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JAYPEE EDUSPHERE | IGNITED MINDS
INSPIRED SOULS



JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY

WAKNAGHAT, SOLAN, H.P.

(Established by H.P. State Legislature vide Act No. 14 of 2002)

Igniting Young Minds

Bachelor of Business Administration (BBA)

Department of Humanities and Social Sciences



About the Department

The Department of Humanities & Social Sciences was established in 2002 with the objective of producing well-rounded engineers, who not only have good technological skills but also have the ability to interact with different organs of an organization. These skills include group and cooperative working, conflict management, communication, economics, finance, and project management. Additionally, the Department exposes students to entrepreneurship skills, HR management, total quality management, and learnings about cultural diversity. The Department contributes to mainstream B.Tech. programs by offering different core and elective subjects, which help not only in enhancing students' professional competence but also prepare them for future managerial and leadership positions.

The department is expanding its horizon into the core management domain and has started an undergraduate program in management, **BBA**, from July 2023, which will span over three years and is divided into six semesters.

VISION

To be the change-facilitators by imparting professional and behavioral competencies to complement the existing and emerging educational programs of the University and match the Industry Requirements.

MISSION

- To facilitate students and professionals to become Innovative, Competitive and Enterprising in their chosen fields.
- To create responsible global citizens, who are able to express and assess opinions, take independent decisions and value the power of imagination and continuous learning.
- To bridge the gap between academia and industry by incorporating contemporary concepts and practices in our courses.

BBA Program at JUIT

Are you ready to embark on a transformative journey towards a successful career in business? Look no further!

Welcome to our specialized BBA program. The Bachelor of Business Administration (BBA) program is designed to equip you with the skills, knowledge, and mindset needed to thrive in the dynamic world of business.

Bachelor of Business Administration program (three years, six semesters) at JUIT is a gateway to unlocking your full potential in the dynamic world of business. Our comprehensive curriculum is meticulously crafted to provide a well-rounded education, covering key areas such as finance, marketing, human resource, and business analytics. With a focus on experiential learning, you'll not only grasp theoretical concepts but also gain practical insights through real-world projects, internships, and case studies. Our BBA program extends beyond the classroom, offering global perspectives, making you a perfect business professional. Led by a team of expert faculty, our commitment to personalized development plans and career counseling ensures you graduate as a well-rounded, future-ready professional. Join BBA @ JUIT and take the first step towards a successful and fulfilling career in the world of business.

Program Highlights

- Comprehensive Curriculum
- Industry-Relevant Courses
- Experiential Learning
- Global Perspective
- Cutting-Edge Technology
- Expert Faculty
- Networking Opportunities
- Personalized Development

Why Choose Our BBA Program



Future-Ready Graduates: Equip yourself with the skills demanded by employers in today's competitive job market.

Career Versatility: The BBA program opens doors to a wide range of career paths, from corporate management to entrepreneurship.

Holistic Education: Beyond academics, we focus on your personal and professional growth, nurturing well-rounded individuals poised for success.

Don't just dream about a successful business career—make it a reality with our BBA program. Join us and unlock the doors to a world of opportunities! Your journey to success starts here. **Apply now!**

Fee Structure

FEE STRUCTURE FOR ACADEMIC YEAR 2025-26

PROGRAM	TUITION FEE PER SEM	HOSTEL CHARGES PER SEM	CAUTION MONEY (REFUNDABLE)	ADMISSION CHARGES (NON- REFUNDABLE)
BBA	80500	80000	20000	15000



Eligibility Criteria

10+2 examination from Boards recognized by Council of Boards of School Education with minimum 60% (55% for SC/ST) marks in aggregate or equivalent grade

- Admission based on the merit of qualifying examination
OR
- Admission based on CUET (UG) 2025 qualified Rank/Score

Specialization

- Business Analytics
- Finance
- Marketing
- Human Resource

SALIENT FEATURES

- UGC Approved First State Private University of H.P. established in 2002 under Non Profitable Charitable Trust.
- NAAC and NBA Accredited 1st Private University in H.P.
- Highly Qualified Faculty.
- Research Oriented Teaching.
- Excellent Campus and Hostel Facilities.
- TIED Cell supported by the Govt. of H.P. for supporting Innovation Skills among youths.
- World Class Green & Smart Campus spread over 25 acres of lush green pollution free environment with excellent weather round the year.
- Fully Fledged Placement Cell.

Inspiring Faculty



Dr. Amit Srivastava
Professor and Head

Dr. Amit has been working in Jaypee University of Information Technology (JUIT) since July 2003. He holds PhD in Management from JUIT and M.Phil (International Business) from Alagappa University. He did his MIIBA (Master of International Business Administration) from Banaras Hindu University. He is actively involved in teaching and research and his areas of research include International Business, Finance and Economic Development. He has published more than 20 research papers in different International/National Journals and Conferences. He has been actively involved in organizing Workshops/Conferences/Training Programs by the Department.



Dr. Tanu Sharma
Assoc. Professor

Dr. Tanu Sharma has been teaching Marketing and Human Resource Management courses to engineering and management students for over Fifteen years at UG and PG levels in the professional programs at JUIT and other institutions. She has been actively participating in placement programs and workshops of engineering students at JUIT. She has been conducting workshops on emotional intelligence for managers in the corporate sector.



Dr. Neena Jindal
Asst. Professor (Gr II)

Dr. Neena Jindal has taught Political Science and Human Rights for sixteen years. Presently, she is teaching engineering students at JUIT. She holds PhD in Political Science from JUIT and M.Phil Vinayaka Mission University, Salem, Tamilnadu. She is also involved in various student activities in the campus. She has authored books and has done workshops on the topics like Human Rights, Know your Constitution, and Business Ethics.



Dr. Anupriya Kaur
Professor

Dr. Anupriya Kaur commenced a career in academics with apprenticeship at Department of Business Management at Guru Jambheshwar University of Science and Technology, Hisar. Thereafter, she served as faculty at management institutes in Delhi before joining Department of Humanities and Social Sciences at Jaypee University of Information Technology, Waknaghat in 2004. She has been teaching courses like project management, entrepreneurship development and research methodology. Her research interests include Service Marketing, Consumer Behavior, Internet marketing.



Dr. Deler Singh
Asst. Professor (SG)

Dr. Deler Singh is presently working as an Assistant Professor in the Department of Humanities and Social Sciences, Jaypee University of Information Technology. He has a teaching experience of more than eleven years. He is also actively involved in research and has published more than 15 research papers in various national and international journals.



Dr. Bilal Khan
Asst. Professor (Gr II)

Dr. Bilal Khan is currently working as Assistant Professor (Economics) in the Department of Humanities and Social Sciences (HSS) at JUIT Waknaghat. He has the experience of working as a researcher in the industry, wherein, prior to JUIT, he was employed as Young Professional (Economics) in the Combination Division of Competition Commission of India (CCI), Ministry of Corporate Affairs, New Delhi. His thrust areas of research are Monetary Economics and Macroeconomics.



Dr. Atul Kumar Singh
Asst. Professor (Gr II)

Atul Kumar Singh is working as an Assistant Professor of English Language and Communication, in the Dept of HSS, Jaypee University of Information Technology from July 2023. He completed his PhD from the Department of Humanities and Social Sciences at Indian Institute of Technology, Tirupati in April 2023. He has a Masters in Linguistics from Jawaharlal Nehru University, New Delhi and a BA (Hons) in English Literature from Banaras Hindu University. His areas of academic interest include linguistics, history, philosophy of language and gender studies.



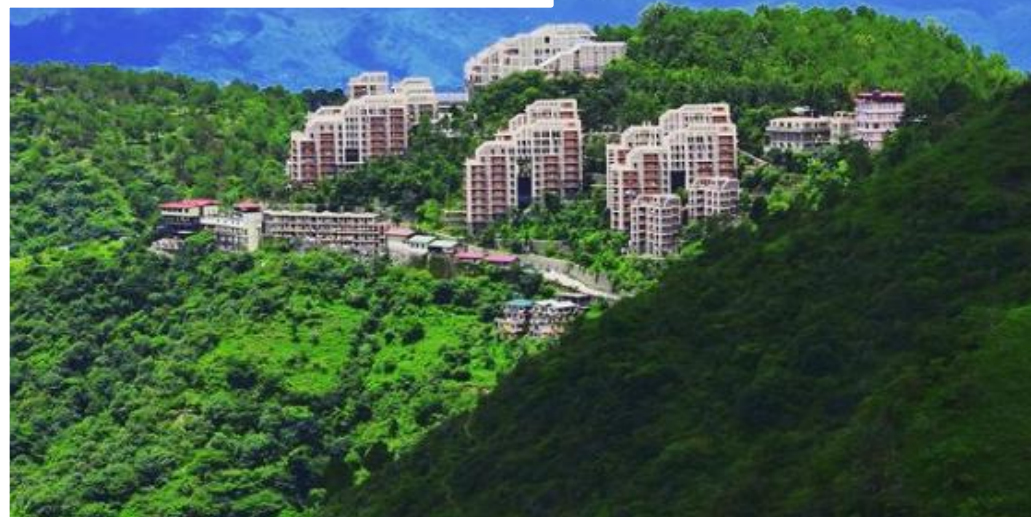
Dr. Ranjith Kallyani
Asst. Professor (Gr II)

Ranjith Kallyani obtained his Ph.D. from the Department of Humanities and Social Sciences, IIT Bombay for the thesis "A Sociological Analysis of Environmentalism in Kerala." His area of interest is the sociological study of environmental debates in Indian contexts by advancing the link between environmental crises and socio-economic marginalization. He has experience of working with non-profits like WWF-India and teaching experience with Amrita University, Kollam, Kerala.



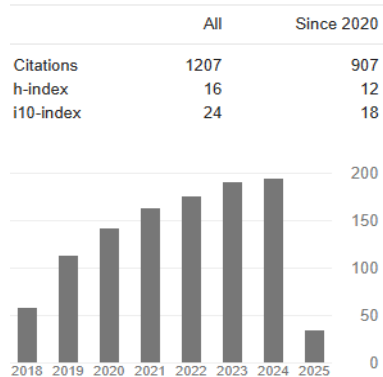
Ms. Triambica Gautam
Asst. Professor (Gr II)

Ms. Triambica Gautam joined JUIT in 2007 and is a Assistant Professor (Grade-II) at the department of Humanities and Social Sciences, teaching Financial Management, Managerial Economics, Principles of Management and Strategic Management. Ms. Gautam started her academic career with teaching at the University College of Business Studies, Shimla and the IGNOU study center at Solan in 1998. She moved to Center for Management Training and Research, Mohali in 2002, teaching in their MBA program. This was followed by a three year association (2004-2007) with the ICFAI University, teaching in their MBA program at the Thrissur (Kerala) and Chandigarh campuses.

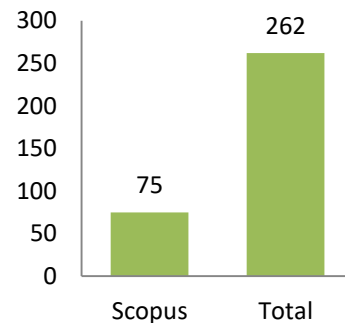


Publication Profile

Google Scholar Citations



Research Publications



Thrust Areas of Research

Highlights

- Experienced and Well-Qualified Faculty Members
- Diverse Curriculum
- Different Pedagogical Methods used in Teaching
- Actively organizing Workshops / Conferences/ Seminars

- Service Marketing, Consumer Behavior, Internet Marketing
- Emotional Intelligence, Human Rights, Good Governance, E-Governance, Leadership Style, Conflict Management
- Dimension of Economic Development, International Trade, Corporate Finance, Banking
- Sociology, Environmental Crises and Socio-Economic Marginalization
- Monetary Economics and Macro-economics
- Language and History, Philosophy of Language, Sociolinguistics
- Gender Studies

Language LAB

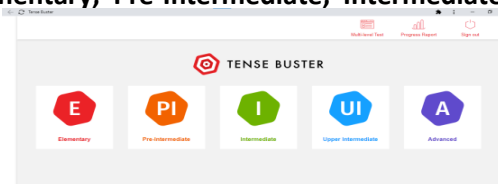
The Department runs a well-equipped Language Lab where activities related to communication skills, developing inter-personal skills, team-building and leadership are conducted.



SOFTWARES FOR PROFESSIONAL COMMUNICATION

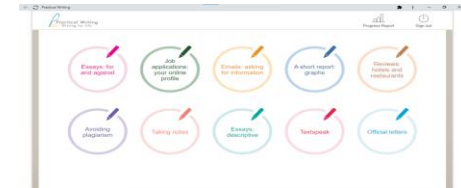
Tense Buster

Tense Buster is an ESL (English as a second language) program which focuses on helping students improve their reading, writing, listening, speaking, vocabulary and grammar skills in 5 levels (Elementary, Pre-Intermediate, Intermediate, Upper Intermediate, Advanced).



Practical Writing

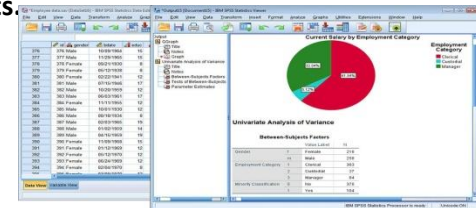
This software helps in developing the writing skills of the students. It has 10 core skill development areas: Essays: For and Against, Job Applications: Your Online Profile, Emails: Asking for Information, A Short Report: Graphs, A Short Report: Hotels and Restaurants, Avoiding Plagiarism, Taking Notes, Essays: Descriptive, Text speak, Official Letters



SOFTWARES FOR STATISTICAL ANALYSIS

Statistical Package for Social Sciences (SPSS)

This software is used by the students for the analysis of statistical data. Its use has also expanded into other data markets.



R

R is a programming language which helps students in the field of statistical computing and data visualization. It has been adopted in the fields of data mining and data analysis.

