INTEGRATED BBA MBA PROGRAMME (iMBA)

Duration: 5 Years (10 Semesters) Central Campus

ABOUT THE PROGRAMME

The Integrated BBA MBA Program is a ten-semester, five-year, multidisciplinary management programme designed for students seeking early exposure to global business education and is offered at the Bangalore Central Campus. The first three years will deliver the BBA curriculum, providing a strong foundation in multidisciplinary courses, and the last two years will focus on the MBA curriculum, ensuring a seamless progression to the Master's level. The curriculum integrates courses from management, economics, sociology, psychology, political science, journalism, performing arts, finance, marketing, analytics and technology, progressing from foundational to advanced learning. The programme offers specialisation in Finance or Marketing along with experiential learning, digital skills labs, global immersion, semester exchange, industry-collaborative teaching, industrial visits, and internships. Specifically designed courses on leadership, ethics, innovation, communication, and sustainability ensure holistic development and prepare graduates for diverse global careers across corporate, entrepreneurial, consulting, research, and public sector environments worldwide.

CODE | PROGRAMME OUTCOME / PROGRAMME SPECIFIC OUTCOME

PO 1
Exhibit social responsibility and ethical sensitivity by evaluating social initiatives and assessing business actions to promote responsible practices.

PO 2
Apply theories to evaluate business problems and provide business solutions.

PO 3
Develop presentations and business documents for effective communication.

PO 4
Evaluate complex business issues and propose strategic solutions in a dynamic business environment.

PO 5 (PSO)
Develop a multidisciplinary perspective for business problem-solving in global scenarios.

ELIGIBILITY:

A pass at the +2 level (Karnataka PUC / ISC / CBSE / NIOS / State Boards) in any stream (Humanities, Social Sciences, Commerce & Management, Sciences) from any recognised Board in India.

Candidates writing the +2 examinations in March-May 2027 may apply with their class X and XI marks.

Students pursuing an international curriculum must note that eligibility is according to AIU stipulations: Applicants pursuing the IB curriculum must have 3 HL and 3 SL with 24 credits.

Applicants pursuing GCE / Edexcel must have a minimum of 3 A levels with a grade not less than C.

Exclusive admission test Christ University-Integrated BBA MBA Management Aptitude Test(CU-IBMAT). The CU-IBMAT will be held in March 2027.

HIGHLIGHTS

A seamless 5-year learning journey that progresses from foundational business knowledge to advanced managerial competencies and professional mastery. Students gain a comprehensive understanding of business while developing leadership and decision-making capabilities.

Strong industry–academia connect through industry visits, live projects, corporate interactions and practitioner-led sessions. Students gain first-hand exposure to real-world business practices and contemporary industry challenges.

A multidisciplinary and future-ready curriculum covering AI, Analytics, Finance, Marketing, ESG, Entrepreneurship, Cybersecurity and Industry 5.0. Students develop T-shaped managerial capabilities with both functional expertise and a broad understanding of business.

Experiential learning through internships, capstone projects, startup incubation, community engagement and access to professional tools such as Bloomberg Terminal. Students are encouraged to apply classroom concepts to real-world business situations and develop practical problem-solving skills.

Global and corporate exposure through international academic opportunities, global immersion, corporate networking, alumni engagment, seminars and conferences. These experiences help students develop a global mindset and understand diverse business environments.

Continuous academic and corporate mentoring supported by research opportunities, leadership boot camps and holistic development initiatives. Students build communication, leadership, ethical decision-making, entrepreneurial and interpersonal skills for long-term professional growth.

COURSE OUTLINE:

CORE MANAGEMENT COURSES

Courses	Semester	Courses	Semester
Mathematics for Management	1	Blockchain for Enterprise Solutions	6
Micro Economics	1	Business Taxation	6
Management Theory and Practice	1	Regulatory Framework for Business	6
Accounting for Managers	2	Labour Laws and Industrial Relations	6
Macro Economics	2	Entrepreneurship and Incubation	6
Design Thinking and Corporate Innovation	3	ESG and Responsible Management	6
Statistics for Managerial Decision Making	3	Indian MSME: Sector, Policy and Practices	6
Marketing Concepts	3	Managing Multicultural and Remote Workforces	7
Research Methodology	4	Operational Decision Models for Business	7
Workforce Management	4	Business Ethics and Sustainability	8
Cost and Management Accounting	4	Industry 5.0: Smart Industrial Systems	8
Financial Management	5	Lean and Adaptive Organisation Design	8
Marketing Analytics and Insights	5	Digital Forensics and Cybersecurity	9
Artificial Intelligence and Machine Learning for Managerial Decisions	5	Leadership and Organisation Transformation	10
Workforce Analytics	5		
Corporate Law	5		

MULTI-DISCIPLINARY COURSES

Courses	Semester
Psychology at Work	1
Sociology for Management	2
Political Structure and Business Environment	2
Media and Communication	3
Philosophy and the Art of Decision Making	3
Geopolitics Risk and Business Strategy	4
Environmental Economics	5
Community Mental Health	5
Global Media and Cultural Studies	6
Logic and Critical Thinking	6
Public Policy and Business	9

LIFE SKILLS LAB

Courses	Semester
Yoga for Well Being	1
Performing Arts and Theatre Based Storytelling	3
Indian Performing Arts and Managerial Aesthetics	4
Team Strategy Through Trekking	8

DIGITAL SKILLS LAB

Courses	Semester
Prompt Engineering	2
Data Driven Decisions using R	4

INDIAN KNOWLEDGE SYSTEM BASED SUBJECTS

Courses	Semester
Indian Civilizational Frameworks for Management	4
Kingly Leadership Models in Indian Civilisations	5

PROJECTS/IMMERSION OPPORTUNITIES/CERTIFICATIONS

Projects/Immersion opportunities/Certifications	Semester
International Immersion (with MOU University)	5
Community Engagement Project	5
Summer Internship in MSME	7
Industry Connect	7
Industry Immersion Internship	9
Dissertation/ Capstone project	10
Career Readiness Certification	10

DISCIPLINE SPECIFIC ELECTIVES

Finance	Semester	Marketing	Semester
Strategic Finance and Value Creation	7	Managing Services and Customer Experience	7
Equity Valuation & Portfolio Management	7	Marketing Science and Consumerism	7
Behavioural Economics for Finance	7	Cross-Cultural Marketing	7
Banking Technology and Fintech Application	8	Consumer MarTech Application	8
Impact Entrepreneurship and Alternative Finance	8	Social Media for Marketing	8
Derivative & Risk Management	8	Brand Storytelling	8
Merger, Acquisition and Corporate Reorganization	9	Decoding Buyer Decisions with Consumer Psychology	9
International Finance & Risk Management	9	Marketing Experiments and Strategic Marketing Decisions	9
Treasury & Fixed Income Management	9	Omnichannel Retailing	9
Financial Analytics	10	Responsible AI for Marketers	10
Climate Finance and Sustainability	10	Neuromarketing and Nudge-Based Marketing	10
Forensic Accounting, Compliance and Fraud Detection	10	Customer Analytics and Predictive Modelling	10

ADMISSION PROCESS

STEP 1
Register — Register with your Email ID and log in to the Admission Portal.

STEP 2
Apply Online — Fill the application form and pay the application fee.

STEP 3
Selection Process — Appear for the entrance test (if applicable), Skill Assessment, Micro Presentation and Interview.

STEP 4
Result — Check the login page for results; if selected, an offer letter is attached.

STEP 5
Fee Payment — Pay the course fee online and complete the admission process.

ELIGIBILITY & SELECTION PROCESS

Eligibility: Pass in Class 12 (10+2) with a minimum of 55% at the +2 level (Karnataka PUC | ISC | CBSE | NIOS | IGCSE | IB | State Boards), in any stream, from any recognised Board in India. Candidates writing the +2 examinations in March-May 2027 of the admission year may apply with their Class X and XI marks.

Applicants pursuing international curriculum must note that eligibility is according to AIU stipulations.
IB Curriculum must have 3 HL and 3 SL with 24 credits | GCE/Edexcel must have a minimum of 3 A levels with grade not less than 'C'.

SP PROCESS	SP PARTICULARS	SP TIME	SP MODE
Entrance Test (ET)	Entrance Test (ET) 90 Minutes except if otherwise specified	As per E Admit Card	Online Entrance Test
Skill Assessment (SA) | Micro Presentation (MP) & Personal Interview (PI) Academic Performance (AP)	**Skill Assessment (SA):** Candidate will be given a topic to write. **Micro Presentation (MP):** Candidate should be able to talk for 90seconds, on a topic given by the panel. **Personal interview (PI):** duration: 10 minutes **Academic Performance (AP):** Assessment of past performance in class 10 and class 11/12 The selection process (SA_MP_PI) will be held in person at the venue and date selected while submitting the application form online.	As per E Admit Card	Venue Based SA_MP_PI

Documents: Applicants must upload all qualification-related documents (Class 10 and Class 11 final report cards, or the Class 12 Board examination results) through the link provided while submitting the online application form. Failure to upload the required documents will result in the rejection of the application.
Note: Applications submitted without mark sheets/report cards, or with unclear or illegible scanned copies, will be rejected and marked as Not Eligible.

Note: For NOTE ON CURRICULUM AND CREDIT FRAMEWORK FOR UNDERGRADUATE PROGRAMMES - visit our website: www.christuniversity.in.

Office Timings: Monday to Friday: 09:00 AM to 04:00 PM, Saturday: 09:00 AM to 12:00 PM (Office remains closed on Sundays, Third Saturdays, Government Holidays and Any special events)