

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 specializations while retaining the impulse to unify all knowledge.

Ministry of Education Government of India
 NATIONAL INSTITUTIONAL RANKING FRAMEWORK INDIA RANKINGS 2024
 RANKED 71 IN MANAGEMENT
 QS WORLD UNIVERSITY RANKINGS 20 YEARS ASIA - 2024
 RANKED #751-800 OVERALL ASIA #238 SOUTHERN ASIA
 MSME Ministry of MSME, Govt. of India
 AICTE Accredited
 IACBE Accredited

Times School RANKINGS 2025

RANKED 2nd Among the Top 36 Private Universities in India
 RANKED 3rd Among the Top 20 B-Schools in South India
 RANKED 5th Among the Top 50 B-Schools for Placements in India
 RANKED 10th Among the Top 100 B-Schools in India



ALLIANCE SCHOOL OF BUSINESS

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) - BBA (H)

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

Crafting a legacy of innovation, the programme seamlessly blends the wisdom of tradition with a dynamic curriculum at the cutting edge of industry standards. Guided by accomplished faculty, students embark on an immersive learning journey, mastering not just knowledge, but the essential skills to navigate and lead in the ever-evolving landscape of business.

SPECIALISATIONS

Functional Track

- Finance • Marketing • Human Resource Management
- Operations Management • International Business Management
- Business Analytics • Fintech

Practice Track

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

PROGRAMME FEATURES

- Practical application through case studies and internships.
- Entrepreneurship focus with specialized courses & startup network access.
- Global exposure facilitated by study tours, exchange programmes & collaborations.
- Internships & placements in top organisations.

BACHELOR OF COMMERCE (HONS.) - B.COM. (H)

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

The programme is designed to provide contemporary critical skill sets for managerial competency and leadership in the commerce industry. The course pedagogy is rigorous and progressive, allowing students to create a strong foundation. World-class faculty and education through industry-academia interface provides a distinct advantage to students empowering them with precise decision making, critical thinking, and thought leadership.

SPECIALISATIONS

Functional Track

- Accounting & Taxation • International Business • Marketing • Finance
- Business Analytics • Fintech

Practice Track

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

PROGRAMME FEATURES

- Opportunities to pursue professional programs like ACCA & CMA.
- Excellent industry specific curriculum.
- Interaction with industry leaders, practitioners, and professionals.
- Internships & placements in top organisations.

EXPLORE THE ADVANTAGE OF PROFESSIONAL QUALIFICATIONS

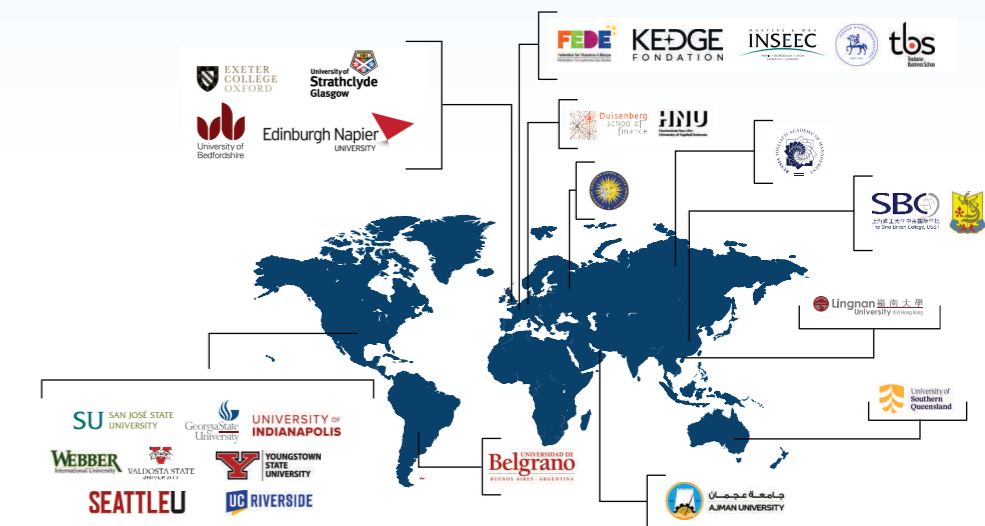
ACCA (Association of Chartered Certified Accountants)

The BBA/B.Com. – Advantage ACCA course is tailored for individuals interested in accounting and business management. The course component lays a strong foundation in business principles and the ACCA aspect equips students with the skills and knowledge needed to become chartered accountants.

CMA (Certified Management Accountant)

CMA course offers a unique combination of business administration and cost management accounting, providing students with a comprehensive understanding of both fields. The course equips students with practical and theoretical knowledge, making them highly versatile in the job market.

INTERNATIONAL LINKAGES



- Summer School Programme
- Semester Exchange Programme
- Pathway Programme



80+ INTERNATIONAL LINKAGES ACROSS THE GLOBE

WHY ALLIANCE SCHOOL OF BUSINESS?

TOP-NOTCH FACULTY
WITH INDUSTRY AND
ACADEMIC EXPERIENCE



INTERNATIONAL
EXCHANGE
OPPORTUNITIES



CORPORATE
MENTORSHIP
PROGRAMME



SCHOLARSHIPS
FOR MERITORIOUS
CANDIDATES



INCUBATION CENTRE
TO SUPPORT
ENTREPRENEURIAL
VENTURES



EXTRACURRICULAR AND
CO-CURRICULAR ACTIVITIES



INDUSTRY-ALIGNED
CURRICULUM WITH
INTERNSHIP PROGRAMME
AND DEDICATED PLACEMENT
ASSISTANCE



DIVERSE LIVING
AND LEARNING
COMMUNITY



ALUMNI TESTIMONIALS



SHREYAA GOUTHAM
BBA (Hons.)
2021-2024

During my BBA at Alliance University, I got an opportunity to attend the Summer School at London School of Economics. It was an enriching experience, combining academic excellence with vibrant social activities in London. Skill development programs, like CV and interview workshops, were especially valuable. Memorable events such as the Thames river cruise; visits to Cambridge and Oxford added to the experience. The Business Strategy in International and Emerging Markets course broadened my business perspective and enhanced my confidence.

PURSUING MS AT
IMPERIAL COLLEGE
BUSINESS SCHOOL
LONDON



SHASHANK SHEKHAR
BBA (Hons.)
2013-2016

Alliance University's rigorous curriculum and dedicated faculty equipped me with the technical and soft skills necessary to excel in Amazon's demanding interview process. The career services team provided invaluable support, from resume building to mock interviews, ensuring I was well-prepared to secure my role as a Program Manager at Amazon.

PLACED WITH



SRUSHTI R SHETTY
B.Com. (Hons.)
2017-2020

My journey at Alliance University has been transformative. The comprehensive curriculum and excellent faculty prepared me for the corporate world. Strong placement support and career counselling helped me secure a position at KPMG. The practical learning, networking opportunities, and soft skills training boosted my confidence and competence. I am grateful to Alliance University for shaping my career path.

PLACED WITH



SCAN TO APPLY

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**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.)



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