

BUSINESS AND MANAGEMENT STUDIES

Business & Management Studies is a course designed to learn the way a company or organisation operates and functions. Business & Management Studies is that branch of education which provides knowledge and training on planning, execution, supervision, and analysis of a business enterprise. Students who want to learn about the establishment of a company or an organisation and its different functional levels enroll into this course. There are about 9,100 Business & Management Studies Colleges in India, of which 78% are private, 15% are public/government and 7% are public/private. Business & Management Studies can be pursued at different levels including undergraduate (BBA/BMS), postgraduate (MBA/PGDM) and doctoral (FPM).

The eligibility criteria for pursuing a Business & Management Studies course are different at different levels. Students who want to pursue this course must meet the following eligibility criteria:

UG Level (BBA)

- A candidate must have completed Class 12 or equivalent from a recognised board or university.
- A candidate in Class 11 can also apply for the entrance test conducted for BBA admission.

PG Level (MBA)

- A candidate must be a graduate in any stream or equivalent from a recognised university.
- A candidate in the final year of graduation is also eligible to apply for entrance tests conducted for MBA admission.

Many cities and states offer Business & Management Studies course in India. Some of the cities/states are Delhi/NCR, Bengaluru, Mumbai, Pune, Hyderabad, Chennai, Kolkata, Maharashtra, Karnataka, Uttar Pradesh, Andhra Pradesh, Kerala, Tamil Nadu, Madhya Pradesh, West Bengal, Gujarat.

Parameters	Particulars/Statistics
No. of Business & Management Studies colleges in India	Approximately 10,660 Business & Management Studies colleges in India
Fees	Private- Rs. 17,000 to 20,00,000 Public- Rs. 35,000 to 28,00,000
Top Specialisations	Marketing Management, Finance, Human Resource Management, Rural Management, Business Management, Operations Management, Event Management, Information Technology, Logistics Management, Healthcare Management
Admission Process	- Entrance Based/ Cut off - Merit-Based - Exams: BBA: IPU CET, NPAT, DUET
No. of top Business & Management Studies colleges in India	2 IIMs 3 IITs

Placement Opportunities after Business & Management Studies Course

Business & Management Studies colleges in India provide many placement opportunities to students based on their level and field of study. Placement drives are organised for students to work in the corporate world after completion of the course. During the campus placement, the colleges and the companies work collaboratively to make the drive successful by placing the maximum number of students set a few rounds for the students that the latter have to clear to get the desired job. The salary range varies for individuals depending on their skills and experience. For Instance, the average salary offered to Management Trainee is around Rs 3-4 LPA whereas an Assistant Manager earns around Rs 6-7 LPA.