 10 BBA PRIVATE UNIVERSITY	RANKED 2 TOP 70 BBA INSTITUTE RANKING 2026	RANKED 3 TOP 25 BBA INSTITUTE PLACEMENT
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ALLIANCE SCHOOL OF BUSINESS

BACHELOR OF

BUSINESS ADMINISTRATION (HONS.) - BBA (H)

Four Years, Eight Semesters (Degree with Honours)

Optional: Three Years, Six Semesters (Degree)

Crafting a legacy of innovation, the program seamlessly blends the wisdom of tradition with a dynamic curriculum at the cutting edge of industry standards. Guided by accomplished faculty, students embark on an immersive learning journey, mastering not just knowledge, but the essential skills to navigate and lead in the ever-evolving landscape of business.

SPECIALISATIONS

Functional Track

- Finance • Marketing • Human Resource Management
- Operations Management • International Business Management
- Business Analytics • FinTech • Sports Management

Practice Track

- Financial Analytics • Digital Marketing • People Analytics
- Resource Optimization • International Relations
- Banking & Financial Services • Entrepreneurship & Family Business

PROGRAM FEATURES

- Practical application through case studies and simulations
- Entrepreneurship focus with specialized courses & startup network access
- Global exposure facilitated by study tours, exchange programs & collaborations
- Internships & placements in top organisations

ELIGIBILITY

- Passed 10+2 or equivalent from a recognized Board / Council with a minimum of 50% marks (45% for SC/ST).

BACHELOR OF

COMMERCE (HONS.) - B.COM. (H)

Four Years, Eight Semesters (Degree with Honours)

Optional: Three Years, Six Semesters (Degree)

The program is designed to provide contemporary critical skill sets for managerial competency and leadership. The program pedagogy is rigorous and progressive, allowing students to create a strong foundation. World-class faculty and education through industry-academia interface provides a distinct advantage to students, empowering them with precise decision making, critical thinking, and thought leadership.

SPECIALISATIONS

Functional Track

- Accounting & Taxation • International Business • Marketing • Finance
- Business Analytics • FinTech

Practice Track

- Financial Analytics • Digital Banking, Insurance & Financial Services
- Digital Marketing • Logistics & Supply Chain Management
- International Relations • Entrepreneurship & Family Business

PROGRAM FEATURES

- Opportunity to pursue professional programs like ACCA & CMA
- Excellent industry specific curriculum
- Interaction with industry leaders, practitioners, and professionals
- Internships & placements in top organisations

ELIGIBILITY

- Passed 10+2 or equivalent from a recognized Board / Council with a minimum of 50% marks (45% for SC/ST).

LEAD WITH UNIQUE SPECIALIZATIONS AND GLOBAL CERTIFICATIONS

BBA IN SPORTS MANAGEMENT

Students have the opportunity to pursue BBA in Sports Management at Alliance University. Designed alongside industry experts and academically powered by the Anju Bobby High Performance Centre, the program is committed to deliver exactly what modern sports organisations expect.



B.COM. (HONS.) - CA INTEGRATED

***Offered at Alliance School of Management & Technology, Sarjapura Campus.**



The B.Com. (Hons.) CA Integrated Program embeds intensive CA preparation along with the degree journey. The program offers a proven ecosystem to students with the dual advantage and opportunity to achieve academic excellence while ensuring success in CA foundation, intermediate, finals, and beyond.

ACCA (Association of Chartered Accountants), UK

ACCA course is tailored for individuals interested in accounting and business management. The course component lays a strong foundation in business principles and the ACCA aspect equips students with the skills and knowledge needed to become chartered accountants.

CMA (Certified Management Accountant), USA



CMA course offers a unique combination of business administration and cost management accounting, providing students with a comprehensive understanding of both fields. The course equips students with practical and theoretical knowledge, making them highly versatile in the job market.

***No. 42, Near Gopasandra Gate, Sarjapura Hobli, Bengaluru, Karnataka 560 009**
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UNLOCK GLOBAL EXPOSURE

- Internship Programs
- Semester Exchange Programs
- Pathway Programs
- Dual-Degree Programs



100+ INTERNATIONAL LINKAGES ACROSS THE GLOBE

WHY ALLIANCE SCHOOL OF BUSINESS?

**EXPERIENCED FACULTY WITH
IVY LEAGUE ACCREDITATION
AND INDUSTRY ACCLAIM**



**INTERNATIONAL STUDENT
EXCHANGE PROGRAMS WITH
TOP GLOBAL INSTITUTIONS**



**DIRECT MENTORSHIP BY
CXOs AND CORPORATE
LEADERS**



**UP TO
100% SCHOLARSHIPS
FOR MERITORIOUS
STUDENTS**



**ALLIANCE TECH
BUSINESS INCUBATOR
SUPPORTING 350+ VENTURES**



**OVER 90 VIBRANT
STUDENT DRIVEN
ACTIVITY CLUBS**



**INDUSTRY-ALIGNED
CURRICULUM,
INTERNSHIPS, AND
PLACEMENT ASSISTANCE**



**CAMPUS HOUSING
12,000+ STUDENTS & HOST
TO ONE OF INDIA'S LARGEST
LITERATURE FESTIVAL**



ALUMNI TESTIMONIALS



SHREYAA GOUTHAM
BBA
2021 - 2024

My journey from Alliance University to the corporate world has been defined by the foundation it gave me. Beyond academics, I built confidence, adaptability, and critical thinking through constant exposure and guidance. I started with an internship at McKinsey & Company, moved to Goldman Sachs through campus placement, and now continue to grow at Boston Consulting Group. I am grateful for the journey and proud to be an alumnus.

MOVED TO



SHASHANK SHEKHAR
BBA
2013 - 2016

Alliance University's rigorous curriculum and dedicated faculty equipped me with the technical and soft skills necessary to excel in Amazon's demanding interview process. The career services team provided invaluable support, from resume building to mock interviews, ensuring I was well-prepared to secure my role as a Program Manager at Amazon.

PLACED WITH



ANSHIKA
BBA
2022 - 2025

My journey at Alliance University has been transformative. The comprehensive curriculum and excellent faculty prepared me for the corporate world. Strong placement support and career counselling helped me secure a position at KPMG. The practical learning, networking opportunities, and soft skills training boosted my confidence and competence. I am grateful to Alliance University for shaping my career path.

PLACED WITH



SCAN TO APPLY

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