



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

EXPERIENCE
THE DIFFERENCE

BBA *(HONS.)*

B.COM. *(HONS.)*



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 specialisations while retaining the impulse to unify all knowledge.

 Ministry of Education Government of India  NIRF NATIONAL INSTITUTIONAL RANKING FRAMEWORK RANKING 2025	 WORLD UNIVERSITY RANKINGS ASIA - 2026 RANKED #274 SOUTHERN ASIA #851-900 OVERALL ASIA	 AACSB Business Education Alliance Member A member of The Association to Advance Collegiate Schools of Business (AACSB), USA
 PLATINUM DIAMOND QS I-GAUGE RATING FOR MANAGEMENT QS I-GAUGE Diamond Subject Rating for Management	 DIAMOND QS I-GAUGE QS I-GAUGE Diamond in Indian University Ratings	 IACBE Recognised by International Accreditation Council for Business Education

 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	 coursera for Campus Empowering students with globally recognized learning opportunities.
		

TIMES BBA EDUCATION RANKING SURVEY 2026

 1 Regional Ranking In South India	 2 Among Top 70 BBA Institutes	 2 Among Top 10 BBA Private Universities	 3 Among Top 25 BBA Institutes for Placements
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ALLIANCE SCHOOL OF BUSINESS

UNDERGRADUATE PROGRAMS

Bachelor of Business Administration - BBA (Hons.)

A dynamic curriculum at the cutting edge of industry standards - an immersive learning journey, guided by accomplished faculty, that builds the skills to lead in business.

Build your specialisation

FUNCTIONAL

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

PRACTICE

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

Pair one functional track with one practice track to shape your focus.

Program features

- Global exposure through study tours, exchanges
- Entrepreneurial focus with start-up network access
- Practical application through case studies and simulations
- Collaborations; internships and placements in top organisations

Bachelor of Commerce - B. Com. (Hons.)

A rigorous, progressive pedagogy that builds a strong foundation in commerce and the decision-making skills for world-class careers.

Build your specialisation

FUNCTIONAL

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

PRACTICE

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

Pair one functional track with one practice track to shape your focus.

Program features

- Industry-oriented curriculum and pedagogy
- Internships and placements in top organisations
- Interaction with industry leaders, practitioners and professionals
- Pathway to internationally recognised professional certifications

Duration: Four Years, Eight Semesters (Honours) · Optional Three Years, Six Semesters (Degree)

Eligibility: Passed 10+2 or equivalent from a recognised board / council with a minimum of 50% marks (45% for SC/ST).

Scholarships: Merit scholarships of up to 100% on tuition fees awarded based on academic performance, sports achievements, and other specific categories.

PREPARATION

FOR GLOBAL CERTIFICATIONS

Along with BBA (Hons.) and B.Com. (Hons.), students have the option to pursue ACCA and CMA certifications.

ACCA

Association of Chartered Certified Accountants, UK



Recognised in 179 countries with over 266,100 members and 546,500 future members worldwide, ACCA builds strong business and financial accounting expertise. Commerce graduates are eligible for exemptions from ACCA's foundation-level papers.

CMA

Certified Management Accountant, USA



Recognised across 150 countries with over 140,000 IMA members and 100,000+ certified professionals, the CMA combines management accounting and strategic finance. The certification awarded on completing the examination, opens up senior finance and leadership roles globally.

SPECIALISED DEGREES

BBA IN SPORTS MANAGEMENT

Duration: Three Years (Degree)



Designed in consultation with 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

Duration: Four Years (Honours) / Optional Three Years (Degree)



Intensive CA preparation embedded along the degree journey - a proven ecosystem offering the dual advantage of academic excellence and success in CA Foundation, Intermediate, Finals, and beyond.

Offered at Alliance School of Management & Technology, Sarjapura, Bengaluru 560 009

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asmt@alliance.edu.in

INTERNATIONAL LINKAGES

Semester Exchange

Dual-Degree

Pathway Programs

Global Internships

100+ GLOBAL PARTNERS ACROSS 29 COUNTRIES

and many more...

STUDENTS WHO WENT GLOBAL



Priti Mandal
BBA
Semester Exchange
Ajman University
UAE



Shreyaa Goutham
BBA
Summer School
London School of Economics
UK



Dhanvanth Kirubakaran
BBA
Semester Exchange
Financial University
Russia

WHY ALLIANCE UNIVERSITY?



Experienced Faculty with IVY League Credentials and Industry Acclaim



AI-native Curriculum and Industry Integrated Learning Experience



Direct Mentorship by CXOs and Corporate Leaders



Experience the Country's Largest University-led Lit Fest, Alliance Literary festival



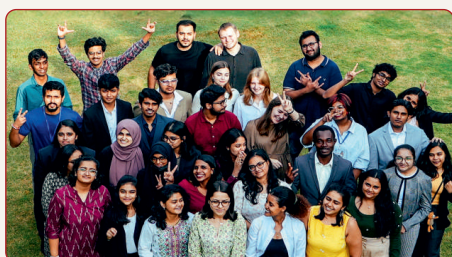
Alliance Technology Business Incubator Supporting 400+ ventures



Over 70 Vibrant Student-Driven Clubs & Annual Fest, Alliance One



Up to 100% Scholarships For Meritorious Students



Home to 14,000+ Students from Across India and the World



Infrastructure inspired by Greco-Roman grandeur and classical Indian design.

ALUMNI VOICES

WHERE OUR GRADUATES GO



"Alliance prepared me well for the Amazon selection process. The curriculum, faculty, and placement support - especially resume building and mock interviews - gave me the confidence to secure my role as a Program Manager at Amazon."

SHASHANK SHEKHAR

BBA, Class of 2016

Placed with **amazon**



"Alliance gave me a strong foundation for the corporate world. Internships, industry exposure, and placement opportunities helped me adapt to professional life. I started with McKinsey & Company, moved to Goldman Sachs, and the journey continues with Boston Consulting Group."

SIMRAN RAJ

B.Com., Class of 2021

Placed with **BCG** BOSTON CONSULTING GROUP



"The practical learning and placement support at Alliance helped me feel ready for the corporate world. The career guidance and opportunities to build my skills gave me the confidence to take my first step towards a career at KPMG."

ANSHIKA

BBA, Class of 2025

Placed with **KPMG**

YOUR PATH TO ALLIANCE



1,000+ RECRUITING PARTNERS

				and many more...



SCAN TO APPLY

ALLIANCE UNIVERSITY

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