

Prospectus

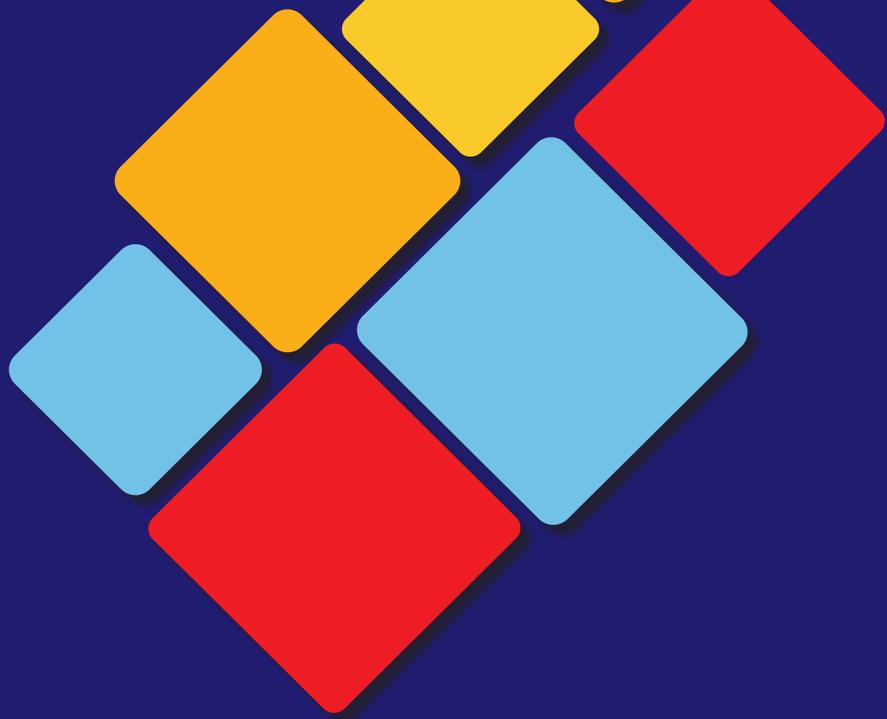
BACHELOR OF BUSINESS ADMINISTRATION
B.B.A.(HONS.)
2026-2027



Home of
**FUTURE
BUSINESS
LEADERS!**



BITS Pilani
Dubai Campus



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BITS Pilani

Pilani | Dubai | Goa | Hyderabad | Mumbai
An Institution of Eminence



BITS Pilani

Birla Institute of Technology and Science, (BITS Pilani), is a world-renowned Indian Institute of Higher Education. Its flagship campus in Pilani, Rajasthan, received deemed university status in 1964 under Section 3 of the UGC Act. From its early years, the institute, with the help of Ford Foundation grant, collaborated with MIT (USA) and adopted the institute's best practices. Since then, BITS has grown and now boasts campuses in Dubai, Goa, Hyderabad and Mumbai.

BITS Pilani consistently ranks as the **No.1 private engineering institution in India** in media rankings, such as Education World, India Today, etc., and is the highest-ranked non-government institute in many of these surveys. It has also been granted the status of **Institute of Eminence** by the Ministry of Education, Government of India. Further affirming its commitment to excellence, BITS Pilani was accredited with **Grade A++** in November 2024 by the **National Assessment and Accreditation Council (NAAC)** for a period of 5 years, recognizing its outstanding quality status. With over 35,000 students enrolled across all campuses, including the Work Integrated Learning Programmes (WILP), BITS Pilani offers degree programmes at all levels in Engineering, Sciences, Management, and Pharmacy.

Our legacy of excellence has been shaping professionals to excel beyond every parameter since inception. Today, our alumni body is a vast and thriving community of technocrats, successful entrepreneurs, renowned scientists, head of organizations, and leaders of society. We take great pride in the achievements of our alumni and are continually inspired by their success. Under the dynamic leadership of Chancellor, Dr. Kumar Mangalam Birla & Group Vice Chancellor, Prof. V Ramgopal Rao, BITS Pilani continues to scale greater heights.



Dr. Kumar Mangalam Birla
Chancellor, BITS Pilani



Prof. V Ramgopal Rao
Group Vice Chancellor, BITS Pilani





Prof. Souri Banerjee

**Director
BITS Pilani, Dubai Campus**

Message from the DIRECTOR

Welcome to the Dubai campus of the Birla Institute of Technology and Science (BITS), Pilani, Rajasthan, India.

Located in the heart of Dubai International Academic City, BITS Pilani Dubai Campus (BPDC) was established in 2000 as the first international branch of any Indian institution of higher learning. Since then, BPDC has grown into a fully integrated, globally engaged campus offering a three-tier education system with bachelor's, master's, and doctoral programmes, supported by modern residential facilities and an enriching campus environment.

At BITS Pilani, we believe that an institution is defined by its people. Our commitment to attracting and nurturing exceptional faculty, staff, and students forms the foundation of our academic excellence. The Dubai campus reflects the institute's enduring dedication to rigorous scholarship, innovative pedagogy, and world-class student development. Our educational philosophy blends academic depth with intellectual curiosity, cutting-edge technology, and holistic personal growth by equipping students with the capabilities, values, and mindset required for a global, knowledge-driven economy.

Our broad-based academic framework offers a high degree of flexibility through dual degrees, minors, and a wide range of electives, enabling students to tailor their learning journeys according to their aspirations and emerging industry trends. A distinctive hallmark of the BITS Pilani system is our Practice School programme, which integrates a 7.5 months industry internship into the curriculum. This unique experiential model allows every student to apply theoretical learning to real-world challenges while developing essential professional and problem-solving skills.

BPDC is home to a vibrant, diverse student community representing the UAE, the GCC, India, and many other parts of the world. Their cultural richness and academic enthusiasm create a dynamic learning ecosystem that fosters creativity, leadership, integrity, teamwork, and social responsibility attributes we strive to cultivate in every BITSian.

Our alumni, spread across leading global organizations, research institutes, and entrepreneurial ventures, continue to excel in their chosen fields. They remain our strongest ambassadors, reflecting the institute's legacy of nurturing talent and shaping future-ready leaders.

I warmly invite you to explore our campus, engage with our academic environment, and embark on a transformative journey of innovation, discovery, and growth. Becoming part of the BITS Pilani Dubai Campus community is the first step toward realizing your aspirations and preparing for a future defined by excellence.



BITS Pilani
Dubai Campus



Experience the educational excellence in engineering education at **BITS Pilani, Dubai Campus (BPDC)**, a top-ranked institution approved by the Ministry of Education, Government of India, and the University Grants Commission (UGC) India.

BITS Pilani Dubai Campus is licensed by the UAE Ministry of Higher Education and Scientific Research (MoHESR) and the Knowledge and Human Development Authority (KHDA). All degrees are accredited by MoHESR through the Commission for Academic Accreditation (CAA).

Recognized by the Best.
Chosen by the Brightest.



**UNITED ARAB EMIRATES
MINISTRY OF HIGHER EDUCATION
& SCIENTIFIC RESEARCH**



مفوضية الاعتماد الأكاديمي
Commission for Academic Accreditation



**STRONG
ACADEMIC
EXCELLENCE
& GLOBAL
REPUTATION**

**RANKED
154
BY QS ASIA UNIVERSITY
RANKINGS-2026**

**RATED
5 STAR
BY KNOWLEDGE &
HUMAN DEVELOPMENT
AUTHORITY (KHDA) IN
PARTNERSHIP WITH QS**

**MORE THAN
6000 ALUMNI
IN LEADING POSITIONS
IN GLOBALLY REPUTED
CORPORATES**

**RANKED
GLOBALLY AMONG
TOP 250
BY QS GRADUATE
EMPLOYABILITY
RANKINGS**

**NEARLY
AED 13.6 MILLION
SCHOLARSHIPS
AWARDED EVERY YEAR**

**UPTO
30 WEEKS
INDUSTRY INTERNSHIP
WITHIN THE PROGRAM
DURATION AT OVER 300
CORPORATES**

**50+
START-UPS
FACILITATED IN LAST 5
YEARS ENCOURAGING
INNOVATION &
ENTREPRENEURSHIP**

**ICT INNOVATION
EXCELLENCE
AWARD**

**UAE'S
BEST ENGINEERING
UNIVERSITY
AWARD
BY GBM, UK**

WHY CHOOSE BITS PILANI DUBAI CAMPUS?



World-class Curriculum & Faculty

We offer a world-class curriculum that is broad-based, with unique options such as 7.5 months Practice School (Internship) or Thesis and a high degree of flexibility in the form of electives, minors, dual degree and more to cater to the diverse interests of students and broaden their education beyond a single area of study. The Faculty is highly experienced with doctoral and postdoctoral degrees from reputed universities worldwide.



International Exposure

Dubai, an international business & education hub is a strategic base to hundreds of global companies and universities and offers plenty of opportunities to students to interact with professors, industry experts and seasoned professionals across the spectrum. It is home to more than 200 nationalities & offers the best healthcare, shopping, sport & entertainment and leisure opportunities in the world.



All Round Development

We prioritize student development in all areas. Our curriculum seamlessly integrates soft skills through engaging presentations and hands-on learning experiences. We supplement academic journey with a diverse range of extracurricular activities and student-run clubs, providing the perfect platform to express and enhance non-academic skills. We just don't teach; we nurture future leaders through a combination of academics, personal growth opportunities and diverse learning environment, fostering critical thinking, leadership skills, and social responsibility.



Stellar Ratings

Our institution is ranked as the top private university in India in several media rankings reflecting our commitment to quality. Our recognition in the Global University Rankings of both THE and QS, as well as a prestigious 5-star rating from the Knowledge and Human Development Authority (KHDA), based on Teaching, Research, Employability, and Internationalization, sets us apart as a premier destination for education.



State-of-the-art Infrastructure

BITS Pilani Dubai Campus boasts cutting-edge facilities, including 30+ high-tech labs, world-class library, smart classrooms, incubation center, student housing, sports facilities and 24/7 Creative Lab.



Industry Internship

The Practice School programme from BITS Pilani, Dubai Campus offers a 7.5 months industry internship with hands-on experience within the 4 years duration of the programme. Collaborating with over 300 companies, it provides ample internship opportunities and sets the foundation for a successful future.



Accomplished Alumni Network

Proud of its successful alumni, BITS Pilani Dubai Campus fosters engagement between alumni, students, and the institution. Our alumni, includes scientists, entrepreneurs, and leaders that inspire students to excel.



Placement Assistance

BITS Pilani Dubai Campus is a top pick for MNCs and local conglomerates looking for talent. Our campus placements maximize job prospects by connecting you with top firms and offering endless career opportunities.

BACHELOR OF BUSINESS ADMINISTRATION (HONS.)

Programme Highlights

FORWARD thinking. FORWARD careers.



Students acquire fundamental knowledge and skills necessary for their future career as managers and leaders in their chosen field.

Our curriculum equips the students to identify, analyse and solve complex business problems across various business functions including Marketing, HR, Operations Management, Economics, Accounting, Finance and many more.

Internship opportunities through our pioneering Practice School programme ensures exposure to real-world business experiences for all students in leading MNC and local conglomerates.

Students master the use of emerging technologies in various functional areas.

The built-in flexibility of our programme allows students to graduate with a minor in areas such as Entrepreneurship or Data Science, in addition to their BBA (Hons.) programme.

Customization based on personal interests allows for specialization in domains such as Marketing, Finance, Business Analytics, etc.

Courses from areas such as Business Analytics, Programming, Data-driven decision making, Financial Analytics, Digital Transformation, etc. prepares the students for a technology driven digitalized economy.

Programme Learning Outcomes

Demonstrate effective oral, written, and digital communication skills appropriate for professional business contexts.

Demonstrate the ability to apply functional knowledge, analytical reasoning, and critical thinking to solve real-world business challenges effectively.

Demonstrate team management and leadership skills to achieve shared objectives.

Recognise ethical principles, cross-cultural perspectives, and sustainable business practices.

Develop a multidisciplinary approach to solving business problems and decision-making by integrating insights, concepts, and methods from diverse fields of knowledge.

Apply technology, digital tools and quantitative techniques to enhance decision-making in a dynamic business environment.

Structure and Requirements

| Category | Units Required | Courses Required |
|---|-------------------|-------------------|
| (I) General Institutional Requirements | | |
| Humanities Electives | 9 | 3 |
| Science and Engineering Foundation | 6 | 2 |
| Mathematics Foundation | 12 | 4 |
| Business Foundation | 9 | 3 |
| Technical Arts | 12 | 4 |
| General Awareness / Professional Courses | 6 | 2 |
| Sub-Total | 54 | 18 |
| (II) Discipline Requirements | | |
| Core | 42 | 14 |
| Elective | 18 | 6 |
| Sub-Total | 60 | 20 |
| (III) Open Electives | | |
| Open Electives | 15 | 5 |
| Coursework Sub-Total | 129 | 43 |
| (IV) PS I (or) II Open Electives | 5 (or) 6 | 1 (or) 2 |
| (V) PS II (or) Thesis | 20 (or) 16 | 20 (or) 16 |
| Total | 151(min) | 45 (min) |

BBA (Hons.) Programme Overview

Semester Wise Pattern*

| Year | First Semester | Second Semester |
|------------------------------|---|---|
| I | Mathematics for Business | Fundamentals of Business Statistics |
| | Computer Programming | Introduction to Python |
| | Introduction to Basic Sciences | Introduction to Spreadsheet Analysis |
| | Negotiation Skills and Techniques | Business Ethics and Corporate Social Responsibility |
| | Principles of Management | Microeconomics |
| | Introduction to Arabic or | Environmental Studies |
| | Beginning Chinese or French | Introduction to Engineering |
| II | Optimization Techniques for Business | Essentials of Financial Management |
| | Organizational Behaviour | Human Resource Management |
| | Business Communication | Business Law and Compliance |
| | Financial and Management Accounting | Marketing |
| | Macroeconomics | Econometric Methods |
| | Humanities / Open Electives | Humanities / Open Electives |
| Summer Term: Practice School | | |
| III | Creating and Leading Entrepreneurial Organization | International Business |
| | Operations Management | Digital Enterprises |
| | Design Thinking | Essentials of Strategic Management |
| | Discipline Elective (3 courses) | Discipline Elective (3 courses) |
| IV | Humanities / Open Electives (6 courses) | Practice School - II or Thesis |

Discipline Core - 42 units (14 courses)

Discipline Electives - 18 units (6 courses)

Open Electives - 15 units (5 courses)

Humanities Electives - 9 units (3 courses)

*This is an operative pattern for the students as approved by the Senate appointed committee, subject to change if the situation warrants

Discipline Elective Courses

Finance

- ❖ Behavioural Finance
- ❖ Fintech
- ❖ Mergers and Acquisitions
- ❖ Forensic Accounting
- ❖ Islamic Finance
- ❖ Business Analysis and Valuation
- ❖ Money, Banking and Financial Markets
- ❖ Management of Banks and Financial Institutions
- ❖ Strategic Financial Management
- ❖ Financial Engineering
- ❖ Functions & Working of Stock Exchanges
- ❖ Derivatives & Risk Management
- ❖ Security Analysis & Portfolio Management
- ❖ Financial Risk Analytics & Management

Marketing

- ❖ Marketing Channels
- ❖ International Marketing Strategies
- ❖ Introduction to Consumer Behaviour
- ❖ Marketing Research
- ❖ Sales and Distribution Management
- ❖ Introduction to Services Marketing
- ❖ Customer Relationship Management
- ❖ Fundamentals of Retailing
- ❖ Digital Marketing
- ❖ Product and Brand Management
- ❖ Advertising and Sales Promotion

Organizational Behaviour and Human Resource Management

- ❖ Training and Development
- ❖ Performance Management
- ❖ Compensation Management
- ❖ Strategic Human Resource Management
- ❖ Organizational Change and Development
- ❖ Work, Health and Safety
- ❖ Leadership Skills
- ❖ International Human Resource Management
- ❖ Talent Management and Development
- ❖ Strategic Leadership
- ❖ Cross-Cultural Management
- ❖ Introduction to Conflict Management
- ❖ Industrial Relations

Operations and Supply Chain

- ❖ Introduction to Logistics Management
- ❖ Project Management
- ❖ Models in Operations Management
- ❖ Project Appraisal
- ❖ Production Planning and Control
- ❖ Quality Control, Assurance, and Reliability
- ❖ Supply Chain Management
- ❖ Procurement Management
- ❖ Lean Manufacturing
- ❖ Supply Chain Modeling and Empirical Analysis
- ❖ Sustainable Manufacturing

Business Analytics

- ❖ Financial Analytics
- ❖ Predictive Analytics
- ❖ Marketing Analytics
- ❖ People Analytics
- ❖ Prescriptive Analytics
- ❖ Pricing Analytics
- ❖ Time Series Analysis and Forecasting
- ❖ Analytics for Supply Chain

Minor Programmes:

- ❖ Entrepreneurship
- ❖ Data Science
- ❖ Finance
- ❖ Supply Chain Analytics
- ❖ Film and Media
- ❖ Public Policy
- ❖ Computational Economics
- ❖ Philosophy, Economics, and Politics
- ❖ English Studies

PRACTICE SCHOOL (INTERNSHIP)

BITS is a pioneer in the field of university industry collaboration and its innovative, bold and radical internship programme called the Practice School.

We are a leader in the university-industry partnerships, setting the standard with our approach that presents the students a platform to transfer their theoretical knowledge to practical settings. The Practice School (PS) programme is indeed a unique opportunity for students to bridge the gap between the classroom and the real world. Over the course of 7.5 months, students work as employees of real organizations, applying their knowledge and skills to real-life challenges under the supervision of faculty and professional experts.

The PS programme includes two components: PS I, a 2-month summer internship after the second year, and PS II, a 5½ - month semester-long internship in the final year. During this time, students will participate in daily activities, work on assigned projects, and be evaluated on their interdisciplinary approach, decision-making skills, leadership, teamwork, and more.

The PS programme has opened the door for fruitful collaborations between faculty and industry, providing students with an unparalleled educational experience that prepares them for success in the professional world. Over 30% of our students get job offers from the companies where they complete their Practice School commitment.

COLLABORATION WITH OVER 300 COMPANIES FOR INTERNSHIP

- Emerson Automation Solutions
- PwC Middle East
- Atkins
- Zutari
- Lamprell
- Siemens
- ESRI
- Reckitt Benckiser (Arabia) FZE
- ThyssenKrupp
- Schindler
- Schneider Electric
- Dubai Islamic Bank
- Sharaf Retail
- SEMEA Electrical & Automation FZE
- The Emirates Group
- Al Shirawi
- MSD DIC
- Bosch
- Aster Hospital Group
- Star Cement
- FlyDubai
- Carrier Middle East Limited
- Landmark Group
- GRUNDFOS Gulf Distribution FZE
- Lucy Switchgear FZE
- TUV Rheinland
- Organon
- Casamia
- Aqar Landscape LLC
- Protiviti Member Firm Middle East
- Daikin
- TUV Nord
- Weidmueller
- Petrofac
- Redington
- Sharaf DG
- Voltas
- Savills LLC
- Lloyd's Register EMEA
- Emirates Hospital Group
- Wipro
- Civil Matrix Contracting LLC
- Al-Bawadi and many more

EMPLOYERS SPEAK

“

We have a strong relationship with BITS Pilani, Dubai Campus and have always seen that their students are trained to be corporate-ready. The students are highly professional in their conduct and bring in different perspectives with their fresh thinking, zeal and zest. Historically, we have been hiring GETs and Interns who have proven to be great assets to our organization.

Abhishek Joshi
HR Manager, Dabur International

“

It has been a fantastic experience hiring talent from BITS Pilani, Dubai Campus. I'm highly impressed by the exceptional talent, and I look forward to connecting with more students from BITS Pilani, Dubai Campus in years to come.

Mehak Khan
HR Administrator at Alokozay

“

Our experience with BITS Pilani has been very rewarding and satisfying as an organization, we see the quality of talent to be sustainable and strategic investment to us.

Peter Kay
Recruitment Specialist at L'oreal

Our Faculty: Pillars of Excellence



Prof. Sartaj Rasool Rather
Head of the Department
Associate Professor in Economics
PhD – Pondicherry University



Dr. Sreedhar Bevara
Professor of Practice -
Management Studies
Bestselling Author & Innovation
Adviser



Prof. Asgar Ali
Deputy Head of the Department
Assistant Professor in
Accounting & Finance
PhD – IIM Kashipur



Prof. Anurag Singh
Assistant Professor in OB & HRM
PhD – Banaras Hindu University



Prof. Yusra Qamar
Faculty in OB & HRM
PhD – IIM Kashipur



Prof. Aqila
Assistant Professor in Marketing
PhD – BITS Pilani



Prof. Jiss Mathew
Faculty of Management
Indiana State University,
PhD – Indiana, USA



Prof. Aariz Faizan
Faculty of Information Systems &
Bus. Analytics
PhD – IIM Ranchi
(Thesis submitted)



Prof. Aman Srivastava
Professor in Finance
PhD – Jamia Milia Islamia



Prof. Rehan Husain
Assistant Professor in Marketing
PhD – Aligarh Muslim University



Prof. Darshita Fulara Gunwant
Assistant Professor in
Management PhD – BITS Pilani
Dubai Campus



Prof. Anand Babu
Assistant Professor in Economics
PhD – Pondicherry University



Prof. Deepesh Kumar
Assistant Professor in Information
Systems & Bus. Analytics
PhD – IIM Shillong



Prof. Nausheen Hashmi
Assistant Professor in Operations
& Supply Chain
PhD – Aligarh Muslim University

EXTRACURRICULAR ACTIVITIES

Extracurricular activities at BPDC provide a refreshing symphony to the students involved in the rigors of academic activities. We understand the importance of a comprehensive education and hence we provide a dynamic environment with ample opportunities for students to pursue their interests and showcase their talents through a diverse range of extracurricular and co-curricular activities.

Whether you are looking to develop your social skills, embrace your cultural heritage, or strengthen your interpersonal relationships, we have something for everyone.



INTER-UNIVERSITY EVENTS & FESTS

Some of our popular inter-university events include:

- JASHN - The Cultural Extravaganza
- BSF - BITS Sports Festival
- Enginuity - The BITS Tech Fest

STUDENT CLUBS

The rich mosaic of student life is enhanced by the student clubs. Student clubs add a vibrant and diverse dimension to campus life. With active clubs focused on dance, astronomy, music, art, sports, photography, drama, public speaking, literary, wall street, quiz, fashion design, and social and environmental issues, there is something for everyone. The aim of each club is to enrich the social and cultural experience on campus, offering students a platform to showcase their talents, pursue their interests, and make meaningful connections. Join the community and discover how student clubs can bring new energy and excitement to your college experience.

PROFESSIONAL ASSOCIATIONS

Experience the best of both worlds with opportunities to engage with professional organizations and academic disciplines. Join a community of like-minded individuals and gain valuable insights into your field. Our student chapters offer a unique platform to connect with industry leaders, build your professional network, and stay ahead of the curve in your academic pursuits. Take your education to the next level and explore the limitless possibilities of professional growth and development.

We are one of the few institutions in the Middle East which have student chapters of renowned professional bodies, such as ACM, ACM-W, AICHe, ASHRAE, ASME, Chimera, CIIE, GDSC, IEI, IEEE, Team IFOR, Linux Users Group, Microsoft Tech Club, SKYLINE, BMS, SWE, WIE, The Guild and AEP. A wealth of resources and opportunities, are provided to the students including distinguished lectures, conferences and seminars, international competitions and other activities throughout the semester.

Student Clubs and Professional Bodies play an active role in various campus events that provide an opportunity for all students to build lifelong memories.

STUDENT SERVICES

STUDENT VISA

It is mandatory for all students to have a valid UAE residence visa for admission. The Institute facilitates UAE's student residence visa through Dubai International Academic City (DIAC) as per the rules & regulations of the institute & Government of UAE to the non-residents of UAE and UAE resident students who are not employed or whose parents cannot sponsor their visa.

INSURANCE

Dubai's Health Insurance Law mandates that all residents must maintain a level of health insurance that either meets or exceeds the minimum benefits outlined by the Dubai Health Authority (DHA). All students are required to have a valid medical insurance policy covered in the UAE, which includes direct billing. This mandatory medical insurance ensures that every student has access to healthcare services. Possessing valid medical insurance, students can feel assured about receiving the necessary medical care. To facilitate this process, we have partnered with a leading insurance company to provide comprehensive medical insurance coverage for our students. Students who are already insured must furnish evidence of coverage that is valid in the UAE.

HEALTH SERVICES

Student's health and safety is of utmost importance to all of us. We offer 24 x 7 on-campus paramedical facilities to all students. There is a clinic on campus and a doctor is available for consultation during stipulated hours. A male nurse stays on campus and is available for first aid and emergency care. A female nurse visits the campus on all days.

In the event of a serious emergency, students are promptly transported to the hospital for further treatment.

HOSTEL ACCOMMODATION

BITSians experience a well-rounded student life, complete with comfortable and convenient hostel options. The hostel facilities provide students with everything they need to thrive in a supportive and nurturing environment. Hostel facilities are separate for male and female students, and the campus provides hostel options in close proximity. Each hostel building is staffed with a resident warden, who is a BPDC staff member, ensuring the well-being of students. The rooms are fully air-conditioned, double occupancy, and equipped with a bed, cupboard, and study table. The hostels provide Wi-Fi access, a laundromat, and first-aid facilities. Hostellers can avail recreational rooms, a gymnasium, and sports facilities on campus.



DINING HALLS

The caterers provide quality meals daily which includes breakfast, lunch, snack and dinner complying with the health and safety regulation as stipulated for food preparation and distribution. Students choose the menu items from multiple diet options that cater to the diverse dietary needs of our students including strictly vegetarian meals. Students enjoy special menu during festivals and special events. During the month of Ramadan, kitchen staff ensures that special fasting meals are available for those who need it.

MAHA MALL

The one-stop shop for exclusive BPDC merchandise. From mugs to sweatshirts, take home a piece of the BPDC spirit.

CAFETERIA

Coffee, tea, mouth-watering snacks or a meal...our cafeteria serves it all!
Visitors and students have access to our cafeteria food and drinks throughout the day.

MINI MART

The campus Mini Mart serves all students, staff and visitors during regular working hours. One can easily purchase many items including food and stationery items. Strategically placed vending machines offer snacks and beverages throughout the campus, ensuring that everyone has convenient access to refreshments at all times.

With a variety of dining options available, we strive to make it easy for students and faculty to take breaks, grab a bite, and recharge for the rest of the day. The campus has it all to make sure you have what you need to stay focused and productive.



STUDENT WELLBEING ACTIVITIES

Student Wellbeing Activities at BITS Pilani Dubai Campus focus on nurturing the holistic development of students by promoting mental, emotional, and social wellness. Through various initiatives, interactive sessions, and wellness programmes, students are encouraged to cultivate mindfulness, resilience, and a positive outlook. These activities aim to create a supportive campus environment that enhances overall student happiness, engagement, and personal growth.

COUNSELING SERVICES

BPDC is mindful of the effects of separation from family, loneliness, stress, etc. that students may experience during their transition into the university. We understand the importance of mental health and well-being.

A professional Counselor is available on campus for students and staff. Those requiring support and guidance can approach the Counselor who is available Monday through Friday during the working hours on campus and through email and phone at other times.

The counseling sessions are completely confidential, ensuring that students can feel comfortable and safe when discussing their concerns. Our goal is to provide students with the support they need to succeed both academically and personally, and our on-campus counseling services play an important role in achieving this.



SAFE AND INCLUSIVE ENVIRONMENT

BITS Pilani Dubai Campus has a zero-tolerance for violence, drug abuse, ragging, sexual harassment, and any other form of unacceptable Behaviour. Any act of misconduct will result in disciplinary action, up to and including suspension or expulsion. University is committed to fostering a safe and inclusive learning environment for all students.

STUDENT MENTORSHIP PROGRAMME

The Student Mentorship Programme (SMP) at BPDC aims to provide continuous guidance and support to students across all years of study. The programme aims to foster a healthy academic environment by strengthening the relationship between faculty and students. Through regular mentor-mentee interactions, the programme supports students in their academic progress, personal development, and emotional well-being.

LIBRARY

Whether you are an early bird or a night owl, BPDC's library is designed to accommodate your needs, providing a supportive and inspiring environment for learning and growth.

BPDC's library is a modern and welcoming space that provides students with the resources they need to succeed. Spread over two floors, the library offers a variety of study areas, including reading halls, reference sections, stacking areas, discussion rooms, and individual study carrels. Additionally, students have access to a digital library and internet browsing center.

The library is open seven days a week, weekdays from 7:15 am to 10:00 pm and weekends from 1:00 pm to 6:00 pm. During crucial times, such as comprehensive exams and tests, the library extends its hours, staying open until midnight to support students in their academic pursuits.

The library has a collection of 25,069 print books, 10,785 e-books, 4,193 e-journals, 7000+ e-magazines, e-newspapers, 1611 CD-ROMs, 3237 project reports, thesis/dissertations, and 918 back volumes in the core disciplines of Engineering, Management and Sciences.



FACILITIES & SUPPORT

IT INFRASTRUCTURE FACILITIES AND SUPPORT SERVICES

The Campus, the hostels rooms and outdoor area are covered with the latest technology HP Aruba Wi-Fi network. Cisco network Infrastructure is available for the LAN environment. Both Wi-Fi and wired network provides the internal and external connectivity to fulfill the computing needs of the BPDC community.



Hyper converged Infrastructure (HCI) is adopted to support the server infrastructure requirement of the campus. Most of our key critical applications are configured in virtualized environment with load balancing and cluster mode. We have business continuity and disaster recovery plan in place and we have a disaster recovery site is configured in different location to continue our operation in case of any unforeseen scenario. Periodic backup is scheduled by disk to disk method to backup the data as snapshots.

CISCO TELEPRESENCE SYSTEMS

Cisco Telepresence system (under BITS Connect 2.0 project) is implemented in the campus which is interconnected to all BITS' campuses in India.

CISCO TELEPRESENCE MEETING ROOM

Telepresence Systems (Model: IX5200 – CISCO) is the 1st device of its kind in the entire CCG installed by CISCO in BITS Pilani, Dubai Campus. This model incorporates an elegant triple 4K Ultra High Definition camera cluster, three high-definition 70 inch LCD screens and theater quality audio to bring people together as if they were just across the table. Other meeting rooms are equipped with Model No.: EX-90 & SX-10 used for a smaller group members or individual can have one to one interaction across all the campuses. These technologies make it possible for users to communicate as naturally as they would in person.

CISCO TELEPRESENCE CLASSROOM

The Classroom is equipped with C90 system with 160 seating capacity used for inter campus meetings and lectures. The benefits of this technology will be easy to connect with management across all three campuses, offering more specialized electives to students, knowledge exchange between students from the other three campuses, helping students to attend guest lecture sessions from a remote location, expediting the recruitment process.



E-CAMPUS SOLUTION

As an initiative and creative vision from the Director of BITS Pilani, Dubai Campus to make the Institute a smart campus, E-campus solution is adopted to achieve the Smart University environment. E-campus involves cashless transactions using a single card solution for all institute facilities. The faculty members, staff and students can access all the services and facilities in the University campus by using E-Campus smart card. It reduces the administrative overheads, automates the workflow efficiently for a complete university lifecycle of students. All the classrooms are equipped with integrated Interactive screens to enable the teaching learning into more interactive manner. As a part of Institute sustainability and energy saving initiative, one of the laboratory is installed with Virtual Desktop Infrastructure (Centralize Lab Infrastructure). The advantage of the VDI laboratory is secure, environment friendly, flexible, centrally manageable and reduce power and bandwidth consumption implemented in one of the lab. Easy manageability, flexibility, accessibility, user experience, increased productivity, secure cost energy saving are key advantages of the VDI.

ONLINE LEARNING AND EVALUATION PLATFORM

Institute has adopted online platforms such as Impartus, Webex, Google Meet, Zoom, Google Classroom and Microsoft Teams to continue the education and make the learning uninterrupted to the students during the pandemic situation. Online evaluation platforms such as CodeTantra, Socrative, Google Classroom, WebEx and Google Meet are being used for conducting examination. Lab and lab comprehensive examination are conducted by using the virtual labs such as Platify, Cisco WebEx hands on lab and physical labs by remote lab component. All the classrooms are equipped with Interactive screens. Moodle Learning management system (LMS) is implemented for faculty members and students which enables educators to build, share content, conduct assessment and communicate with the students.

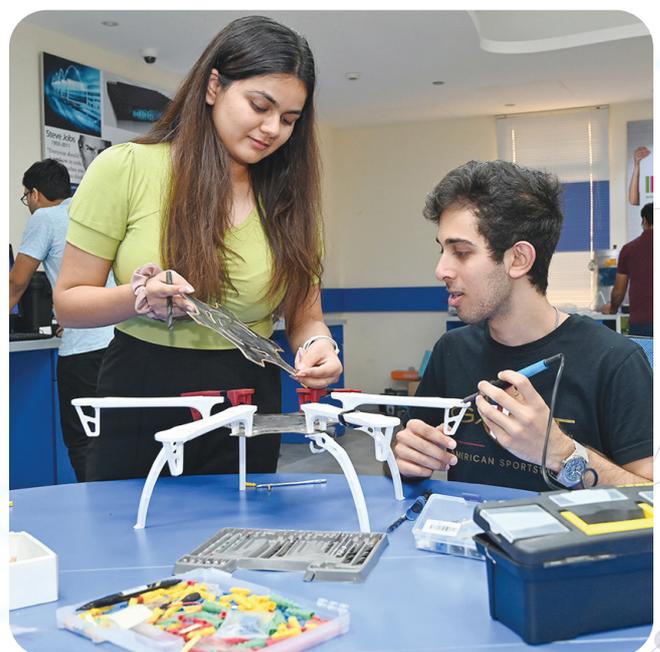
BITS SERVICE DESK PORTAL

Online service desk portal is implemented to all the users in the campus. Every support request is assigned a unique ticket number which the users can track the progress and response online. It will streamline the support request and provide a effective service to the users.

CREATIVE LAB

BPDC's Creative Lab is a haven for our enterprise-driven students! This on-campus facility is open 24X7 all throughout the year!!

Students from past and present test their ideas, create prototypes, work on their projects etc. at the Creative Lab.

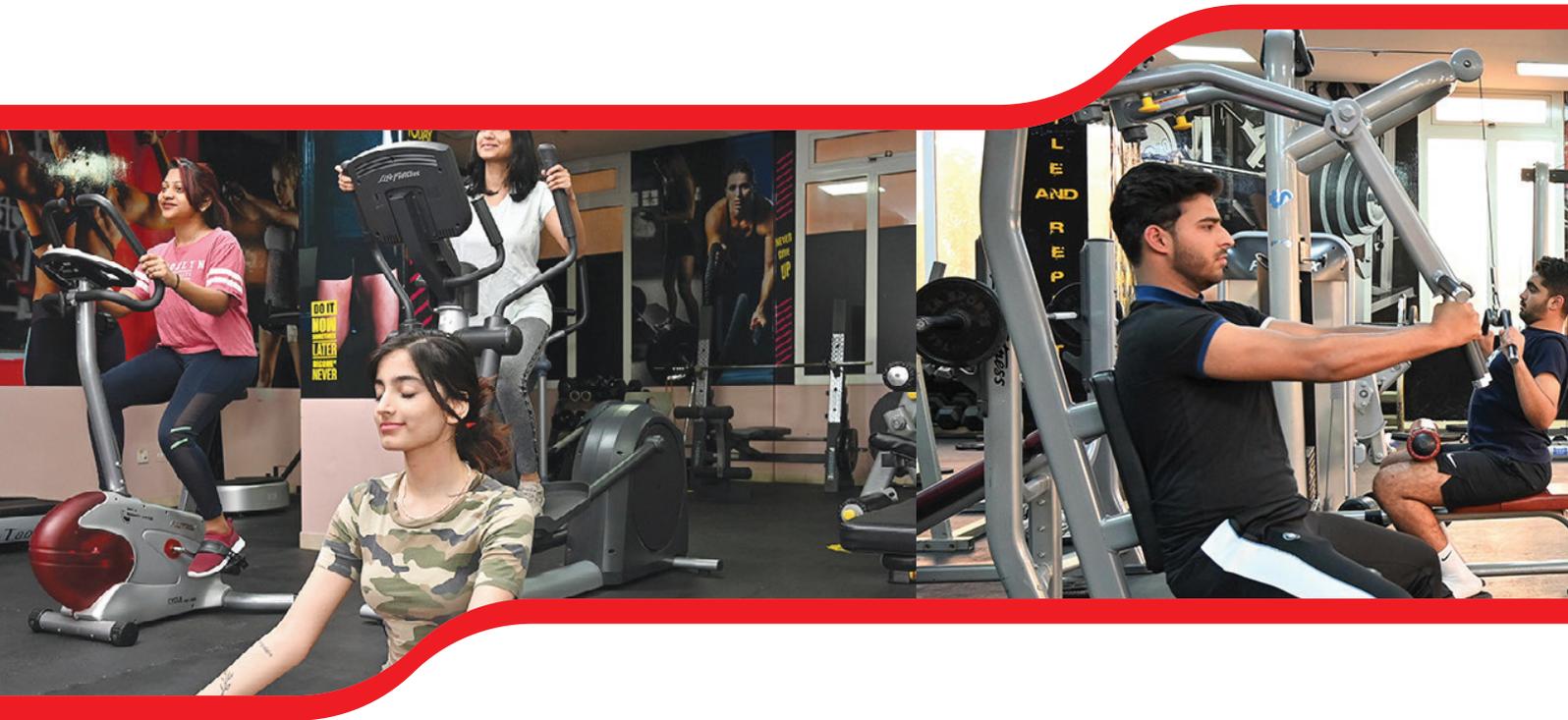


SPORTS AND FITNESS

Our commitment to providing a well-rounded student experience extends to our sports facilities, giving students the opportunity to stay healthy and active. Whether you prefer indoor or outdoor sports, our facilities have you covered.

Our indoor sports complex includes facilities for badminton, table tennis, carrom, chess, etc.

For those who look for engaging in outdoor sports, we offer tennis, basketball, volleyball, throwball, football, handball, and cricket practice nets. We also have a turf cricket ground, a grass football field, and a professional synthetic track for athletics. In addition to these facilities, BPDC provides a separate gymnasium for boys and girls.



TRANSPORT SERVICES

BPDC provides transportation services on a semester basis within Dubai, as well as to Sharjah and Ajman. The pickup and drop locations within each emirate are evaluated and approved by our transport department to ensure feasibility.

Hostel students are also given the added convenience of a free shuttle service during the weekends, providing them with easy access to the nearest metro station or local mall. Additionally, students participating in our Practice School programme who are staying in the hostel are provided with free transportation to their designated workstation.

INCUBATION CENTER

BPDC has a vibrant entrepreneurial ecosystem that encourages innovation and start-ups. This entrepreneurial ecosystem took a further leap forward by joining the Dubai Business Incubator Network (DBIN) through partnership with Dubai SME as a certified business incubator.

The setting up of the Incubation Center with this partnership has transformed the university into an entrepreneurial hub by supporting students with access to mentors, business experts and legal advisors, thereby creating new opportunities for the student entrepreneurs to make significant contributions to the society and intellectual capital of the country.

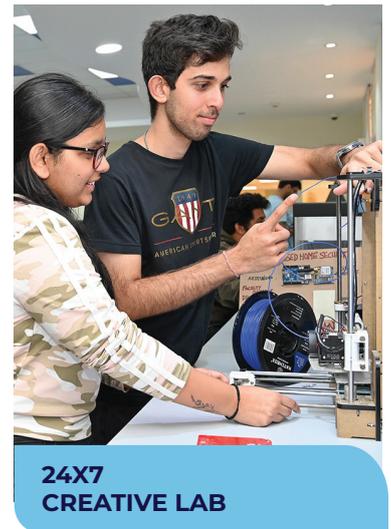


INNOVATION & ENTREPRENEURSHIP

BITS Pilani Dubai Campus has taken a leap forward to encourage innovation & entrepreneurship skills among students by taking the following Initiatives

INITIATIVES BY BITS PILANI, DUBAI CAMPUS

- Incubation Center – Powered by Dubai SME
- 24x7 Creative Lab
- Minor programme offered in Entrepreneurship with courses such as Entrepreneurship, New Venture Creation, Business Management and more
- Seed funding support through Alumni and Dubai SME
- Meeting and interactions with experts and investors
- Mentor allocation to all start-ups through alumni & Dubai SME
- Encouraging students participation in various events, pitching sessions and B-Plan competitions



MORE THAN 50 STARTUPS INITIATED IN THE LAST 5 YEARS



Falcon X, started by Mr. Prabhakar Reddy, and **MASER**, started by Mr. Prateek Suri, both alumni of BITS Pilani, Dubai Campus have achieved Unicorn status.

CAREER SERVICES

The **Career Services Division** at BITS Pilani, Dubai Campus empowers students to explore and pursue meaningful, fulfilling career paths through comprehensive support and guidance.

Employment and Higher Education Support

Through our comprehensive support and guidance system students obtain relevant information, tools, and opportunities, whether they are seeking to secure their ideal jobs or pursue further education. The Career Services Division plays a crucial role in preparing students for their professional journeys through targeted initiatives such as skill development workshops, career counseling sessions, mock interviews, and networking events. These activities ensure that students are equipped with the necessary skills and industry connections to thrive in today's competitive job market.

The division manages a comprehensive range of internship and placement initiatives, including both on-campus and off-campus recruitment drives, career fairs, and strategic partnerships with prominent local and international companies. These efforts are aimed at providing students with valuable career opportunities and strengthening our industry connections.

Through sustained industry engagement, campus recruitment initiatives, and employer-led interactions, the Career Services team bridges the gap between campus and the corporate world, enabling students to gain practical exposure, build professional readiness, and transition smoothly from academic life to the workplace.



CENTER FOR HIGHER EDUCATION

The **Center for Higher Education** at BITS Dubai was founded with a vision to provide comprehensive advising, knowledge and skills essential for students to successfully pursue their international education aspirations. For students aspiring to continue their academic journey, our Center for Higher Education offers personalized guidance on selecting the right universities, including prestigious Ivy League institutions. We assist students in identifying programmes that align with their academic and career goals, helping them transition smoothly into the next phase of their education or career.

The center's primary objective is to equip our students with the necessary tools and insights to make well informed decision regarding their higher education pathways. Serving as a focal point for various activities, the center offers:

- Personalized Higher education counselling sessions both one on one and group sessions
- Expert guidance on graduate programme applications and admission process
- Preparation session for GRE/GMAT examinations
- Informative session tailored to specific Ivy league colleges and universities.

Through this holistic approach, we are committed to supporting students in achieving their full potential, whether that's through immediate employment or advanced studies.

Several Graduates have opted for further studies and have completed or pursuing Masters and Ph.D. from reputed universities across the world. Some of the reputed Universities are:

- Harvard University, USA
- John Hopkins University, USA
- IIM Calcutta, India
- IIM Bangalore, India
- Illinois Institute of Technology, USA
- McMaster University, Canada
- MIT Sloan School of Management, USA
- New Jersey Institute of Technology, USA
- Rutgers-State University of New Jersey, USA
- Stanford University, USA
- Texas A&M University, USA
- University of Buffalo, New York, USA
- University of California, USA
- University of Cambridge, UK
- University of Leicester, UK
- University of Manchester, UK
- University of Pennsylvania, USA
- University of Texas, Dallas & Austin, USA
- University of Toronto Canada & many more.



REPUTED COMPANIES HIRING OUR STUDENTS

- ABB, UAE
- Accenture Middle East, UAE
- BAIN & Company, UAE
- Bosch, UAE
- Careem, UAE
- Dell International Services, India
- DNV GL, UAE
- Dubizzle / Bayut, UAE
- EMERSON, UAE
- Coca-Cola, UAE
- Noon, UAE
- Ernst & Young, India
- ESRI Sharjah, UAE
- Mitsubishi Elevators, UAE
- Etisalat, UAE
- Flydubai, UAE
- Haliburton, KSA
- Honeywell Middle East, UAE
- HSBC, India
- IBM, India
- Johnson Controls, UAE
- L&T, UAE
- Lucy Switchgear, UAE
- Maersk, UAE
- McKinsey, India
- Microsoft, USA
- Nestle, UAE
- Oracle, USA
- Panasonic Middle East, UAE
- Petrofac International, UAE
- Procter & Gamble Gulf FZE, UAE
- Protiviti, UAE
- PWC, UAE
- Qualcomm, UAE
- Reckitt, UAE
- Redington Gulf
- RTA Dubai, UAE
- Schindler, UAE
- Schneider Electric, UAE
- Siemens LLC, UAE
- Sony Ericsson NC, USA
- Standard Chartered Bank, UAE
- Talabat, UAE
- Tanfeeth-Emirates NBD Group Company, UAE
- Tata Consultancy Services, India
- Tetrapak, UAE
- WS Atkins, UAE
- Wipro, India
- Worlery Parsons, UAE
- Zomato, UAE and many more...



Coca-Cola

Honeywell

flydubai

amazon

Emirates SkyCargo

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etisalat
by e3

Careem

Schindler

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BOSCH

FLEXIBILITIES IN BBA (HONS.) PROGRAMME

✓ ADMISSION WITH ADVANCED STANDING

BPDC offers “Admission with Advanced Standing” for students with preparation higher than the minimum entrance requirement having studied one year or two of the undergraduate degree programme in some other recognized university. This allows them to receive credit for coursework completed at the previous university with good academic performance matching with the course requirements of the programme to which they seek admission. Thus, the students avoid repeating classes, and their hard work and efforts elsewhere are recognized.

Eligibility criteria for admission with advanced standing is available in the Admission Bulletin.

✓ ADMISSION IN BOTH SEMESTERS

Join the elite cohort of students at BPDC with flexible admission intake periods. Start in either semester. If you missed the deadline for September intake, then our second-semester admissions for February intake offer a chance to become a BITSian. Benefit from our 4-year, well-rounded programme including Practice School and a diverse student body.

✓ CASUAL STUDENT PROGRAMME

BITS Pilani, Dubai Campus is proud to offer a unique opportunity for students and community members to deepen their expertise and stay ahead of the curve by registering as casual students. With a wide range of courses available for auditing, you will have access to top-notch faculty, state-of-the-art resources, and engaging learning experiences that will take your skills and knowledge to new heights.



Meet Our Admissions & Marketing Team

READY TO APPLY ?

APPLICATION PROCEDURE

- ❖ Visit the BITS Pilani Dubai Campus Admission page: www.bits-dubai.ac.ae or scan the QR code below to access the online admission portal.
- ❖ Access the BBA (Hons.) application form by clicking on «Apply Online»
- ❖ Fill in the form with your personal and academic details, programme preference, and a few additional details.
- ❖ Pay the application fee of AED 220
- ❖ Upload a copy of your passport and your 10th and 12th grade marksheets

» Scan to Apply



Read the **Admission Bulletin** 2026–27 for details on the application process, required documents, and fee payment.



ELIGIBILITY CRITERIA

- ❖ For admission to BBA (Hons.), candidates must have passed the requisite qualifying examination, which is the General Secondary Education Certificate Examination of Ministry of Education, U.A.E. or All India Senior School Certificate Examination of the Central Board of Secondary Education (CBSE) or A Level from Cambridge International examinations / Edexcel or IB Diploma or its equivalent from any recognized State, National or International board in any discipline.
- ❖ The candidates must have obtained a minimum 60% overall aggregate of marks in the qualifying examination (Grade 12) in any stream.
- ❖ If instead of marks any letter grades or GPA are awarded (or any other system of evaluation), their equivalences in marks will be decided by the Admissions Committee.
- ❖ English is the medium of instruction and a good proficiency in English is essential for admission. Hence, candidates who have completed their qualifying examination from a Non-English medium school must have a TOEFL Score of 500 in paper based test or 61 in internet based test or have an IELTS Score of 6. If required, they may also be assessed by the Admission committee for English comprehension.

Note: Grade 12 transcript/certificate obtained in the UAE must be duly attested by the Ministry of Education (MoE), UAE.

Grade 12 transcript/certificate obtained outside the UAE must be duly attested by the Ministry of Higher Education and the Ministry of Foreign Affairs of the country of origin, and by the UAE Embassy in that country, to obtain an Equivalency Certificate from the Ministry of Education (MoE), UAE.

IMPORTANT DATES

FOR BBA (HONS.) ADMISSION 2026-2027

| Event | First Semester | Second Semester |
|--------------------------------------|---------------------|------------------|
| Last date for receipt of application | 26 June 2026 | 15 December 2026 |
| Finalization of admission list | 1 July 2026 | 18 December 2026 |
| Reporting for admission | 25 August 2026 | 22 January 2027 |
| Orientation | 28 - 25 August 2026 | 22 January 2027 |
| Registration | 28 August 2026 | 22 January 2027 |
| Classwork begins | 31 August 2026 | 25 January 2027 |

Applications received after the last date will be considered as 'Late Applications' and will be accepted for admissions, subject to merit and availability of seats.

FEE STRUCTURE

FEE STRUCTURE FOR BBA (Hons.) ACADEMIC YEAR 2026-2027

The normal duration of the programme is 4 years (8 Semesters)
First Semester: September - January, Second Semester: February - June

| Particulars | | |
|---|--------------------|------------------|
| One-time Fee (payable at the time of Admission) | | |
| Application Fee** | AED 220 | USD 60 |
| Admission Fee* | AED 2000 | USD 545 |
| Activity Fee* | AED 1200 | USD 327 |
| Caution Deposit* | AED 5000 | USD 1362 |
| TUITION FEE* | | |
| BBA (Hons.) (payable in 2 installments) | AED 18750 per sem | USD 5106 per sem |
| Practice School Fee* | | |
| PS 1 Fee (payable after II Year for the Summer term) for BBA | AED 4300 | USD 1171 |
| Visa and Insurance Fee (For students availing Visa/Insurance) | | |
| Visa Fee (For students on Visa provided by the institute) Fresh Visa Fee** | AED 2900 | USD 790 |
| Visa Renewal Fee** | AED 2150 per annum | USD 586 |
| Medical Insurance Fee* | AED 3250 per annum | USD 885 |
| (Current prevailing Visa & Insurance Fee, subject to change) | | |
| Hostel Fee (If availing) | | |
| Hostel Fee* | AED 15500 per sem | USD 4221 |
| Mess Fee* | AED 4500 per sem | USD 1225 |
| Facility Fee* | AED 850 per annum | USD 231 |
| Summer Term | | |
| Hostel Fee* | AED 6200 | USD 1688 |
| Mess Fee* | AED 900 | USD 245 |
| Hostel Caution Deposit\$ | AED 2000 | USD 546 |
| (Current prevailing Hostel & Mess Fee, subject to change) | | |
| *Laundry charges and Service charge for using refrigerator in room are additional (If availing) | | |
| Transport Fee** (For Day Scholars availing Institute Transport) | | |
| For Dubai | AED 2500 per sem | USD 681 per sem |
| For Sharjah & Ajman | AED 2800 per sem | USD 763 per sem |
| (Current prevailing Transport Fee, subject to change) | | |

Note: A fee of AED 4000 per course plus VAT is applicable for casual students registering for any course on audit only during any semester apart from a one-time admission fee

*VAT of 5% is applicable on this fee;

**VAT of 5% is included in this fee;

\$ Refundable on graduation or on leaving the institute, after due adjustments for damages, breakages caused by the student, if any.

Fee after providing a fee waiver of 80% of tuition fee for Full-Time scholars and 50% of tuition fee for Part-Time and Off-Campus scholars.

FINANCIAL ASSISTANCE

Loans Available from Leading Banks in India with Flexible Repayment Options.



FOR UAE RESIDENTS, 0% INTEREST FREE
INSTALLMENT PLAN FOR FEE PAYMENT BY



SCHOLARSHIPS & CONCESSIONS

MERIT SCHOLARSHIPS

1.1 Board Toppers

Students who secure the top position in their grade 12 exams in their respective school board, (Ministry of Education, UAE, CBSE India, or any other State, National, or International boards) are eligible for a 50% scholarship on their first-year tuition fee. To receive this scholarship, candidates must have a minimum overall aggregate of 90% or equivalent in their qualifying exam.

1.2 UAE School Topper

Candidates who have secured one of the top two positions in the 12th Grade examination in their respective schools are given a merit scholarship of 50% of the first-year tuition fee. This scholarship is limited to students studying in the U.A.E. Schools only and the overall aggregate of the candidate must be a minimum of 90% or equivalent in the qualifying exam to avail the scholarship.

1.3 Excellence in the Qualifying Examination

Receive a merit scholarship at BITS Pilani Dubai Campus based on your school leaving qualifying exam as given below:

| Qualifying Examination overall aggregate | Scholarship on I -Year Tuition Fee |
|--|------------------------------------|
| 95% and above | 40% |
| 90% to 94.9% | 25% |
| 80% to 89.9% | 15% |
| 70 % to 79.9% | 10% |

1.4 Merit Scholarship for Continuing Students

Students with a CGPA of 8.0 or above on a 10.0 scale at the end of previous semester will be given the following merit scholarship on the tuition fee for the current semester, based on the CGPA secured for the normal duration of the programme:

| CGPA | Scholarship on Tuition fee |
|-------------|----------------------------|
| ≥ 9 | 25% |
| 8.5 to 8.99 | 15% |
| 8.0 to 8.49 | 10% |

1.5 Sports Concession

a. **ENTRY LEVEL:** Students who have participated and won medals in International championships by representing their Country are given a scholarship of 50%, on the first-year tuition fee and students who have participated in International Championships are given scholarships of 20%, on first-year tuition fee. The Sport and the eligibility criteria of all applicants will be evaluated on a case by case basis and the scholarship will be awarded based on the committee's recommendation.

b. **CONTINUING STUDENTS:** Students who participate and win in three inter-university tournaments at the end of one academic year will be considered for a scholarship of 20%, on the tuition fee for the current year for the normal duration of the programme based on the committee's recommendation.

OTHER CONCESSIONS

2.1 For GCC/Arab Nationals

GCC/Arab Nationals with exceptional academic performance may receive up to 100% concession on their tuition fee for the normal duration of the programme. This discount is based on their Grade 12 performance and their ability to maintain a minimum CGPA of 4.5 throughout the programme. Limited scholarships are available under this category.

2.2 For the sudden bereavement of earning member of the family

The University provides support for students who experience financial hardship due to the sudden demise of the sole earning family member of the family. In such a case, the tuition fee for that semester will be fully waived. In subsequent semesters, a reduction of up to 75% of tuition fee may be offered based on individual circumstances, need, conduct and academic performance of the student.

2.3 People of Determination

All students with special needs who meet the admission requirements are eligible for a 15% reduction in tuition fee throughout the programme, provided they maintain satisfactory academic performance in each semester.

2.4 For Siblings

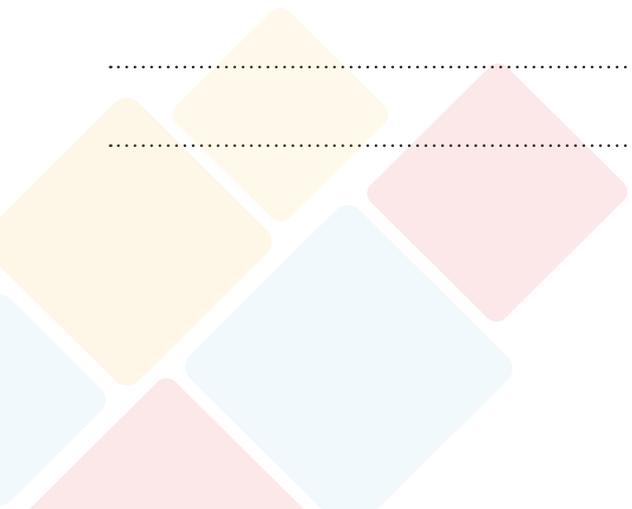
Families who have more than one child enrolled concurrently are eligible for a 25% tuition fee concession for the second child until the first child graduates.

Please note:

- All students must pay their specified fee at the time of Admission and any amount awarded as scholarship will be adjusted in the subsequent fee payment.
- At any given time, a student can avail more than one scholarship/concession unless otherwise mentioned, provided the total scholarship/concession amount does not exceed more than 50% of the tuition fee amount of that semester including all or any scholarship/concession availed by the student.
- A student can avail hostel fee concession under one category only.
- The decision of the university shall be final and cannot be contested on all matters of scholarships and concessions at BITS Pilani, Dubai Campus. The university has the right to discontinue the scholarship/concession at any time in case the student is found guilty in any disciplinary case.
- While Scholarship based on "Merit in Qualifying Examination" will be given automatically based on the Grade 12 marks of the student, application for scholarship under all other categories must be submitted within one month from the date of registration to the
- Admissions Office. Any application received after one month will not be considered.

NOTES

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BITS Pilani

Dubai Campus



For Social Media



For Admission

ADMISSIONS OFFICE:

Dubai International Academic City
P.O.Box: 345055,
Dubai, UAE
Tel: +971 4 275 3700 / +971 4 275 3711

BITS PILANI Dubai Campus
1008, Survey No. 80, 83, 84, 10th Floor,
Gowra Fountain head, Patrika Nagar, Madhapur,
HITECHCITY, Hyderabad - 500081, Telangana India