



Mahindra™
University
Global Thinkers. Engaged Leaders.

**SCHOOL OF
MANAGEMENT**



BBA in Digital Technologies

Overview:

The digital economy has unlocked new opportunities while creating new areas of competition in both traditional and new sectors. Companies are increasingly undergoing digital transformations in order to cut costs, enhance performance, deliver new products and services and adopt new business models. This program will offer students a solid foundation in business while preparing them to operate in a digitalized economy. After they graduate, students can either opt for higher studies in India or abroad or take up employment in any of a wide range of industries such as consulting, research, data analytics, fast moving consumer goods, healthcare, retail (both online and offline) and manufacturing.

Courses:

Common Core: Communication Skills, Critical Thinking, Fundamentals of Coding and Software Development, Excel I, Research Techniques (secondary data sources), Microeconomics, Macroeconomics, Fundamentals of Management, Financial Accounting, Operational Finance, and Principles of Marketing, among others.

Program Core and Specialization: Principles of Marketing II, Corporate Finance, Business Policy and Strategy, Digital Marketing and Social Media Engagement, Research Techniques (primary data sources), Database Management, Data Visualization and Reporting, and Web Analytics Dashboards, among others.

Prerequisites:

Minimum 80% or equivalent in +2.

Program cost for 2021-2022 academic year:

INR 3.0 Lacs per year; Accommodation and food extra.