

# Integrated BBA-MBA



The Integrated BBA-MBA program at NMIMS ASMSOC is a comprehensive five-year course tailored for students who aspire to pursue a management career straight after completing Grade XII. This future-ready program combines ASMSOC's acclaimed undergraduate curriculum with the depth, discipline, and industry orientation of a full-scale MBA from one of India's leading academic institutions.

At the end of five years, the students will be awarded the degree Integrated BBA-MBA as per UGC norms, subject to the fulfilment of passing criteria.

The Program is developed and curated with guidance from NMIMS leadership and experts drawn from IIMs and SBM-NMIMS.

## » Why choose the Integrated BBA-MBA at NMIMS?



**Strong Institutional Legacy:** Leverages NMIMS's academic ecosystem, rich faculty expertise, and interdisciplinary approach



**Career-Focused Curriculum:** Specialized learning in Finance, Marketing, Operations and Data Science with cutting-edge themes like ESG and AI woven across subjects



**Industry-Connected Learning:** Internships, live projects, corporate mentorship, and alumni interactions enrich your learning



**All-Round Development:** Student-driven clubs, leadership training, and personal mentorship support a holistic learning experience

## » Duration

5 Years

## » Eligibility

The program is based on performance in the NPAT 2025 entrance exam. Applicants must have completed Class 12 (any stream) with a minimum 50% aggregate, and Mathematics or Statistics as a mandatory subject.

This exclusive, invite-only program is offered to top-ranking candidates from the NPAT 2025 merit list who have selected the School of Commerce as their preferred choice.

With the limited seats available for the program, aspiring candidates can explore detailed program information. Seize the opportunity to join an innovative program that blends leadership with modern business trends leading to professional growth!

Top scorers of NPAT/ SAT who have opted for any SOC program will receive the offer to join the Integrated BBA-MBA program.



## » Program Highlights



5-Year Integrated BBA-MBA program



Direct entry after Grade XII (via NPAT)



General Management degree with concentration in Finance, Marketing, Operations & Data Science



Curriculum infused with ESG, AI, and digital transformation themes



Multiple internships, corporate immersion, and Bloomberg Lab access



Career advisory, personality development, and placement assistance



Vibrant student community and leadership opportunities through clubs and associations

## » Career Pathways

**Graduates can explore diverse roles across:**



BFSI (Banking, Financial Services & Insurance)



Marketing, Digital Marketing & Marketing Analytics



Digital Commerce & E-Business



Business Analyst & Product Manager

Scan here for more details



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