

*We Build Corporate Careers...*



# SBUP UNDERGRADUATE PROGRAMS



**Sri Balaji Society's**  
**Sri Balaji University, Pune**  
UNIVERSITY FOR OPPORTUNITIES



• Discipline • Dedication • Determination

*We are proud to inform you and corporate world that Sri Balaji Society has been granted the status of a Private University by Government of Maharashtra in the name and title "Sri Balaji University, Pune(SBUP)" vide Act 2019, (Maharashtra Act No.XII of 2019).*

**S.No.55/2-7, Tathawade, Off Mumbai-Bangalore Bypass, Pune - 411 033.**

■ **Tel.: 8484964270 / 8484964270 / 020-66741095**

■ **Website : [www.sbup.edu.in](http://www.sbup.edu.in) ■ Email : [ugadmissions@sbup.edu.in](mailto:ugadmissions@sbup.edu.in)**

Welcome to Sri Balaji University, Pune(SBUP)  
**An investment in education you will always cherish**

*...Yes, We Build the future*



**Sri Balaji University, Pune**  
UNIVERSITY FOR OPPORTUNITIES

• Discipline • Dedication • Determination

**One Family, One Team, One Culture, One Goal**

### ***SBUP Undergraduate Programs***

***Faculty of Commerce & Management - School of Commerce - BBA Program***

***Faculty of Humanities & Social Sciences - School of Arts - BA Program***

[www.sbup.edu.in](http://www.sbup.edu.in)

[ugadmissions@sbup.edu.in](mailto:ugadmissions@sbup.edu.in)

### ***SBUP PhD Programs***

PhD in the Faculty of Management in the subjects of Marketing Management, Financial Management, Human Resource Management, International Business Management, Telecom Management, Business Analytics and Systems, Operations & Supply Chain Management, and General Management.

[www.sbup.edu.in](http://www.sbup.edu.in)

[phd@sbup.edu.in](mailto:phd@sbup.edu.in)

### ***Constituent Post Graduate Management Institutes of SBUP***

**Balaji Institute of Modern Management (BIMM)**

[www.bimmpune.edu.in](http://www.bimmpune.edu.in)

**Balaji Institute of Telecom and Management (BITM)**

[www.bitmpune.edu.in](http://www.bitmpune.edu.in)

**Balaji Institute of International Business (BIIB)**

[www.biibpune.edu.in](http://www.biibpune.edu.in)

**Balaji Institute of Management and Human Resource Development (BIMHRD)**

[www.bimhrdpune.edu.in](http://www.bimhrdpune.edu.in)

### ***Other Colleges***

**Balaji Law College (BLC)** [www.balajilaw.edu.in](http://www.balajilaw.edu.in)

*(Approved by the Bar Council of India and affiliated to Savitribai Phule Pune University)*

**Balaji College of Arts, Commerce and Science (BCACS)** [www.bcacspune.edu.in](http://www.bcacspune.edu.in)

*(Approved by Govt. of Maharashtra and Savitribai Phule Pune University)*

**Balaji Junior College of Arts, Commerce and Science (BJCACS)** [www.bcacspune.edu.in](http://www.bcacspune.edu.in)

*(Affiliated to the Maharashtra State Board of Secondary & Higher Secondary Education Pune Division and approved by Govt. of Maharashtra)*

Sri Balaji Society is a charitable trust established under Societies Registration Act 1860 & Bombay Public Trust Act, 1950.

## The History: Blessings to Sri Balaji Society- 13th February, 2000

*(Reproduced from the Prospectus 2001)*



On 13th February, 2000 seen from right to left are Gen S Padmanabhan, Chief of the Army Staff;  
Mr. L. C. Singh, CEO, Nihilent Technologies; Late Maj Gen S Krishnamurthy (Retd)-Chairman, Governing Body IIMM;  
Lt Gen B T Pandit, Former Adjutant General; General V P Malik COAS;  
Dr. S B Mujumdar, Founder Director & President Symbiosis; Admiral J G Nadkarni, Former Chief of Naval Staff;  
Air Chief Marshal H. Moolgavkar, Former Chief of Air Staff & Dr. (Col) A. Balasubramanian, Executive Director & President Sri Balaji Society



**Dr. (Col) Prof. A. Balasubramanian**  
Founder Chancellor,  
Sri Balaji University, Pune(SBUP)

## Our Founder President and Chancellor

Sri Balaji Society's "Sri Balaji University, Pune", is the University for Opportunities, and excellent centre for Management Education in Pune. Under the able guidance and leadership of its founding father and Chancellor, Professor Dr. (Col) A. Balasubramanian, it was developed and established a unique educational culture. Over the period of more than two decades of experience, Sri Balaji Society, Pune was given the opportunity to establish the University, Sri Balaji University, by the Maharashtra Government, by the Act, Maharashtra Act No. XII of 2019, in August 2019.

The four well-known management institutions of Sri Balaji Society, namely; 'Balaji Institute of Modern Management([BIMM](#))', 'Balaji Institute of Telecom Management([BITM](#))', Balaji Institute of International Business([BIIB](#))', and 'Balaji Institute of Management and Human Resources Development([BIMHRD](#))' are now the Constituent Institutes of Sri Balaji University, Pune. Apart from these four institutions the Society also has a law college – Balaji Law College ([BLC](#)) and an Undergraduate college namely – Balaji College of Arts Commerce and Science ([BCACS](#)), both colleges affiliated to Savitribai Phule Pune University, Pune, and also Balaji Junior College of Arts Commerce and Science([BCACS](#)) which is approved by the Government of Maharashtra. At BCACS, Courses such as Bachelor of Business Administration (BBA), Bachelor of Commerce (B.Com.) are run with affiliation to SPPU.

# Know the Founder

Dr. (Col) A. Balasubramanian



With Late Mr. Gyani Zail Singh  
the former President of India



With Late Mr. K. R. Narayanan  
the former President of India



With Late Mr. I.K. Gujral  
the former Prime Minister of India



With Mr. Ratan Tata,  
Ex-Chairman, TATA Group



With Mr. Mukesh Ambani,  
Chairman & MD, Reliance Industries



With Mr. Azim Premji,  
Chairman & CEO, Wipro Group

## Know the Founder

Dr. (Col) A. Balasubramanian



With Dr. Kiran Bedi  
Lieutenant Governor of Puducherry



With Mr. Mohan Bhagwat  
Chief of the Rashtriya Swayamsevak Sangh



With Mr. Anna Hazare  
Social Activist



With Mr. Piyush Goyal  
Minister of Railways and Coal, Govt. of India



With Mr. T. N. Sheshan  
the former Chief Election Commissioner of India



With Mr. Prithviraj Chavan  
the former Chief Minister of Maharashtra

## Know the Founder

## Dr. (Col) A. Balasubramanian



With Lt Gen A K Singh  
the former Lieutenant Governor of Andaman & Nickobar Islands



With Dato Seri Dr. Ahmad Zahid Hamidi,  
Deputy Prime Minister and Home Minister of Malaysia



With Late Bal Thackeray  
Founder Shiv Sena



With Mr. Ram Jethmalani  
the former Union Law Minister and Chairman Bar Council of India



With Maj Gen S Krishnamoorthy  
the Founder Director of IIMM



With Late Dr. APJ Abdul Kalam  
the former President of India

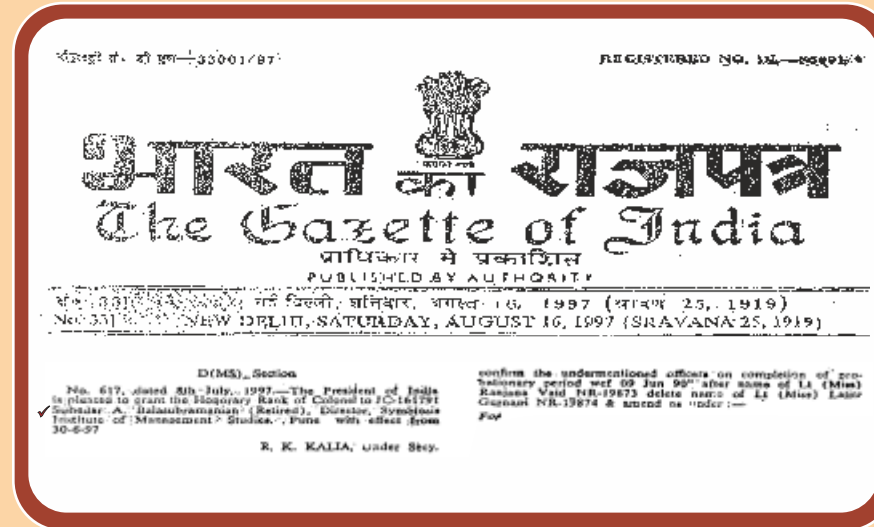
# Rare Honour



Field Marshall S. H. F. J. Manekshaw felicitating Dr. (Col) A. Balasubramanian on his honorary rank of Colonel

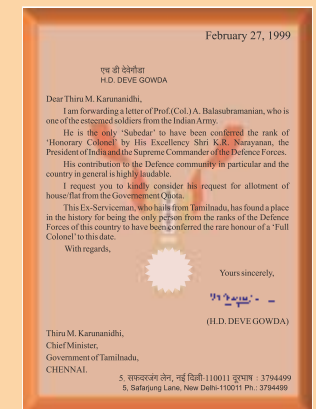
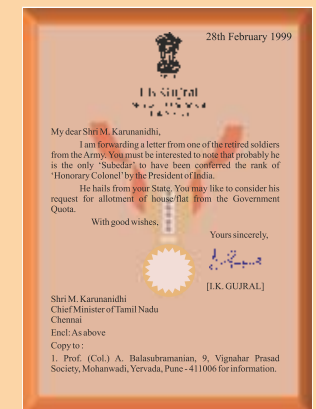
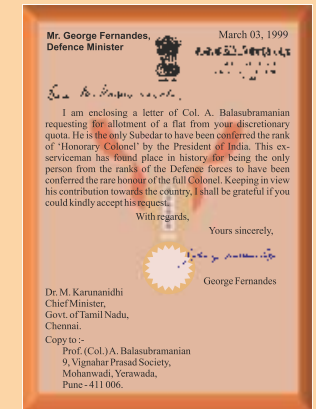


Dr. (Col) A. Balasubramanian with Dr. P. C. Shejwalkar



“Prof. (Col.) A. Balasubramanian is a rare personality known for his creative approach and making history after history. He is a classical example of courage, commitment and intimate relationship with the corporate world. I have seen him as a student, as a soldier, as a lecturer, as a trainer, as a consultant, as the director of a Management institute, as the chairman, University paper setting/evaluation committee for MBA/MPM examination and now, as an author. He has many feathers in his cap and is known for his creative, successful, and bold experiments in management education/ventures”.

**Dr. P.C. Shejwalkar**  
Former Dean  
Faculty of Management Studies  
University of Pune





# THIS IS WHERE IT STARTS.

Join our

## UNDERGRADUATE PROGRAMS

Bachelor of

**Business Administration (BBA)**

Bachelor of

**Arts (BA)**



## NOW ACCEPTING APPLICANTS !

Our University cultivates hard-working and career driven individuals, with strong goals.

## BECOME A GOAL ORIENTED INDIVIDUAL

Sri Balaji Society's

“Sri Balaji University, Pune”(SBUP), with such a vast and excellent experience of imparting education in the field of Arts, Commerce, Law and specially Management, has entered in the following Undergraduate educational programs of its own, from the Academic Year 2021-22.

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### **BBA (Specialisations)**

Marketing management, Accounting & Finance, Human Resources Management, Business Analytics, International Business, Entrepreneurship, Operations & Supply Chain Management)

### **BA (Specialisations)**

Economics, Psychology and Political Science

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[www.sbup.edu.in](http://www.sbup.edu.in)  
[ugadmissions@sbup.edu.in](mailto:ugadmissions@sbup.edu.in)



# Why BBA and BA at SBUP?

## **EXPERIENCE and EXCELLENCE**

Sri Balaji Society's "Sri Balaji University, Pune", is the University for Opportunities, and excellent centre for Management Education in Pune. Under the able guidance and leadership of its founding father and Chancellor, Professor Dr. (Col) A. Balasubramanian, it was developed and established a unique educational culture. Over the period of more than two decades of experience, Sri Balaji Society, Pune was given the opportunity to establish the University, Sri Balaji University, by the Maharashtra Government, by the Act, Maharashtra Act No. XII of 2019, in August 2019.





# Bachelor of Business Administration (BBA)

## Faculty of Commerce & Management School of Commerce

**Eligibility :** A candidate from any stream, should have passed 12th Std. Examination (H.S.C. 10+2) with minimum 50% of marks and English as a passing subject. OR Three Years Diploma Course from Board of Technical Education, conducted by Government of Maharashtra or its equivalent, after S.S.C. i.e. 10th Standard. OR Two Years Diploma Course in Pharmacy from Board of Technical Education, conducted by Government of Maharashtra or its equivalent, after H.S.C. i.e. 12th Standard. OR Completed MCVC program. (Minimum Competency Vocational Courses)

A candidate should have scored minimum 50 % marks in qualifying examination. (Minimum 45% for SC/ST candidates)

### Admission Process :-

- Eligible students can apply online. After scrutiny of the applications, eligible candidates will be informed the schedule of Essay Writing Test, Group Discussion (GD) & Personal Interview (PI)
- Essay Writing Test - This is an integral part of selection process where a candidate's written communication skill will be assessed.
- Group Discussion – A group discussion will be conducted for a duration of 30-45 minutes per group where a panel of judges will assess the suitability of the candidates. This may include role play, case studies and extempore speech.
- Personal Interview - Experts will interview and assess the candidates on various parameters including the suitability of the candidates for offered specialisations.
- Weightage – Marks obtained in HSC/qualifying exam will carry 50% weightage and GD-PI and Essay Writing Test combined will carry 50% weightage for preparation of finale merit list for admission.
- University reserves the right to make changes in this admission process as and when required.

**GD-PI Centres :** Due to current pandemic situation GD-PI will be conducted online.

We have expertise in conducting admission process online. We have conducted online admission process of thousands of MBA aspirants in last two years.

## Fee Structure

<b>BBA 1st Year</b>	<b>1st Instalment</b>	<b>2nd Instalment</b>	<b>Total</b>
Academic Fees	Rs.75,000/-	Rs.75,000/-	Rs. 1,50,000/-
(Refundable Deposit)	Rs. 10,000/-	-----	-----
<b>Total</b>	<b>Rs.85,000/-</b> At the time of admission	<b>Rs.75,000/-</b> By the end of October-2021	<b>Rs. 1,60,000/-</b>
<b>BBA 2nd Year</b>	<b>1st Instalment</b>	<b>2nd Instalment</b>	<b>Total</b>
Academic Fees	Rs.75,000/-	Rs.75,000/-	Rs. 1,50,000/-
	At the time of commencement of third semester	By the end of October-2022	
<b>BBA 3rd Year</b>	<b>1st Instalment</b>	<b>2nd Instalment</b>	<b>Total</b>
Academic Fees	Rs.75,000/-	Rs.75,000/-	Rs. 1,50,000/-
	At the time of commencement of fifth semester	By the end of October-2023	

## Education Loan

All programs run under the aegis of the Sri Balaji University are specially approved for education loan from AVANSE, Axis Bank, CREDILA(An HDFC Ltd. Co.), Bank of Baroda and Punjab National Bank. Sri Balaji Society has signed MoUs with these banks. An education loan can be availed from any of the mentioned banks/NBFC. However, students have the liberty to approach any other bank as per their convenience.



## Specialisations Offered

Marketing Management

Accounting & Finance

Human Resources Management

Business Analytics

International Business

Entrepreneurship

Operations & Supply Chain Management

Following specialisations shall be offered from third semester onwards. Students can opt for any one of the following specialisations.

### **Marketing Management**

The specialisation in Marketing Management allows students to develop an understanding in business management with special focus on marketing domain. It exposes students to multiple and critical areas in the subject right from the Principles of Marketing Management to understanding various facets of Marketing Management. The program is designed to develop analytical thinking among the management students and to sensitize them about the society and surrounding environment.

### **Accounting & Finance**

This program provides students a unique opportunity to study the interrelated subjects of Finance and Business Management. It also enables them to develop relevant competencies and skill sets which are critical to the smooth performance of any management function and would enhance their employability.

In this program the students are exposed to a wide range of core courses through which they achieve a holistic learning of Business administration while focusing on an in-depth study of Finance. Throughout the program a strategic application perspective has been incorporated and emphasized so as to provide the students with both a conceptual foundation along with an exposure to real life business scenarios.

### **Human Resources Management**

Human Resources Management is the subtle combination of the study of management and general B.B.A. program; with specialized training in Human Resources. It is made of six semesters in which the first two semesters are common to all the B.B.A. courses and the last four focus on the specialized subjects related to the Human Resources Department in an organization. It is a career opening in nature and provides many job opportunities to the candidates.

### **Business Analytics**

BBA Business Analytics is a specialised programme that is aimed to develop business analytics professionals for variety of industries. Business Analytics is a combination of Data Analytics and Business Intelligence. It is the science of analysing data to find out patterns that will be helpful in developing strategies. This programme helps to attain the knowledge required to drive key business decisions. It will also help in developing the necessary skills to carry out analytical procedures and support an organisation by figuring out ways to improve and optimise existing business processes with ease.

### **International Business**

In today's globalized world, enterprises large and small seek employees who have the ability to perform in multicultural situations and contrasting business environments.

The International Business Specialization equips students to succeed in cross-border work environments with courses that instruct on management across cultures, international marketing and global contexts. The curriculum qualifies students to assess impact by global region on management functions in a range of industries.

### **Entrepreneurship**

The Bachelor of Business Administration (BBA) with a specialization in Entrepreneurship is designed to prepare future entrepreneurs. Given the many responsibilities associated with running a business, the curriculum for entrepreneurship programs are often extensive, including classes in quantitative techniques, marketing, accounting and finance. By the final year of the program, courses are often more focused towards business management itself, including courses in operations management, human resource management, and business ethics. Students will develop expertise in evaluating opportunities and successful business models, creating business plans and attracting venture capital.

### **Operations & Supply Chain Management**

Operations and Supply Chain Management aspects have always been vital to organizations. The program in Operations provides the students an opportunity to pursue their academic interests in the Area of Operations/Supply Chain Management (SCM). The area focuses on designing, operating, and improving the productive systems—the systems that produce and deliver products and/or services. Organizations perform transformational processes of various types, for example, physical (as in manufacturing), locational (as in transportation or warehousing), exchange (as in retailing), etc. The program enables participants to ensure that these transformation processes are performed efficiently and that the output is of greater value than the sum of the inputs.

# Faculty of Commerce & Management

## School of Commerce

### Structure for Three Years Bachelors of Business Administrations - BBA Degree Programme (From AY 2021-22)

#### **Preamble:**

1. Sri Balaji University's full time Bachelor of Business Administration (BBA) programme is designed to craft graduates with well-developed business insights, critical thinking and decision making skills. This programme is designed with specific objectives of developing various skills such as soft skills, computer skills, aptitude and awareness amongst the students in tune with the prevailing business systems that govern different types of business organizations. The course structure is divided into three years that are interlinked in a systematic manner. This is to maintain consistency and a continuous flow in the teaching–learning process and method of evaluation for each topic. The present programme will enable the students to foster entrepreneurial attitude, ability to think independently and take rational decisions at various levels of management. It aims to develop a professional and managerial acumen and leadership qualities amongst the youth. Moreover, it incorporates various skills like time management skills, presentation skills, geo-political awareness and business awareness that are required for managerial effectiveness.

#### **2. Program objectives:**

Programme aims at developing the managerial and entrepreneurial attitude and skills, enhancing leadership qualities and building the required business acumen among the student managers. The programme gives an opportunity to develop the executive personality, managerial skills and functional knowledge to work in the industry.

1. To develop precise understanding of business administration and business environment.

2. To inculcate among the students leadership aptitude and qualities of dynamic business managers and make them capable of taking decisions and communicating with different groups of people.

3. To equip students with knowledge and skills to fulfil the requirements and expectations of the Industry.

3. Introduction to the Programme: The degree shall be titled as Bachelor of Business Administration (B.B.A.) under the Faculty of Commerce and Management. The implementation this programme shall be as follows:

First Year B.B.A. is w.e.f. the academic year 2021-2022,

Second Year B.B.A. w.e.f. academic year 2022-2023 and

Third Year B.B.A w.e.f. academic year 2023-2024.

4. Duration of the Programme: The Bachelor of Business Administration (BBA) is a full time three (3) years programme and it is divided in six (6) Semesters.

#### **5. Future Scope:**

This programme creates entry level managers, who can fulfil the needs of the industry. Range of opportunities are available for BBA graduates as per specialisation of the student. Marketing Management specialisation cater for various positions in marketing like Sales Executive, Business Development Executive, Relationship Manager, Digital Marketer/executive etc. Accounting & Finance cater to financial needs of corporates. With Accounting & Finance specialisations students can apply for role of Accountant, Financial Analysts, Financial executive and many more positions in banking and KPOs. HR executive, HR Manager are some positions available for HRM specialisation students. Job positions available in corporate for Business Analytics specialisation are – Business Analysts, Data Analysts. With technologies like Internet of things and Artificial intelligence, scope for Business Analytics specialisation increasing day by day. Entrepreneurship specialisation creates future entrepreneurs and businessmen. Operations & Supply Chain Management specialisations focuses on core operations of the business. Job positions available in the market are- Operation Manager, Analyst – Supply Chain Management, Supply Chain Executive, and Supply Chain Manager.

# Outline of the BBA Programme

Medium of Instructions - English

The programme shall be of total 4400 marks (i.e. 132 Credits), comprising of 44 courses (Each Paper will be referred as a course), divided into six semesters (i.e. Three years).

SEMESTER	NO OF COURSES	CREDITS
I	8	24
II	8	24
III	7 (GC 4 + SC 3)	21
IV	7 (GC 4 + SC 3)	21
V	7 (GC 3 + SC 4)	21
VI	7 (GC 3 + SC 4)	21
<b>TOTAL</b>	<b>44</b>	<b>132</b>

\*GC – Generic Core \*\*SC-Specialisation Core

## Course Details FYBBA

SEM I (800 Marks = 24 Credits)	SEM II (800 Marks = 24 Credits)
<ol style="list-style-type: none"> <li>1. Principles of Management</li> <li>2. Business Communication Skills</li> <li>3. Principles of Marketing</li> <li>4. Business Economics – Micro</li> <li>5. Business Accounting</li> <li>6. Data Science for Business Management</li> <li>7. Business Entrepreneurship Systems</li> <li>8. Business Mathematics</li> </ol>	<ol style="list-style-type: none"> <li>1. Organizational Behaviour</li> <li>2. Operations Management</li> <li>3. Human Resource Management</li> <li>4. Business Economics – Macro</li> <li>5. Basics of Cost Accounting</li> <li>6. Disaster Management</li> <li>7. Basics of Management Information</li> <li>8. Business Statistics</li> </ol>





**TYBBA**  
**SEM V (700 Marks =21 Credits)**

GENERIC CORE	MARKETING MANAGEMENT	ACCOUNTING & FINANCE	HUMAN RESOURCES MANAGEMENT	BUSINESS ANALYTICS	INTERNATIONAL BUSINESS	ENTREPRENEURSHIP	OPERATIONS & SUPPLY CHAIN MANAGEMENT
Design Thinking for Managers	Rural Marketing	Advance Accounting	Emotional Intelligence for Personal Growth	Data Mining for Business Intelligence	India's Foreign Trade	MSME and Family Managed Business	Warehousing Management
Data Visualisation	B2B Marketing	Mergers and Acquisitions	Fundamentals of HR Analytics	Business Applications of Analytics	International Business Laws	Group Entrepreneurship and Self-Help Groups	SCM in Services Industry
Corporate Governance and Ethics	Sales & Distribution Management	Recent Trends in Accounting	Industrial Laws	Advance Machine Learning	New Dimensions of International Business	Funding for Entrepreneurs	Application of ERP in Supply Chain Management
Event Management	-----	-----	-----	-----	-----	-----	-----

**TYBBA**  
**SEM VI (700 Marks =21 Credits)**

GENERIC CORE	MARKETING MANAGEMENT	ACCOUNTING & FINANCE	HUMAN RESOURCES MANAGEMENT	BUSINESS ANALYTICS	INTERNATIONAL BUSINESS	ENTREPRENEURSHIP	OPERATIONS & SUPPLY CHAIN MANAGEMENT
Management of Innovations & Sustainability	Strategic Marketing	Working Capital Management	Compensation Management	Machine Learning 2 : Introduction to Deep Learning	Public Finance : Theory and Practice	Risk Management in Entrepreneurship	Strategic Supply Chain Management
Global Business Environment	Integrated Marketing Communications	Goods & Services Tax	HRD Instruments and Mechanisms	Data Analytics Services	International Banking Operations	Corporate Entrepreneurship	Basic of Multimodal Transport
Corporate Social Responsibility	Retail Marketing	Financial Reporting and Standards	Performance Management Systems	Enterprise Data Management	International Relations and Strategy	Building Lean Start-up	Recent Trends in Supply Chain Management
Recent Trends in Business	-----	-----	-----	-----	-----	-----	-----

*Note: University reserves right to make changes in the above structure as & when required.*



Multicultural Mirror of India



Join us to conquer your aspirations

# Bachelor of Arts (BA)



## Faculty of Humanities & Social Sciences School of Social Sciences

### Eligibility

A candidate from any stream, should have passed 12th Std. Examination (H.S.C. 10+2) with minimum 50% of marks and English as a passing subject. OR Three Years Diploma Course from Board of Technical Education, conducted by Government of Maharashtra or its equivalent, after S.S.C. i.e. 10th Standard. OR Two Years Diploma Course in Pharmacy from Board of Technical Education, conducted by Government of Maharashtra or its equivalent, after H.S.C. i.e. 12th Standard. OR Completed MCVV program. (Minimum Competency Vocational Courses). A candidate should have scored minimum 50 % marks in qualifying examination. (Minimum 45% for SC/ST candidates)

### Admission Process :-

- a. Eligible students can apply online. After scrutiny of the applications, eligible candidates will be informed the schedule of Essay Writing Test, Group Discussion (GD) & Personal Interview (PI)
- b. Essay Writing Test - This is an integral part of selection process where a candidate's written communication skill will be assessed.
- c. Group Discussion – A group discussion will be conducted for a duration of 30-45 minutes per group where a panel of judges will assess the suitability of the candidates. This may include role play, case studies and extempore speech.
- d. Personal Interview - Experts will interview and assess the candidates on various parameters including the suitability of the candidates for offered specialisations.
- e. Weightage – Marks obtained in HSC/qualifying exam will carry 50% weightage and GD-PI and Essay Writing Test combined will carry 50% weightage for preparation of finale merit list for admission.
- f. University reserves the right to make changes in this admission process as and when required.

**GD-PI Centres –** Due to current pandemic situation GD-PI will be conducted online.

We have expertise in conducting admission process online. We have conducted online admission process of thousands of MBA aspirants in last two years.

## Fee Structure

<b>BA 1st Year</b>	<b>1st Instalment</b>	<b>2nd Instalment</b>	<b>Total</b>
Academic Fees	Rs.50,000/-	Rs.50,000/-	Rs. 1,00,000/-
(Refundable Deposit)	Rs. 10,000/-	-----	-----
<b>Total</b>	<b>Rs.60,000/-</b> At the time of admission	<b>Rs.50,000/-</b> By the end of October-2021	<b>Rs. 1,10,000/-</b>
<b>BA 2nd Year</b>	<b>1st Instalment</b>	<b>2nd Instalment</b>	<b>Total</b>
Academic Fees	Rs.50,000/- At the time of commencement of third semester	Rs.50,000/- By the end of October-2022	Rs. 1,00,000/-
<b>BA 3rd Year</b>	<b>1st Instalment</b>	<b>2nd Instalment</b>	<b>Total</b>
Academic Fees	Rs.50,000/- At the time of commencement of fifth semester	Rs.50,000/- By the end of October-2023	Rs. 1,00,000/-

## Education Loan

All programs run under the aegis of the Sri Balaji University are specially approved for education loan from AVANSE, Axis Bank, CREDILA(An HDFC Ltd. Co.), Bank of Baroda and Punjab National Bank. Sri Balaji Society has signed MoUs with these banks. An education loan can be availed from any of the mentioned banks/NBFC. However, students have the liberty to approach any other bank as per their convenience.



# Specialisations Offered

Psychology

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Economics

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Political Science

Following specialisations shall be offered from third semester onwards. Students can opt for any one of the following specialisations.

## **Psychology**

BA (Psychology) programme focuses on the study of various facets of human behavioural patterns and functioning of the mind. It guides students through various approaches to understand the complexities and processes of the human mind. This programme prepares students for graduate study in any of the specialized fields of Psychology. It enables students to develop a critical understanding of the major concepts, themes, theoretical frameworks and methodology of the discipline. This programme majorly covers a wide range of topics that enable students to develop a critical understanding of basic concepts and theories of the subject, leading to the study of specialized areas such as Personality, Social, Clinical, Industrial, Developmental, Educational and Experimental Psychology. Students are trained in the Methods of Psychological Testing and Counselling; as well as experimental techniques and research methods.

## **Economics**

BA (Economics) Programme aims to expose students to the theoretical, analytical frameworks and policy within the discipline of Economics. This program enables students to rationalize through analytical frameworks, evaluate empirical evidence and develop a critical approach to understanding interactions between theory and policy. Through this program students will examine a range of questions: How businesses compete and manage to survive in a globalized economy? What are the main drivers of the economy and how are policies formulated to promote growth and development with minimum degree of inequality across the country? What is the importance of taxation and government expenditure, and its impact on the growth of the economy? How mathematical models are used to explain economic phenomenon? The Bachelor's degree programme in Economics provides theoretical and practical knowledge that makes accurate analysis of the economic situation possible. Economics graduates must be able to understand the interrelation between the economy and society; to consider economic problems from a global perspective and take a local approach to solve them; to make connections between an economic system's different components; to gauge the implications of decisions related to economic policy; and to respond to the economic problems arising from society in general and the different units that interact therein (e.g. institutions, private companies and sectors of the economy).

## **Political Science**

B.A. Political Science programme expose students to theory and practice of politics and description and analysis of political system and political behaviour. The B.A. (Political Science) degree course involves study of both national and international political systems. It covers a very broad field which incorporates the study of historical and modern political systems, public administration, governmental policies and procedures, international relations and public affairs. This programme will equip students with deep understanding of Indian political system, different ideologies and practical aspects.

# BA Programme Structure

## Faculty of Humanities & Social Sciences

### School of Arts

#### Structure for Three Years Bachelors of Arts – BA Degree Programme(From AY 2021-22)

##### 1. Preamble

Sri Balaji University's Bachelor of Arts programme is designed to develop students with deep understanding of social, political, psychological, economical and cultural facets of Indian society and world community. The Bachelor of Arts programme is a broad-based programme with a mix of disciplinary, interdisciplinary and skill based courses. It is designed to provide the learners with the information and skills necessary to understand and analyse their world by introducing them to the main themes and topics of disciplines in Humanities and Social Sciences. Majorly focused on three core specialisations, this programme will equip students with core competencies, life skills, analytical thinking and decision-making ability and capabilities to face social challenges and come up with innovative solutions.

##### 2. Programme Objectives:

- To develop a comprehensive understanding of the theories and practices, advance critical thinking skills and information literacy.
- To develop exceptional textual, visual, and verbal communication abilities.

##### 3. Introduction to the Programme: The degree shall be titled as Bachelor of Arts (BA) under the Faculty of Humanities & Social Sciences. The implementation of this programme shall be as follows:

First Year B.A. is w.e.f. the academic year 2021-2022,  
Second Year B.A. w.e.f. academic year 2022-2023 and  
Third Year B.A w.e.f. academic year 2023-2024.

- Duration of the Programme:** The Bachelor of Arts (BA) is a full time three (3) years programme and it is divided in six (6) Semesters.
- Future Scope** – Bachelor of Arts (BA) creates dynamic professionals with deep understanding of various aspects of the society. Students have many opportunities in the private sector as well as public sector. Graduates with Economics & Psychology also works independently as a professional or consultant. Students may apply for various competitive exam including central and state civil services.



# Outline of the BA Programme

Medium of Instructions - English

The programme shall be of total 4400 marks (i.e. 132 Credits), comprising of 44 courses (Each Paper will be referred as a course), divided into six semesters (i.e. Three years).

SEMESTER	NO OF COURSES	CREDITS
I	8	24
II	8	24
III	7 (GC 4 + SC 3)	21
IV	7 (GC 4 + SC 3)	21
V	7 (GC 3 + SC 4)	21
VI	7 (GC 3 + SC 4)	21
<b>TOTAL</b>	<b>44</b>	<b>132</b>

\*GC – Generic Core \*\*SC-Specialisation Core

Course Details  
BA 1st Year

SUBJECT	SEM I (800 Marks)	SEM II (800 Marks)
	<b>Subjects</b>	<b>Subjects</b>
English	English I	English II
Foreign Language(French)	FL I	FL II
Economics	Micro Economics I	Macro Economics II
History	Indian History	World History
Psychology	Basics of Psychology I	Basics of Psychology II
Political Science	Introduction to Political Science	Introduction to Indian Constitution
Geography	Physical Geography	Human Geography
Sociology	Introduction to Sociology	Indian Society & Culture

## BA 2nd Year

SUBJECTS	SEM III (700 Marks)	SEM IV (700 Marks)
<b>Group A</b>	Compulsory English III	Compulsory English IV
	Environmental Science(Compulsory)	Disaster Management(Compulsory)
<b>Group B</b>	<b>Choose any three subjects of which one must be of your specialisation.</b>	<b>Choose any three subjects of which one must be of your specialisation.</b>
Economics	Microeconomics II	Macroeconomic II
Psychology	Social Psychology I	Social Psychology II
Political Sciences	Political Theories	International relations & Indian Foreign Policy
Geography	Geography of Human Resources – I	Geography of Human Resources - 2
<b>Foreign Language (French)</b>	Foreign Language	Foreign Language
<b>Group C</b>	<b>Choose any one specialisation</b>	<b>Choose any one specialisation</b>
Economics	Mathematics for Economics : Theory and Applications	Statistics for Economic Theory and Application
Psychology	Indian Banking System & Financial Market	Behavioral Economics
	Health Psychology	Abnormal Psychology
Political Sciences	Life Span Development I	Life Span Development II
	Public Administrations	Political Sociology
	Introduction to Political Ideologies	Western Political Thoughts



### BA 3rd Year

SUBJECTS	SEM III (700 Marks)	SEM IV (700 Marks)
<b>Group A</b>	Compulsory English	Compulsory English
<b>Group B</b>	<b>Choose any three subjects of which one must be of your specialisation.</b>	<b>Choose any three subjects of which one must be of your specialisation.</b>
Economics	International Trade and Global Economic Environment	Economics of Development
Psychology	Organizational Behaviour(OB)	Organizational of Development(OD)
Political Sciences	Political Thinkers-Eastern and Western	Women Development
Geography	Contemporary Issues in Geography-I	Contemporary Issues in Geography-II
<b>Foreign Language (French)</b>	Foreign Language	Foreign Language
<b>Group C</b>	<b>Specialisation Chosen in second year will be continued</b>	<b>Specialisation Chosen in second year will be continued</b>
Economics	Evolving Economic Thoughts Introduction to Econometrics	Urban Economics
	Research Methodology	Research Project
Psychology	Experimental Psychology and Psychological Testing	Positive Psychology
	Experimental Psychology - Practical	Psychological Testing (Practical-which also include group testing project)
Political Sciences	Contemporary Political Economy	Geo Politics
	Political Process in India	Governance : Issues and Challenges
	Human Rights in a Comparative Perceptive	Understanding Global Politic

# Placements



We have consistent record of nearly 100% placements year after year, because of the Sri Balaji University's grooming system and campus culture. In addition to good academic inputs during these two years, student managers are trained to fit themselves in to the requirements of the fast changing Industries.

Current campus placements (for the MBA Batch 2020-21) have crossed, even in the pandemic situation, 95% by the end of June 2021, and have been placed at top notch companies.

# Infrastructure

## i. Campus

Sri Balaji Society located in Tathwade Pune is located in the midst of a green and clean campus. Each institute is amply provided with well-equipped classrooms, study rooms, presentation halls, and reading rooms. Each classroom offers comfortable seating facilities and is equipped with modern infrastructure to impart learning.

## ii. Libraries

Each of the four institutes of Sri Balaji Society is equipped with up to date libraries. A vast bouquet of books, textbooks, and journals related to every aspect and subject of the management sciences, featuring all management gurus from Adam Smith to W Edward Deming can be found in the library. These gurus share space on the book shelves with periodicals, magazines, trade journals and newspapers waiting patiently for a chance to inspire the student manager to reach ahead and achieve his or her goal.

## iii. Auditorium

The Society houses two indoor auditoriums namely, Ranganathan Auditorium and Rathanathimal Auditorium. Featuring spacious seating capacity of more than 1000, laser light and display systems, three powerful multimedia projectors, sound systems designed by JBL and BOSE, the auditorium ranks as one of the best in terms of infrastructure in the society.

Apart from these, the Society also has an open air auditorium which is the battleground for all outdoor sports matches and home to all festive celebrations during the festive season.

## iv. Computer labs

Knowledge about computers, and computer application is a must for corporate managers. The four institutes of Sri Balaji Society are equipped with qualified instructors, trainers and computer infrastructure such as desktops, e-infrastructure, and other IT education facilities to keep the student managers abreast of the time.

The computer labs are well equipped with desk mounted PC systems supported by 100 MBPS internet cables and leased lines for information acquisition. The labs are fully equipped with the latest licensed versions of the required computer applications, programs and software. Also, the entire campus is Wi-Fi enabled to ensure uninterrupted connectivity.



## v. Health and recreation

With over 1200 student managers in the society, physical health is a must for achieving excellence in life. Sri Balaji Society has provided ample opportunities for its student managers to play, leap and run in various games such as – football, volleyball, tennis, badminton, basketball and so on. A walking track provides an opportunity to go for a leisurely stroll or a brisk jog around the campus in the society. Apart from these outdoor games facilitates, indoor games such as table tennis and carom have been provided in the society.

Last but not least a fully equipped gymnasium with the latest cardio, weight loss, and muscle training equipment along with a swimming pool is provided for the student managers in the hostel building.

The Society promotes an environment friendly lifestyle for all Society members and students. In view with this a fruit and juice bar is situated in the campus which runs from 8 to 8 serving fresh fruits and juices. A bicycle parking is also available in the Campus to facilitate cycling to student managers to promote a healthier lifestyle. The Society can easily boast about its green campus which hosts a rain water harvesting, and a cycling and jogging track besides being home to a wide variety of flora and fauna.





## vi. Industry Interface

The society emphasizes on practical training as **classroom based management** education is only the beginning. To ensure holistic development, the students not only pursue a number of internships but are also kept abreast of changing industry trends through a number of **guest interactions** and **national symposiums** conducted in the society.

## vii. Cultural and Sports Activities

Sri Balaji Society strives for holistic development of its student managers. Thus adequate attention and opportunities to excel beyond the classroom, are provided. Student managers may participate, perform and assist in the arrangement of various competitions, festivals, and cultural events in the society.

Some of the events that are annually held in Campus are The **Aiyaswamy Cultural Festival**, The **Mega Event- Drishti**, The **Fresher's Party**, and many more.



# Infrastructure

## viii. Cafeteria and Mess

The importance of good and nutritious food can never be underestimated. So to fuel the energies of the student managers, three cafeteria cum mess are situated within campus which serve a variety of dishes. Like clockwork, piping hot and nutritious breakfast, lunch and dinner is served daily to the student managers giving them the energy they need to be up and ready in the society. Apart from these three eating facilities, there are two outlets providing refreshment in the campus.

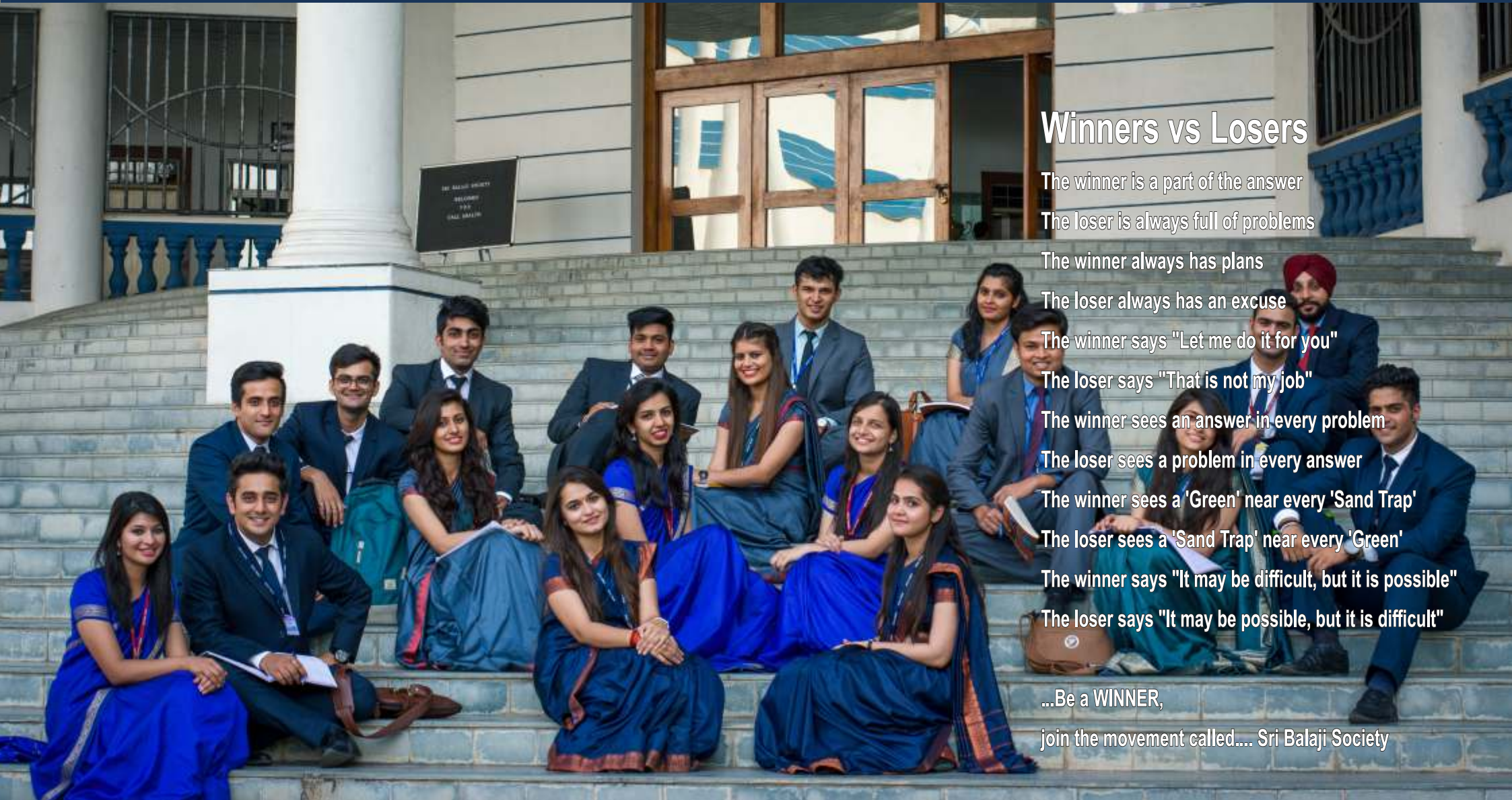
## ix. Other facilities

An infirmary which provides general medical care and checkup facility is provided in the hostel building in Sri Balaji Society. Student managers, faculty members and other patients alike can make use of these medical facilities for a concessional price.

To cater for the demand for one's daily needs, a stationery shop has been provided for the student managers in the campus grounds in the society. The store sells a variety of items ranging from books and stationery to snacks and packaged food items. A book binding, printing and Photocopying facility is also present in the same store.

Apart from the daily needs, the financial needs of the students are met through an ATM facility right outside the Campus.





## Winners vs Losers

The winner is a part of the answer

The loser is always full of problems

The winner always has plans

The loser always has an excuse

The winner says "Let me do it for you"

The loser says "That is not my job"

The winner sees an answer in every problem

The loser sees a problem in every answer

The winner sees a 'Green' near every 'Sand Trap'

The loser sees a 'Sand Trap' near every 'Green'

The winner says "It may be difficult, but it is possible"

The loser says "It may be possible, but it is difficult"

...Be a WINNER,

join the movement called.... Sri Balaji Society



**Sri Balaji Society's**  
**Sri Balaji University, Pune**  
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• Discipline • Dedication • Determination

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