



Marwadi
University
Marwadi Chandarana Group



Faculty of **MANAGEMENT STUDIES**

UG PROGRAMMES

BBA / BBA Hons. [NEP Aligned]

BBA

- Business Analytics
- Digital Marketing
- International Business
- Aviation, Hospitality & Tourism Management
- Global Business Management

B.Com / B.Com Hons. [NEP Aligned]

B.Com

- Digital Finance

B.Com with ACCA

Gujarat's No. 1 Private University



Our Excellence, Validated by Top Ranking Authorities



DISCOVER BACHELOR COURSES

BBA / BBA Hons [NEP Aligned]

- Marketing
- Finance
- Human Resources management

BBA

- Business Analytics
- Digital Marketing
- International Business
- Global Business Management
- Aviation, Hospitality & Tourism Management

BCom Hons. [NEP Aligned]

- Accounting and Auditing
- Finance and Taxation
- Corporate and Allied Laws
- Marketing Management
- Banking
- Applied Economics
- International Accounting (ACCA)

BCom

- Accounting and Auditing
- Finance and Taxation
- Marketing Management

BCom

- Digital Finance

EVENTS AT

FACULTY OF MANAGEMENT STUDIES, MU

- | | | |
|-----------------|-------------------------------|----------------|
| • MU Fest | • Management Day | • Vishleshan |
| • Sports League | • Marwadi Investment Conclave | • Deeksharambh |





MU - Saurashtra's first University
to be accredited with **NAAC A+**



MU - First to get **Tier 1 NBA**
Accreditation in Saurashtra



500+ Companies offered
Campus Placement



Awarded with the **Centre of Excellence**
status by the Govt. of Gujarat



The Youngest University in Western
India with **17000+ Students** from
54 Countries



750+ Staff Members, 500+ Faculty
Members, **120+ PhD Faculty**



Prestigious member under **SII**
(Study in India), Govt. of India,
Ministry of Education.



Gujarat's First University to be
a part of the **75 Students'**
Satellite Mission in association
with **ITCA** (Indian Technology-
Congress Association)



High-Performance Computing
Facility (**Supercomputer**)
awarded by **Govt. of Gujarat**



DISCOVER **BBA / BBA** Hons BACHELOR OF BUSINESS ADMINISTRATION

Unlock your potential with Marwadi University's NEP-aligned BBA / BBA (Hons) programs. Designed to blend foundational knowledge with real-world skills, these programs incorporate core conceptual learning, skill development courses, and ability enhancement courses to provide comprehensive educational experience. Gain practical insights through projects and internships, while also benefiting from industry-aligned skill courses. These programs follow a curriculum that prioritizes experiential learning and equips you with the tools needed to ensure that you're prepared for today's dynamic business environment.



COURSE HIGHLIGHTS

- Opportunity to boost your learning potential and advance your career in the areas of Management, Business Administration, Communication Skills, e-Commerce, Entrepreneurship, etc.
- Experiential learning environment through innovative and effective teaching pedagogy (Case Studies, Simulation, Management Games, Role Plays, etc).
- Practical exposure through expert lectures, live projects & industrial visits.
- Opportunity for industry exposure through internship in prominent corporate organisations.
- Robust faculty pool of industry practitioners and academicians.
- A constructive interaction between mentee and mentor, through a unique mentorship programme for student's personal and professional development.
- Special emphasis on overall grooming and development of students through Workshops, Seminars, Participation in Inter-collegiate competitions, Conclaves, Confluences, English Day celebrations, Cultural and Social activities.
- Placement assistance provided by a dedicated team of Placement & Corporate Relations along with Career Development.
- Opportunity to Travel multiple countries through Global Student Exchange Programs and International Internships
- Options for gaining International Bachelor's Degree through MU Collaboration with other international universities

SPECIALISATIONS



MARKETING MANAGEMENT

Specialisation in Marketing Management is designed to develop students' understanding of marketing activities including Consumer Behavior, Market Research, Marketing Communication, Brand Management, Personal Sales, and International Marketing.



FINANCIAL MANAGEMENT

Specialisation in Finance intends to prepare the students for a career in Corporate and Personal Finance through an understanding of financial concepts and rational decision-making practices.



HUMAN RESOURCE MANAGEMENT

Specialisation in Human Resource Management helps students to establish a successful career in HR department through key learning of HR Planning, Recruitment, Training & Development, Payroll Management, Human Resource Information System and other HR functions.

BBA Business Analytics

A Three-year cutting-edge program involving integration of Management Learnings with the applications of Data Science and Business Analytics. This program gives you an upper hand in the industry with hand-on learning of Data Analytics tools and software that is used by modern-day corporations. With its huge demand and bright professional future filled with opportunities, Business Analytics is surely a program to look forward to for those enthusiastic students who are good with a flair of statistics, logic and analytical abilities.

BBA Aviation, Hospitality & Tourism Management

Marwadi University offers a specialized three-year BBA program in Aviation, Hospitality, and Tourism Management, designed to prepare students for dynamic careers in these high-growth industries. This program provides a solid foundation in core business principles while focusing on sector-specific subjects such as aviation operations, hospitality management, travel planning, and tourism marketing. Through a blend of classroom learning, hands-on training, and internships, students gain insights into customer service excellence, global tourism trends, airline and hotel management, and the operational intricacies of the aviation industry. Equipped with both theoretical knowledge and practical experience, graduates are well-prepared for diverse roles in airlines, hotels, travel agencies, event management companies, and tourism boards, making this program a gateway to a rewarding global career.

BBA Global Business Management

Marwadi University's three-year BBA program in Global Business Management is designed to cultivate future leaders for the international business landscape. The program equips students with a deep understanding of global markets, trade policies, international finance, and cross-cultural management, building a robust foundation for careers in multinational corporations, export-import firms, and international trade organizations. Emphasizing both theory and practical application, students engage in real-world projects, case studies, and internships that provide insights into global business strategies and cross-border operations. With a curriculum aligned to current industry standards, this program covers critical areas such as global marketing, international law, and digital business practices. Graduates emerge with the skills and perspective necessary to tackle the challenges of the globalized business world and make an impact in international markets.

BBA Digital Marketing

The BBA (Digital Marketing) program at Marwadi University is a three-year program designed to meet the evolving demands of today's digital landscape. With a curriculum that covers key areas of digital marketing, this program prepares students to excel in domains such as social media marketing, search engine optimization, content marketing, analytics, and e-commerce. By combining theoretical knowledge with practical, hands-on experience, students gain the skills needed to create impactful digital strategies, manage brand reputation online, and analyze market trends. The program also emphasizes real-world learning through projects and internships, ensuring graduates are well-prepared to thrive in fast-paced digital marketing roles.

BBA International Business

The BBA (International Business) program at Marwadi University is a three-year course designed to equip students with a strong foundation in global business principles and practices. This program covers essential subjects in international trade, finance, global marketing, and cross-cultural management, making it ideal for students aiming to build successful careers in international markets. There will be an opportunity to travel abroad and explore the international business arena through international internships and student exchange programs. With experiential learning through projects, internships, and exposure to industry practices, this program prepares students to make impactful contributions to global organizations.

DISCOVER CAREER PROSPECTS

After the successful completion of BBA, a student can look forward to jobs in the following sectors, along with entrepreneurship opportunities

Marketing Management
Supply Chain Management
Entrepreneurship

Human Resource Management
Financial Management
Information Technology

DISCOVER **BCom / BCom** Hons BACHELOR OF COMMERCE

The B.Com program offers flexibility with multiple exit options, equipping graduates with essential skills for modern financial and accounting fields. It strengthens proficiency in trade, industry, and the global economy through continuous learning in Banking, Finance, Insurance, Taxation, Accounting, Economics, and Statistics. The four-year B.Com (Honours) program specializes in Accounting, Finance, Economics, and Business Law, preparing students for professional careers. The B.Com (Honours) with Research focuses on advanced specialization, research methodology, data analysis, and academic writing, preparing students for higher education (MBA, M.Com, PhD) and research careers in commerce and finance, while developing critical thinking and problem-solving skills.

BCom with ACCA

B.Com with ACCA offers a globally recognized credential, accepted in 180+ countries. With knowledge and skill level exemptions, students need to clear only 6 papers instead of 13, enabling them to complete the qualification in 1-2 years, saving 1.5+ years. The program develops expertise in Taxation, Audit, and Finance, incorporating Excel-based exams and real-life case studies to enhance job readiness. Graduates secure high-demand roles such as Financial Analysts, Tax Consultants, and Management Accountants in leading MNCs, with competitive salary packages averaging ₹5.5-7 LPA

BCom Digital Finance

The B.Com in Digital Finance program is designed to help students master the fintech revolution and enhance their career prospects. With an industry-aligned curriculum, it equips students with essential analytical, technical, and decision-making skills, preparing them for successful careers in banking, fintech, and financial markets. Covering key areas like Blockchain, AI, Machine Learning, and FinTech regulations, the program ensures graduates stay industry-relevant and ready to lead the transformation in the digital finance landscape.

Introduction to digital finance, Data analytics for finance, Machine learning for finance, Python for finance, decentralized finance, blockchain and cryptocurrency, Risk and Fraud Analysis, data visualization

COURSE HIGHLIGHTS

- A two-week Induction Programme to help students understand the fundamentals of English language and Accounting before commencement of the course.
- An opportunity to choose an elective subject in each semester to progress on practical commercial aspects.
- Option to choose a practically designed specialisation.
- Integral and transformational learning for future commerce graduates.
- Exposure to specialized skills through innovative and effective teaching pedagogy (Case studies, Simulation, Management games, Role plays, etc)
- Peer learning and Self-development with guidance from financial experts from Industry Mentors.
- Robust Faculty pool of Industry Practitioners and Academicians
- Mentorship Programme for student's personal and professional development.
- Career Readiness Program (CRP) designed to enhance Soft Skills and Verbal Aptitude
- Exceptional Mentorship Programme to provide guidance and counselling to students.
- Special emphasis on overall grooming and development of students through activities like- Educational trips, Workshops, Seminars, MOOC studio, English Day celebrations, Cultural and Social activities.
- Placement assistance provided by a dedicated team of Placement & Corporate Relations along with Career Development.

DISCOVER CAREER PROSPECTS

After the successful completion of BCom, a student can look forward to jobs in the following sectors :

- | | |
|---------------------|------------------------|
| • Business Analysis | • Taxation |
| • Banking | • Financial Management |
| • Insurance | • Marketing Management |

SPECIALISATIONS



ACCOUNTING AND AUDITING

Specialisation in Accounting and Auditing helps students to understand accounting principles and practices, summarising and interpreting all the financial transactions. Auditing assists students with the basic skills and techniques required to examine and study all the books of accounts and financial management.



FINANCE AND TAXATION

BCom with Finance and Taxation aims at imparting fundamental knowledge of taxation and financial management principles to the students in an effective manner. It Provides overview and in depth understanding of all the aspects related to finance and taxation. The students will study five domain specific subjects in their third-year graduation specific to this specialisation.



MARKETING MANAGEMENT

Specialisation in Marketing Management is designed to develop students' understanding of marketing activities including consumer behavior, market research, marketing communication, brand management, personal sales, and international marketing.



CORPORATE AND ALLIED LAW

BCom (Hons) with Corporate and Allied Laws prepares students for professional qualifications in allied Business Laws and Corporate Laws. It provides a solid base of various aspects of laws which makes it viable for students to apply it in practice. The students are going to learn five domain specific subjects in their third-year graduation specific to this specialisation.



FINANCIAL MARKETS

Specialisation in Financial Markets intends to prepare the students for a career in Corporate and Personal Finance through an understanding of financial concepts and rational decision-making practices.



BANKING

Specialisation in Banking offers a theoretical and practical understanding of concepts of banking and insurance including International Banking and Insurance, Treasury Operations, Risk Management, Investment Banking, Project & Infrastructure, etc.



APPLIED ECONOMICS

Specialisation in Applied Economics includes an overview of opportunities and challenges of doing business internationally. It prepares students to become global business administrators through learning of Foreign Business Environment, the Legal Aspirations of Foreign Trade, Overseas Marketing, World Cultures, and Global Economies.

DISCOVER

3-LAYER EDUCATION STRUCTURE

Marwadi University follows a 3-Layer education structure that ensures that students acquire key technical skills, soft skills and possess all attributes necessary for successful campus placement.

The unique 'Three Layer Education' structure ensures that every student achieves excellence in education and imbibes best professional attributes.

**GUJARAT'S
NO. 1 PRIVATE
UNIVERSITY**



QS

**WORLD
UNIVERSITY
RANKINGS**

ASIA 2026

353

**QS ASIA
RANK**



150



**NATIONAL BOARD
OF ACCREDITATION**

**TIER-1
Accreditation**

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ACCREDITATION COUNCIL



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University**

CoE Centre of
Excellence

By Govt. of Gujarat



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