



BBA | **SCHOOL OF BUSINESS**
B-school for the Digital World

ADMISSIONS OPEN





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B-SCHOOL FOR THE DIGITAL WORLD

Today, digital transformation is a part of every business, whether it is an established venture or an emerging start-up. Disruptive technologies are changing the way people think and operate. A decade ago, companies reacted according to the demands of consumers. Now, companies can predict the demands of consumers based on the data generated by them on the internet. Forecasts reveal that the future of work will be dictated by a need for design thinking, an entrepreneurial mindset, and problem-solving skills. And innovation will become crucial for businesses to adapt to this paradigm shift.

The endeavour at the UPES School of Business is to provide a transformative education to prepare the next generation of leaders for a global digital economy. The school's curriculum focuses on new technologies, which are rapidly transforming the nature of business, consumer experiences, and dynamics among stakeholders. The School of Business prepares students to adapt to disruptions and rapidly changing workplaces. By proactively collaborating with its academic and industry partners, the institution equips learners with skills to thrive in a future driven by innovation and creativity.

Rahul Nainwal

Director, School of Business



Meet the Expert

UPES ADVANTAGE



UNIVERSITY OF TOMORROW

UPES – the University of Tomorrow – stands as a beacon of transformative education, cultivating a dynamic learning environment that goes beyond conventional boundaries. At UPES, the commitment to academic excellence is seamlessly woven with a robust emphasis on digital preparedness, propelling students into the future with cutting-edge skills.

Runway, the business incubator at UPES, has been encouraging student-led start-ups, fostering a culture of entrepreneurship and innovation on campus.

The university's global exposure initiatives ensure that students are not just educated but are globally aware, prepared to navigate diverse landscapes. UPES has forged partnerships with prestigious institutions worldwide, including the University of California, Berkeley, UNSW Sydney, The University of Queensland, Australia, University of Gothenburg, University of Bologna, and University of Aberdeen, besides several others.

UPES envisions, designs, and delivers education that is not just relevant for today, but anticipates the challenges and opportunities of the future, moulding students into leaders who will make a positive impact on the world.

PROGRAMS OFFERED

BBA

CORE	SPECIALISATIONS*
BBA (Marketing/HR/Finance/Operations)	Marketing Management
	Finance Management
	Human Resource
	Operations Management
BBA (Oil and Gas Marketing)	Petroleum Business
	Oil and Gas Operations
BBA (Analytics and Big Data)	Programming for Analytics
	Big Data Analytics and Mining
BBA (Digital Business)	Technology Infrastructure Management
	Digital Marketing
BBA (Green Energy and Sustainability)	Sustainable Development
	Green Energy Business
BBA (Logistics Management)	Logistics Management
	Service Operations and Procurement
BBA (Aviation Management)	Aviation Service Operations
	Travel and Ground Handling Operations
BBA (Foreign Trade)	International Trade Negotiations
	Analytics and Market Research
BBA (Events, Public Relations and Corporate Communications)	Media Management, Marketing Campaigns and Strategic Communications
	Social Media, Marketing and Analytics

Global Pathway Program - 2 years at UPES +1 year at Partner University

BBA (Global Pathway Program) 2 Years in UPES Campus + 1 Years in Partner Campus 2 Years in UPES Campus + 2 Years in Partner Campus	Specialisation as per Partner University - Nottingham Trent University University of Queensland Bond University University of Essex Goldsmiths University of London
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Integrated (BBA) - (MBA)

CORE	SPECIALISATIONS*
Integrated (BBA) - (MBA)	Marketing Management
	Finance Management
	Human Resource
	Operations Management

Eligibility Criteria

Minimum 50% marks in Classes X and XII

Selection Criteria

Entrance Exam (UPESMET-UG) / UGAT/ CUET

*Specialisations and minors can be chosen after the first year, based on the selected program. The credits will depend on the minors/ exploratory courses chosen during the program's duration. The program offerings are subject to approval by the UPES Academic Council, and the university reserves the right to add, drop, and modify programs at its discretion at any time without prior notice.

SCHOLARSHIPS*

Merit Scholarships

Up to 30% based on (12th Board Marks/ JEE Score/ CUET Score)

30% Fee Concession

to Bonafide Residents of Uttarakhand

Sports Scholarships

Providing scholarships for talented sportspersons

Freeships

for underprivileged students

*pls refer upes.ac.in for more information

GLOBAL OPPORTUNITIES

Semester Abroad

Berkeley Global

BBA Global



THE UNIVERSITY OF QUEENSLAND AUSTRALIA



University of Essex



Nottingham Trent University



BOND UNIVERSITY

Goldsmiths
UNIVERSITY OF LONDON

Masters Progression (UG to PG)



Nottingham Trent University

The University of Law

Accelerated Masters (Masters Progression with credit mapping of last UG UPES semester / year)



BOND UNIVERSITY

Semester Abroad With Tuition Fee Waiver



UNIVERSITY CANADA WEST

The University of Law





STUDENT OUTCOMES

10LPA*
HIGHEST PACKAGE

100%#
PLACEMENT

8.6LPA*
TOP 10% AVG. CTC

RECRUITERS

Deloitte.

accenture

KPMG

Infosys®

Nestlé

EVALUESERVE
POWERED BY INTELLECTUAL

THINK GAS
खुल के साँस लो

PhonePe

protiviti®

Bengaluru
INTERNATIONAL AIRPORT

HILTI

GlobalData.

ifos Flight Planner
www.flightplanner.de

IHS Markit

DECATHLON

adani
Power

DELHIVERY

PXIL
Transforming Power Markets

Reliance
Industries Limited

SpiceJet

torrent
POWER

tcs | TATA
CONSULTANCY
SERVICES

cromā
in-store | online | mobile

BECHTEL

Berger
Paints

genpact

adani™

BLUE DART

HDFC BANK

INTECH®
A GLENCORE Company

wipro

transworld
GROUP

IOAG
IndianOil-Adani Gas Pvt. Ltd.

amazon

LTI
Let's Solve

iex

Bial
Keeping life
in mind

MARKETSANDMARKETS™

JSW Steel

ITC
ITC Limited

and more...

*Placement statistics (2022-2023) refer to the no. of students who have opted for and are eligible for placements.

* T&C apply

STORIES OF EXCELLENCE



Rashika Srivastava
BBA - Aviation Operation, 2016

Woman business leader

Currently Director at Rcube Healthcare Industries Pvt. Ltd.



Tushar Dauthal
BBA - Financial Analysis and Services, 2020

Successful young innovator

A young and accomplished author, quiz champion, and entrepreneur has recently launched Cerebrati, a company dedicated to creating innovative tech products and services. Through Cerebrati, he aims to bring revolutionary ideas to life and make a lasting impact on the tech industry.



Aditya Vats
Integrated BBA - MBA, 2026

Author, entrepreneur

Recipient of The Sahitya Vidhya Samman 2022 for literature.





Rishav Raj Bhardwaj
BBA - Global, 2025

SaaS start-up

Started a Software as a Service (SaaS) start-up Udapt in 2020, which aimed to provide traditional book publishing companies the tools they needed to compete with the ed-tech industry. In about a year, the start-up expanded to a team of 10, along with founders of BookMyCargo and Daily Dash, as their mentors.



Aashi Jain
BBA - Foreign Trade, 2022

2nd Position at IIM Lucknow fest

Secured 2nd position in The Joust debating and negotiation competition at 'Manfest-Varchasva 2020-21', a business and cultural fest organised by IIM Lucknow.



Mukul Kumar Rana
BBA - Oil and Gas Management, 2023

Academic excellence personified

Set the bar high for academic excellence with the publication of a research paper in the highly regarded International Journal of Recent Advanced Research (IJRAR). He was also honoured with the Dean's List Award, which is a testament to Mukul's outstanding academic performance.

INDUSTRY IN THE CLASSROOM

The educational framework seamlessly integrates practical knowledge, bridging the gap between academia and real-world practices and providing students with insights and skills relevant to their future careers.

Industry Alliances:



and more...



Experts on the Advisory Board

- Ms. Prajakta Kanaglekar, Vice President, Ekart, HR Leader, Flipkart
- Mr. Jostein Dahl Karlsen, Managing Director, Gas & Oil Technology Collaboration Program, International Energy Agency, International Energy Agency, Global Innovation Network
- Savita Mahajan, Advisor and Consultant, Former Deputy Dean, Indian School of Business
- Sashi Rajan, Executive Director, ONGC Academy

Masterclasses

UPES organises industry interactions that feature experts discussing the latest advancements in their respective fields. This provides students with a close and comprehensive insight into the industry, fostering the acquisition of skillsets essential for a thriving career.

- Tibor Merey, Managing Director and Partner, BCG Group
- Sandeep Gupta, Chief Digital Officer, Cairn Oil and Gas
- Alok Gupta, Ex-Managing Director, ONGC Videsh Limited
- Mr. Shikhar Gupta, Director, PWC
- Santosh Kumar Singh, Vice President, Revenue Management, Vistara Airlines





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UPES FACULTY MEMBERS ARE ON THE
STANFORD LIST OF THE TOP 2% RESEARCHERS
IN THE WORLD, AND 5 OF THESE RESEARCHERS
HAVE FOUND A PLACE ON ONE OF THE MOST
COVETED 'HIGHLY CITED RESEARCHERS'
LIST PUBLISHED BY CLARIVATE.

ACADEMIC EMINENCE

FACULTY WITH WORLD-CLASS ACADEMIC EXCELLENCE



and more...

FACULTY WITH PRESTIGIOUS SCHOLARSHIPS



and more...

EMINENT FACULTY



Dr. T. Bangar Raju

Professor
PhD (DBA)

With over 20 years of experience in academia and industry, including roles at Adani Enterprises and JSW, he is an expert in transportation management. He has been honoured with awards such as the Maritime Excellence Award, which is a testament to his exceptional achievements in the field.

Dr. Sumeet Gupta

Professor
PhD (Finance)

He is a distinguished faculty in Finance and Risk Management with over 25 years of expertise. He holds a Certified Professional Forensic Accountant certification from the Institute of Certified Forensic Accountants. Additionally, he is a Certified Business Administrator from Canada, a Fellow Financial Planner from the UK, and a Fellow Financial Consultant from the USA.



Dr. Anita Sengar

Associate Professor
PhD (Management)

With over 17 years of teaching experience, including 8+ years at UPES, this seasoned marketing professor is a renowned expert in her field. She holds a PhD from IIT Roorkee and possesses expertise in areas such as qualitative research, rural marketing, customer engagement, e-learning, and sustainability.

Dr. Rakesh Kumar Meet

Associate Professor

With over 28 years of expertise in academia and corporate leadership, he has excelled in teaching roles at esteemed institutions such as IRMA and IMT, Ghaziabad. In addition, he has held pivotal positions in major Indian and Foreign Multinational Companies, including GlaxoSmithKline, Dabur, and Vodafone.





Dr. Anil Kumar

Professor

With over 35 years of experience in Power, Infrastructure, Energy, and Academics, he is a distinguished expert in 'Energy and Infrastructure Engineering and Management.' He holds numerous qualifications in Engineering, Management, and Economics, including a PhD in Power Economics, making him a highly accomplished individual in his field.

Dr. Saurabh Tiwari

Assistant Professor
PhD

With 14+ years of industry-academic experience in Logistics and Supply Chain Management, he is a distinguished academician who emphasises on experiential learning and real-world application in his teaching philosophy. He specialises in Logistics, Supply Chain, and Lean Management, and his expertise in these fields has been widely recognised.



Dr. Debjani Mukherjee

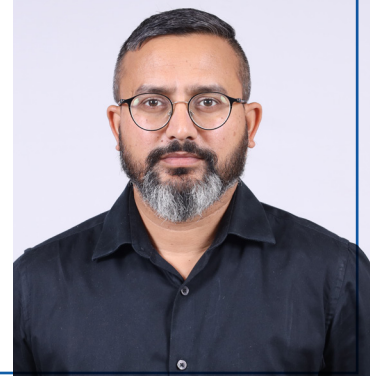
Assistant Professor - Senior Scale

She is a seasoned educator with a diverse career spanning academia, industry, and entrepreneurship. With a PhD in Media and Communications from the University of Auckland, she is highly qualified in her field. Additionally, she owns Red Earth Media, a production company, which reflects her entrepreneurial spirit.

Dr. Atul Rawat

Assistant Professor

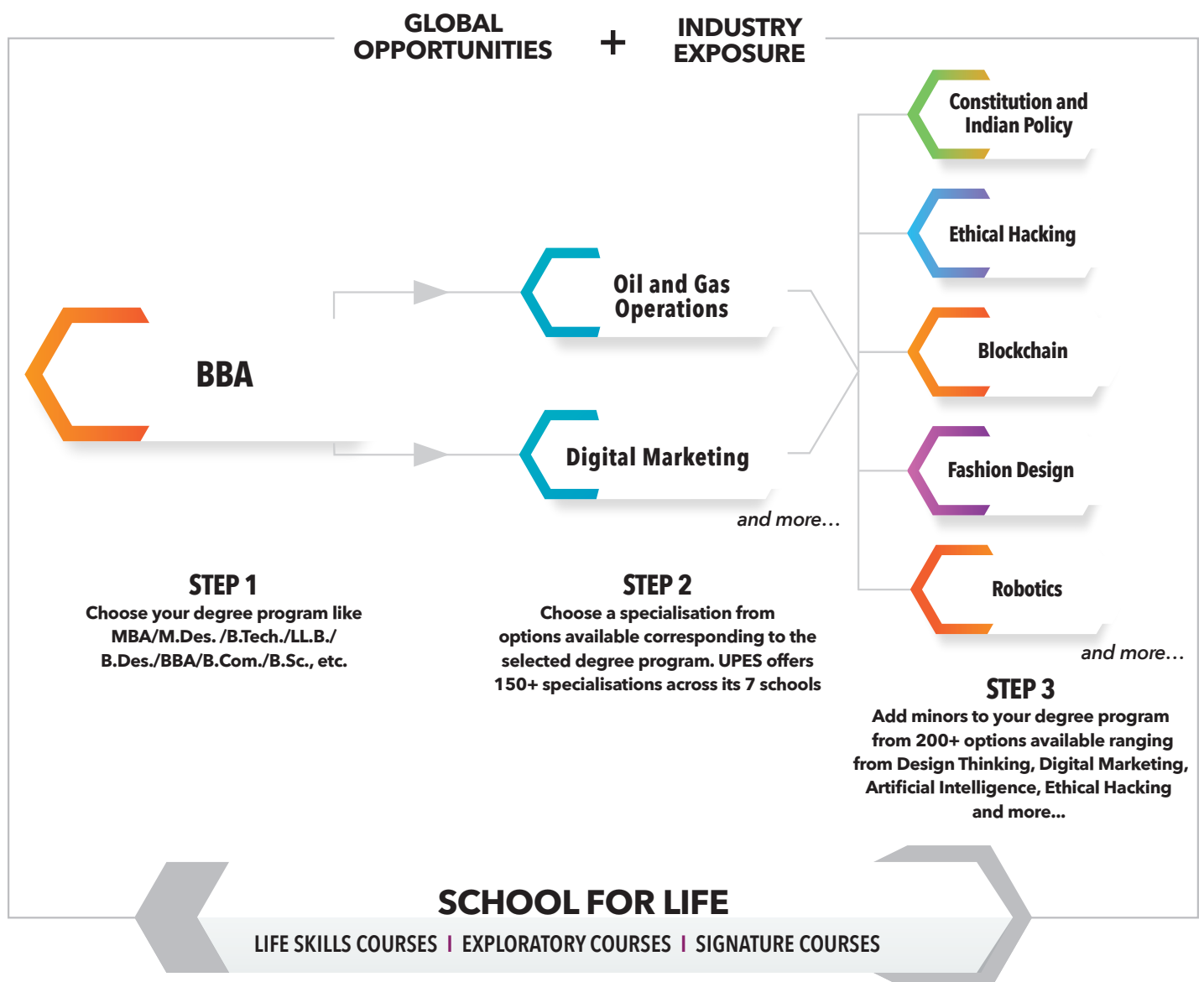
He is an accomplished energy researcher with over 16 years of experience and holds a PhD in Energy Management. His extensive industry experience includes pivotal roles in renowned organisations such as Ernst & Young, Deloitte, and Genpact India.

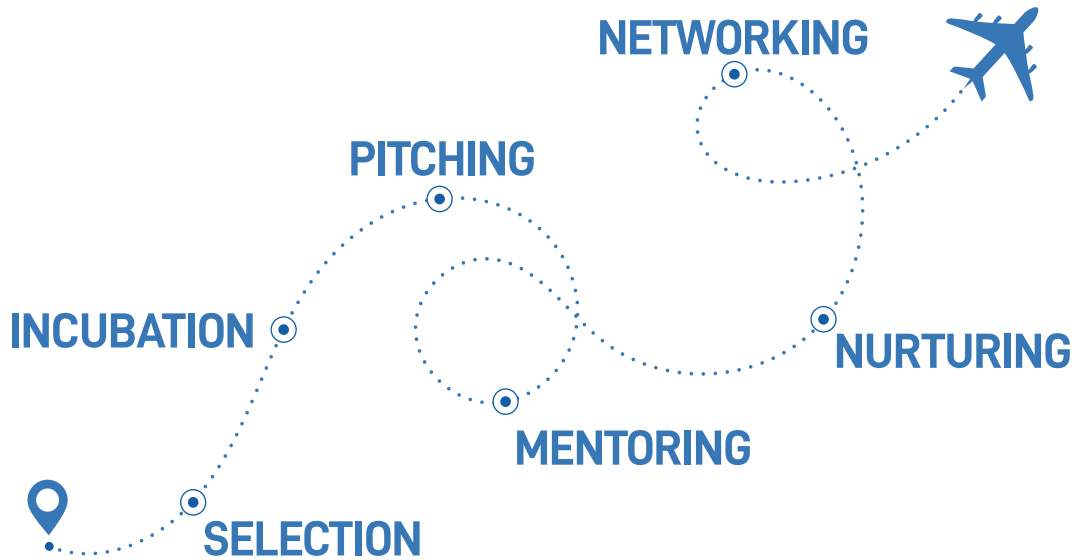


DESIGN YOUR OWN DEGREE

The UPES curriculum framework is holistic in its overall structure, yet focuses on the individual needs of students to discover, experience, explore, and challenge. Along with the core subject, students can choose from subject-focused specialisations. They are also allowed to choose minor/exploratory subjects from other schools at UPES, which include: School of Advanced Engineering, School of Computer Science, School of Law, School of Business, School of Health Sciences and Technology, School of Design, and School of Liberal Studies. The curriculum also offers Signature and Life-

Skills courses through the School for Life. To round off this learning experience, students are required to undertake mandatory internships in the social sector, government/public sector, and industry. The combinations available for students to pick and choose from are endless, ensuring both depth and breadth of knowledge.





We help start-ups convert their ideas into real and viable businesses. Our goal is to assist brilliant innovators in navigating the early stages of setting up a start-up and reaching the point where they have developed a product/service impressive enough to raise money. This will be achieved through a mix of mentorship, grants and investments, legal and incorporation support, and allocation of workspace.

75+
START-UPS

RECEIVED GRANTS
FROM THE UNIVERSITY

250+
START-UPS

PRE-INCUBATED



ABOUT UPES

Established through the UPES Act, 2003, of the State Legislature of Uttarakhand, UPES is a top-ranked, UGC-recognised, private university. As per the National Institutional Ranking Framework (NIRF) 2023, the Ministry of Education, Government of India, UPES has been ranked 52, with a rank of 54 in Engineering and a rank of 39 in Management. In addition to this, the university has been ranked the No. 1 private university in academic reputation in India by the QS World University Rankings 2024 and is among the top 3% of universities in the world. As per the QS World University Rankings 2024: Asia, UPES has been ranked 218 in Asia and 23 in India among all the Indian institutions.

As per the Times Higher Education (THE) World Ranking 2024, UPES is in the overall rank band of 801-1000 in the world, 9th among private and deemed universities, 2nd among private universities, and 26th in the overall universities category in India. According to the prestigious Shanghai Ranking–Academic Ranking of World Universities (ARWU) for Global Ranking of Academic Subjects, UPES is among the world's top 150 institutions for telecommunication engineering, among the top 400 for Electrical and Electronic Engineering, and among the top 500 for Computer Science and Engineering.

UPES has also been accredited by NAAC with a grade of 'A' and has received 5 stars on employability (placements) by the globally acclaimed QS Rating. The university has had 90%+ placements over the last few years. 41 faculty members of UPES are among the world's top 2% of researchers, as per the Stanford University list.

UPES offers graduate and postgraduate programs through its seven schools: School of Advanced Engineering, School of Computer Science, School of Design, School of Law, School of Business, School of Health Sciences and Technology, and School of Liberal Studies, with 14,000+ students and 1,500+ faculty and staff members.



***NO.1 PRIVATE UNIVERSITY
IN ACADEMIC REPUTATION**



*QS World University Rankings 2024

**#RANKED 52ND
IN INDIA**



Ranking 2023
#University Category

9TH

**AMONGST PRIVATE
AND DEEMED
UNIVERSITIES***



**World
University
Rankings 2024**

2ND

**AMONGST
STATE PRIVATE
UNIVERSITIES***

*in India





HOLISTIC DEVELOPMENT

What is the purpose of education? Is it merely to make students employable, remove ignorance and impart knowledge? Or is it to create a better world? The seismic shifts taking place globally necessitate action to ensure a secure and equitable future for all. Learners today are, therefore, required to be creative, collaborative and communicative. They must develop skills to solve complex problems that plague humanity, work towards equity, uplift the underserved, live healthy, happy, and productive lives. UPES School for Life (SFL) was established with the intention to create true changemakers. Students learn to apply an in-depth understanding of attained life skills and broad-based subject competencies along with core subject qualifications, to take advantage of educational and employment opportunities. This broad-based learning experience helps them evolve throughout their professional and personal lives.

The undergraduate program at UPES offers four clearly demarcated, yet academically integrated areas, covering Core Specialisation courses, Exploratory (Interdisciplinary Electives), Signature and Life Skill courses, all of which are credited and form the basis of the degree awarded. School for Life offers the latter three selections of courses, which are structured to be read alongside the students' core academic curriculum.



SIGNATURE COURSES

These courses include areas that are not specifically linked to a vocation and focus on 21st century learner skills and attributes to meet the requirements of the graduate profile. They empower students as global citizens of the future. These courses are undertaken by all UPES undergraduates and select graduate students from specific disciplines.



EXPLORATORY COURSES (Interdisciplinary Electives)

These courses encourage students to develop a broad-based approach to learning by selecting subjects of study from other schools at the university. This helps them grow their breadth and depth of knowledge beyond their chosen specialisation and exposes them to the wider scope of university education.



LIFE SKILL COURSES

These courses allow students to upskill into university learning styles and pick up additional skills with a focus on enhanced employability and communication, along with management and professional skills, including critical thinking, problem-solving, and creativity.



'SRIJAN' SOCIAL INTERNSHIPS

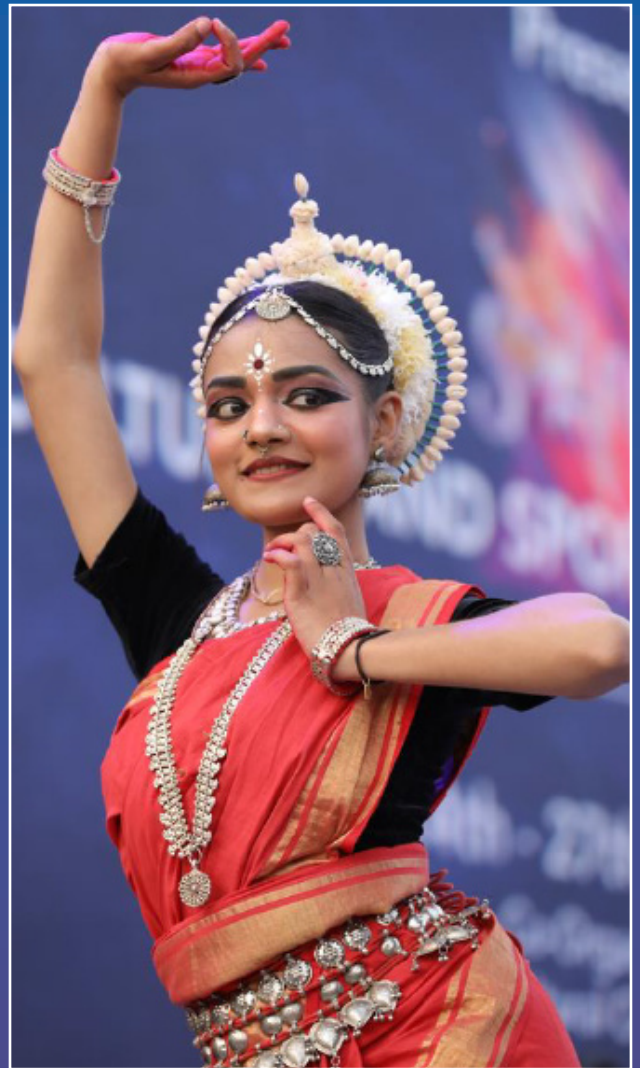
Srijan Social Internships are full-time, 8-week-long internships with social sector organisations. These internships are offered as part of School for Life at UPES and are for all first-year students. Through these internships, students will be exposed to a variety of social sector challenges that our society is facing and find ways to overcome them. In the process, they will build empathy and learn valuable leadership skills that will be useful in both work and life.



CAMPUS LIFE

- Life at UPES is truly an enriching experience, where students can create memories that will last a lifetime. It is about young learners discovering themselves through engaging activities that broaden their understanding of the world.
- There are more than twenty student chapters, including the Society of Petroleum Engineers, Cloud Security Alliance, the Society of Law and Literature, the Institute of Electrical and Electronics Engineers, the Moot Court Association, etc., as well as several clubs such as the National Service Scheme, Ras Rang Raag, Avishkarnam, Sphurit, etc. that cater to different interests and fields of study.
- Events such as Spandan, the annual youth festival; and 'Wow Wednesday', a mid-week activity for showcasing talent, bring together students from across all the schools on one stage.
- Sports events and activities at UPES offer students a wide range of opportunities for personal growth and skill development. Students develop important values such as discipline, team spirit, patience, and resilience.
- From learning to leisure and path-breaking innovations to life-long friendships, life at UPES is a vibrant blend of everything a learner aspires for. It is a place where artists, explorers, athletes, and innovators come together to pursue their passions and explore new horizons.

Scan to explore
Life @ UPES





SCAN TO FOLLOW US ON 

1800 102 8737 (10 am to 7 pm)
enrollments@upes.ac.in | www.upes.ac.in

INTERNATIONAL STUDENTS WRITE TO US AT: international.admissions@upes.ac.in

KANDOLI VIA-PREM NAGAR, DEHRADUN (UTTARAKHAND), INDIA

ADVANCED ENGINEERING | COMPUTER SCIENCE | DESIGN | BUSINESS | LAW | HEALTH SCIENCES AND TECHNOLOGY | MODERN MEDIA | LIBERAL STUDIES