

The **Legacy of KCLAS**

Kumaraguru College of Liberal Arts and Science, Coimbatore established in 2018 is affiliated to **Bharathiar University**. KCLAS emerged from a rich legacy, strong vision and great commitment of **Kumaraguru Institutions**. The magnificent campus and the edifice, enormous reputation and robust departments emerged from the dynamic vision of the Founder Chairman, Dr.N.Mahalingam, a visionary educationist. KCLAS is part of the Kumaraguru Institutions which includes **Kumaraguru College of Technology, KCT Business School, Kumaraguru Institute of Agriculture and Kumaraguru School of Business** has exemplified in the inter-disciplinary approach.

Bachelor of **Business Administration**

Studying BBA at KCLAS provides a solid foundation in business principles, management skills, and a versatile skill set that can be applied across various industries. It serves as a steppingstone for both immediate entry into the workforce and further education in specialized business areas. In KCLAS we have designed BBA programs which incorporate internships, cooperative education, or practical projects. This hands-on experience allows students to apply theoretical knowledge in real-world business settings.

MANAGEMENT

Dynamic BBA Curriculum



The curriculum, which is approved by Bharathiar University is designed to provide a comprehensive exploration of economic theories, principles, and applications, equipping you with the analytical tools and critical thinking skills necessary to navigate the complexities of our globalized society.

Semester 1	Language-I, English-I, Principles of Management, Basics of Business & Business Environment, Mathematics and Statistics for Management.				
Semester 2	Language-II, English-II, Organizational Behaviour, Economics for Executives, Quantitative Techniques for Management and Human Rights and Overview of English Language Communication Assessment & Certification*				
Internship					
Semester 3	Language-III, English-III, Financial Accounting, Production and Materials Management, Marketing Management, Business Law, and Microsoft Essentials*				
Semester 4	Language-IV, English-IV, Financial Management, Human Resources Management, Taxation Law and Practice and Aptitude and Reasoning*				
Internship / Project					
Semester 5	Cost and Management Accounting, Research Methods for Management, Business Correspondence, Advertising and Sales Promotion and E-Commerce Laws, Regulation & E-payment systems*				
Semester 6	Entrepreneurship and Small Business Management, Investment Management, Services Marketing and Operational Logistics*				
Capstone Project					

^{*}Offered by Industry partners - Cambridge English, Microsoft, Veranda Learning, BFSI (Govt. of India) and TNASDC (Govt. of Tamil Nadu)

Electives

Group I	Customer Relationship Management
Group II	Consumer Behaviour
Group III	Project Work



Advanced learning and experiences

As you progress in your Bachelor of Business Administration at KCLAS, you have the opportunity to take advanced courses that delve deeper into specific areas of economics or related fields. The availability of advanced courses can vary depending on your choice of pathways, interest, and the specialization options we offer.

Pathway	Advanced Learning Themes		
Global Pathway	International Immersion to USA / Europe / Australia. National Study Programme. Outbound Leadership Training 4 Micro Credential Courses offered by the industry. Global Learner License for International Online Courses (COURSERA)		
Pathway 1	International Immersion to Middle east / Southeast Asia Regional study programme outbound leadership training Business analytics / Liberal Studies / Securities Market Project Management Supply chain & logistics Social Psychology Design thinking Business canvas modelling Block chain Global learner license		
Pathway 2	National & Regional Study Programme outbound leadership training Business analytics / Liberal Studies / Securities Market Supply chain & logistics Corporate taxation Project Management Global learner license.		

Partners: IIM, Indore | IIM, Kozhikode | NSE | Logistics skill sector council | Coursera | IBM | KPMG | IMS | Goa Institute of Management studies | Skyline university, Sharjah | Asia Pacific University, Malaysia.





Study the Liberal Arts Alongside Your **Business Administration**Degree

Combining a Bachelor of Business Administration (BBA) with a study of liberal arts combines business education with a broader, multidisciplinary approach characteristic of a liberal arts education. This type of program aims to provide students with a well-rounded education that includes exposure to various disciplines, critical thinking skills, and a deeper understanding of societal and cultural contexts. BBA graduates with a liberal arts background are often versatile and prepared for a variety of roles, including those that require adaptability and interdisciplinary knowledge.

Explore diverse domains beyond the boundaries of **BBA**

Entrepreneurship & Family Business	Environment	Fashion and Textiles	Wellness
History and Philosophy	Science and Technology	Public Policy and Governance	Music and Art
Global Culture and Languages	Empowering Community	Communication	Heritage

Power your **Future**

Leap to Advanced Degrees

After completing Bachelor of Business Administration, students can pursue various master's programs to further specialize in their field.

Master of Business Administration (MBA)/ Master of Science (MS) in Finance/ Master of Science (MS) in Marketing/ Master of Human Resource Management (MHRM)/ Master of Science (MS) in Business Analytics or Data Science/ Master of Public Administration (MPA) or Master of Public Policy (MPP)/ Law School/ Entrepreneurship Programs/ Professional Certifications/ Ph.D. in Business or a Related Field/ Executive Education Programs/ Master of International Business (MIB) or Master of Global Business

Careers Trajectories of **Business Administration**

Government Agencies

Public Administration Specialist, Government Analyst, Civil Service Administrator

Private Corporations

Business Analyst, Marketing Coordinator/Manager, Financial Analyst, Human Resources Specialist, Sales Executive.

Government

Public Policy Analyst, Government Consultant, Government Relations Specialist

Non-profit Organizations

Program Manager, Fundraising Coordinator, Non-profit Consultant

Entrepreneurship

Small Business Owner, Startup Founder, Entrepreneurial Consultant

Our Alumni

Embark on a journey of inspiration and excellence as our alumni, globally dispersed, pursue advanced studies in prestigious universities worldwide. Our graduates, now enrolled in top-tier master's programs, stand as living testaments to the caliber and global recognition of the education we provide.



41%in top 300 QS Universities

Eligibility

State/CBSE/ISC/ Other Indian Boards: Candidates must have completed 10 + 2 years from any recognized board with Group in HSC - Commerce | Accountancy | Business Studies

Minimum 85% of Marks in HSC

Cambridge/International Board: Eligibility is according to AIU Stipulations. Admission will be confirmed only on submission of Equivalency Certificate from AIU.

IB Board - Must have 3 HL and 3 SL with 24 credits. GCE / Edexcel - Must have a minimum of 3 A levels grade not less than C.

Your Route to the BBA Experience at KCLAS

Selection **Process**

Our streamlined admission process ensures a seamless transition into our vibrant KCLAS community. From application to enrollment, we are committed to providing you support in every step.



Application

Visit our website, register, and submit the online application.

Entrance Test

Choose a date for the test and take the online proctored test and a personality assessment from home.

Campus Day

On announced date visit the campus for an orientation, write 2 essays and complete personal interview.

Selection Result

You will receive the result through mail.

SCAN TO APPLY





VISIT: kclas.ac.in

CONTACT DETAILS







