



E-Logic

SCHOOL OF BUSINESS · BENGALURU



STUDENT HANDBOOK · ACADEMIC YEAR 2026-27

Bachelor of Business Administration

BBA · 3 years · 6 semesters · 132 credits

For students, parents and guardians, faculty and academic leadership.
Programme overview · Pedagogy · Subjects · Assessment · Outcomes · Calendar

Mock-up for demonstration. E-Logic School of Business, its people and all figures are fictitious.



WELCOME

A message from the Dean

Dear students, parents and colleagues,

Welcome to the Bachelor of Business Administration at E-Logic School of Business. Over the next three years, our students will learn how organisations create value, how markets behave, how money moves through a business, and how people are led. More importantly, they will learn by **doing**: running simulated companies, consulting for real start-ups in Bengaluru, and presenting to industry juries.

This handbook is your reference for the 2026-27 academic year. It explains how the programme is structured, how each subject is taught and assessed, what we expect of students, and how parents can stay closely involved. Please keep it handy and reach out to your faculty mentor whenever you need help.

I look forward to meeting every one of you at the Parent-Teacher Meeting and across campus.

Prof. (Dr.) Meera Raghavan

Dean, E-Logic School of Business

About E-Logic School of Business

E-Logic School of Business is the management school of E-Logic University, Bengaluru, founded in 2009. The school offers the BBA, an MBA and doctoral programmes, and works closely with more than 140 partner companies for internships, live projects and placements. The BBA admits 40 students a year in two sections of 20, which keeps classes small enough for discussion-led teaching.

40 students per batch	20 faculty members	1 : 6 faculty-student ratio	140+ partner companies	94% placed or in higher study, 2026
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Vision and mission

Vision. To be India's most hands-on undergraduate business school, where every graduate has already solved a real business problem before they leave campus.

Mission. To combine rigorous business fundamentals with experiential learning, ethical leadership and digital fluency, in close partnership with industry, parents and the community.



PROGRAMME OVERVIEW

The BBA at a glance

The BBA is a full-time, three-year undergraduate degree organised in six semesters. Years 1 and 2 build a broad foundation across management, economics, accounting, marketing, finance, people and analytics. In Year 3 every student chooses one **specialisation** and completes a summer internship and a capstone consulting project.

Item	Details
Degree	Bachelor of Business Administration (BBA), awarded by E-Logic University
Duration	3 years, 6 semesters (odd semester July-November, even semester January-April)
Total credits	132 credits (22 per semester)
Intake	40 students per year, two sections (A and B) of 20 each
Eligibility	Class XII (any stream) with at least 55% aggregate (50% for SC/ST), plus the E-LAT entrance test and interview
Specialisations	Marketing, Finance, Human Resources, Business Analytics (chosen at the end of Year 2)
Medium of instruction	English
Tuition fee	₹340,000 per year, payable in two instalments (by 15 July and 15 December)
Minimum attendance	75% in every subject to sit the end-term exam
Current batches (2026-27)	2024-27 batch in Semester 5; 2025-28 batch in Semester 3; 2026-29 batch in Semester 1

How the three years build on each other

Year	Theme	What students do
Year 1	Foundations	Management, economics, accounting, mathematics, communication and digital tools; a sustainability project in Semester 1 and a community engagement project in Semester 2.
Year 2	Business functions	Marketing, finance, HR, law, operations and analytics; one open elective each semester; a business simulation; an 8-week summer internship after Semester 4.
Year 3	Specialise and apply	Strategy, ethics, international business and taxation; four subjects in the chosen specialisation; the Leadership Lab and the Capstone Consulting Project.

Who this handbook is for

- **Students:** what you will study, how you are assessed, and the rules you must follow.
- **Parents and guardians:** how to follow your ward's progress, attendance and fees, and whom to contact.
- **Faculty:** the shared framework for credits, sessions and evaluation across all subjects.
- **The Dean and academic leadership:** one reference for programme design, outcomes and policies.



PEDAGOGY

How we teach: learn it, try it, apply it

Every subject at E-Logic combines three modes. Roughly a third of class time is spent on concepts, a third on practice, and a third on applying ideas to real organisations. Classes are capped at 40 (20 for workshops), so every student speaks, presents and gets feedback.

Method	What it looks like in class	Used most in
Case method	Students read a business case before class and debate the decision a manager faced.	Strategy, Marketing, Finance
Flipped classroom	Short videos and readings at home; class time used for problems and discussion.	Economics, Statistics, Accounting
Workshops and studios	Hands-on sessions in small groups: role plays, design sprints, coding labs.	Communication, Design Thinking, Analytics
Business simulation	Teams run a simulated company over eight rounds and compete on profit and market share.	Business Simulation Workshop
Live projects	Briefs from partner companies, start-ups and NGOs, with a final presentation to the client.	Brand Management, Capstone
Industry masterclasses	Monthly sessions with CXOs and founders; at least 12 per year for each batch.	All years
Peer learning	Study circles of five, led by senior students, before mid-terms and end-terms.	Year 1 and 2 core subjects

Sessions and credits

One **session** is 75 minutes. Every subject, whatever its assessment, has **10 sessions per credit**. For faculty workload, each credit taught counts as **15 faculty credit hours** per section (teaching plus preparation and assessment), against a goal of 150 per faculty member per academic year.

Credits	Sessions	Minutes per session	Total minutes	Hours taught	Faculty credit hours
1	10	75	750	12.5	15
2	20	75	1,500	25	30
3	30	75	2,250	37.5	45
4	40	75	3,000	50	60

Mentoring

Every student is assigned a **faculty mentor** on admission, with about ten mentees each. Mentors meet each mentee at least once a month, review attendance and marks after every assessment, and are the first point of contact for parents. The mentor for each student is listed in the Student Master.

Digital learning. All course material, assignments and grades are on the E-Logic learning portal. Students receive a laptop-ready licence for Microsoft Excel, Python (Jupyter) and Power BI in Year 1.



PROGRAMME STRUCTURE

Credit framework

Students earn **22 credits every semester** and **132 credits** in total. Core subjects are compulsory for everyone. Electives come in two kinds: **open electives** in Semesters 3 and 4 (one chosen from three each semester), and **specialisation electives** in Semesters 5 and 6 (all four subjects of the chosen track).

Semester	Term	Core subjects	Elective choices	Credits earned	Sessions · hours taught
Semester 1	Odd	7	-	22	220 · 275 h
Semester 2	Even	7	-	22	220 · 275 h
Semester 3	Odd	6	1 open elective (2 credits) from 3	22	220 · 275 h
Semester 4	Even	6	1 open elective (2 credits) from 3	22	220 · 275 h
Semester 5	Odd	4	2 subjects (8 credits) of the chosen specialisation	22	220 · 275 h
Semester 6	Even	4	2 subjects (8 credits) of the chosen specialisation	22	220 · 275 h
Total		34		132	1,320 · 1,650 h

Where the credits come from

Component	Credits	Share
Core subjects assessed by exam	75	57%
Core workshops and studios	19	14%
Core projects (including internship and capstone)	18	14%
Electives (open and specialisation)	20	15%
Total	132	100%

Choosing a specialisation

- Students rank the four tracks in March of Year 2 after an information session with each track lead.
- Seats per track are capped (Marketing 12, Finance 12, Human Resources 10, Business Analytics 12); ties are broken by CGPA at the end of Semester 3.
- A track runs only if at least 6 students choose it. Changes are allowed until the end of the first week of Semester 5.



SUBJECTS

Years 1 and 2

Subjects, credits, sessions, assessment type and the faculty member teaching each subject in 2026-27. Open electives are tagged OE I or OE II; students choose one per group. Specialisation codes: MKT Marketing, FIN Finance, HRM Human Resources, BAN Business Analytics.

Semester 1 • Year 1 • Odd (Jul-Nov 2026)

Code	Subject	Type	Credits	Sessions	Assessed	Faculty
BBA101	Principles of Management	Core	4	40	Exam	Prof. Vikram Rathore
BBA102	Business Economics I (Micro)	Core	4	40	Exam	Dr. Rahul Bhattacharya
BBA103	Financial Accounting	Core	4	40	Exam	Dr. Neha Agarwal
BBA104	Business Mathematics	Core	3	30	Exam	Dr. Kavya Reddy
BBA105	Business Communication	Core	3	30	Workshop	Dr. Lakshmi Narayanan
BBA106	Digital Productivity Tools	Core	2	20	Workshop	Prof. Karthik Subramanian
BBA107	Environmental Studies & Sustainability	Core	2	20	Project	Dr. Nandini Das

Semester 2 • Year 1 • Even (Jan-Apr 2027)

Code	Subject	Type	Credits	Sessions	Assessed	Faculty
BBA201	Organisational Behaviour	Core	4	40	Exam	Dr. Farah Siddiqui
BBA202	Business Economics II (Macro)	Core	4	40	Exam	Dr. Imran Qureshi
BBA203	Cost & Management Accounting	Core	4	40	Exam	Dr. Sanjay Deshmukh
BBA204	Business Statistics	Core	3	30	Exam	Dr. Kavya Reddy
BBA205	Indian Business Environment	Core	3	30	Exam	Dr. Rahul Bhattacharya
BBA206	Design Thinking Studio	Core	2	20	Workshop	Prof. Ankit Shah
BBA207	Community Engagement Project	Core	2	20	Project	Dr. Nandini Das

Semester 3 • Year 2 • Odd (Jul-Nov 2026)

Code	Subject	Type	Credits	Sessions	Assessed	Faculty
BBA301	Marketing Management	Core	4	40	Exam	Dr. Sunita Menon
BBA302	Financial Management	Core	4	40	Exam	Dr. Arvind Kulkarni
BBA303	Human Resource Management	Core	4	40	Exam	Dr. Pooja Iyer
BBA304	Business Law	Core	3	30	Exam	Adv. Rohit Malhotra
BBA305	Business Analytics with Excel & Python	Core	3	30	Workshop	Prof. Karthik Subramanian
BBA306	Negotiation & Persuasion	Core	2	20	Workshop	Dr. Farah Siddiqui
BBA3E1	Psychology of Decision Making • OE I	Elective	2	20	Exam	Dr. Imran Qureshi
BBA3E2	German Language I • OE I	Elective	2	20	Workshop	Ms. Anna Fischer
BBA3E3	Creative Writing for Business • OE I	Elective	2	20	Project	Dr. Lakshmi Narayanan

Semester 4 • Year 2 • Even (Jan-Apr 2027)

Code	Subject	Type	Credits	Sessions	Assessed	Faculty
BBA401	Operations & Supply Chain Management	Core	4	40	Exam	Prof. Joseph Varghese
BBA402	Research Methodology	Core	3	30	Exam	Dr. Kavya Reddy
BBA403	Consumer Behaviour	Core	3	30	Exam	Dr. Priya Hegde
BBA404	Entrepreneurship & New Venture Creation	Core	4	40	Project	Prof. Ankit Shah
BBA405	Corporate Finance & Banking	Core	3	30	Exam	Dr. Sanjay Deshmukh
BBA406	Business Simulation Workshop	Core	3	30	Workshop	Prof. Joseph Varghese
BBA4E1	Digital Marketing Fundamentals • OE II	Elective	2	20	Workshop	Mr. Aditya Kapoor
BBA4E2	German Language II • OE II	Elective	2	20	Workshop	Ms. Anna Fischer
BBA4E3	Behavioural Economics • OE II	Elective	2	20	Exam	Dr. Imran Qureshi



SUBJECTS

Year 3 and specialisations

Semester 5 • Year 3 • Odd (Jul-Nov 2026)

Code	Subject	Type	Credits	Sessions	Assessed	Faculty
BBA501	Strategic Management	Core	4	40	Exam	Dr. Meera Raghavan
BBA502	Business Ethics & Corporate Governance	Core	3	30	Exam	Dr. Nandini Das
BBA503	Summer Internship Report & Viva	Core	4	40	Project	Prof. Ankit Shah
BBA504	Leadership Lab	Core	3	30	Workshop	Dr. Pooja Iyer
MKT511	Sales & Distribution Management	Elective	4	40	Exam	Dr. Sunita Menon
MKT512	Brand Management	Elective	4	40	Project	Dr. Priya Hegde
FIN511	Investment Analysis & Portfolio Management	Elective	4	40	Exam	Dr. Arvind Kulkarni
FIN512	Financial Markets & Services	Elective	4	40	Exam	Dr. Neha Agarwal
HRM511	Talent Acquisition & Management	Elective	4	40	Workshop	Dr. Farah Siddiqui
HRM512	Compensation & Reward Management	Elective	4	40	Exam	Dr. Pooja Iyer
BAN511	Data Visualisation & Storytelling	Elective	4	40	Workshop	Mr. Aditya Kapoor
BAN512	Predictive Analytics for Business	Elective	4	40	Project	Prof. Karthik Subramanian

Semester 6 • Year 3 • Even (Jan-Apr 2027)

Code	Subject	Type	Credits	Sessions	Assessed	Faculty
BBA601	International Business	Core	4	40	Exam	Prof. Vikram Rathore
BBA602	Business Taxation (GST & Direct Taxes)	Core	3	30	Exam	Dr. Sanjay Deshmukh
BBA603	Capstone Consulting Project	Core	6	60	Project	Dr. Meera Raghavan
BBA604	Career Readiness Workshop	Core	1	10	Workshop	Prof. Ankit Shah
MKT611	Digital & Social Media Marketing	Elective	4	40	Workshop	Mr. Aditya Kapoor
MKT612	Retail Management	Elective	4	40	Exam	Dr. Priya Hegde
FIN611	Corporate Valuation	Elective	4	40	Project	Dr. Arvind Kulkarni
FIN612	FinTech & Digital Banking	Elective	4	40	Exam	Dr. Neha Agarwal
HRM611	Learning & Development	Elective	4	40	Workshop	Dr. Farah Siddiqui
HRM612	Labour Laws & Industrial Relations	Elective	4	40	Exam	Adv. Rohit Malhotra
BAN611	Machine Learning for Managers	Elective	4	40	Project	Dr. Kavya Reddy
BAN612	Business Intelligence with Power BI	Elective	4	40	Workshop	Prof. Karthik Subramanian

Specialisation tracks

Track	Track lead	Typical roles after graduation
Marketing	Dr. Priya Hegde	Brand associate, sales and key accounts, digital marketing executive
Finance	Dr. Arvind Kulkarni	Financial analyst, banking operations, wealth management, audit associate
Human Resources	Dr. Farah Siddiqui	HR generalist, talent acquisition, learning and development associate
Business Analytics	Prof. Karthik Subramanian	Business analyst, MIS executive, junior data analyst



ASSESSMENT

How students are evaluated

Each subject is assessed in one of three ways, shown as **Assessment** in the curriculum. The weighting is fixed for each type, so students and parents always know what counts.

Assessment type	Internal (continuous)	External / final	Components
Exam	40%	60% end-term exam (3 hours)	Two quizzes (10%), assignment or case analysis (10%), mid-term exam (20%)
Workshop	100%	-	Studio or lab exercises (50%), participation and peer review (20%), final showcase (30%)
Project	50%	50% report + viva	Proposal (10%), milestone reviews (25%), mentor assessment (15%), final report and viva (50%)

Grading scale (10-point)

Marks	90-100	80-89	70-79	60-69	55-59	50-54	40-49	Below 40
Grade	O	A+	A	B+	B	C	P	F
Grade point	10	9	8	7	6	5	4	0

SGPA is the credit-weighted average of grade points in a semester; CGPA is the same across all semesters so far. A CGPA of 8.5 or above with no backlogs earns **First Class with Distinction**; 6.5 to 8.49 earns **First Class**.

Passing, attendance and re-examination

- To pass a subject, a student needs at least 40% overall **and** at least 35% in the end-term exam (Exam-type subjects).
- Minimum **75% attendance** in each subject is required to sit the end-term exam. Up to 10% can be condoned for documented medical reasons, with the Dean's approval.
- Students below 75% are flagged to their mentor and parents after the mid-term; below 65% they must repeat the subject.
- A student who fails can take a **supplementary exam** in June (Exam type) or resubmit within 30 days (Workshop and Project types). The grade is capped at B.
- Results are published on the learning portal within 21 days of the last exam. Re-evaluation requests cost ₹1,000 per subject and must be made within 7 days.

Academic integrity. Plagiarism above 15% (checked by software) in any submission, or any use of unauthorised AI tools in exams, leads to zero marks for that component. Repeat cases go to the Academic Integrity Committee, chaired by the Dean.



OUTCOMES

What our graduates can do

The BBA is designed backwards from seven **programme outcomes (POs)**. Every subject maps to at least two of them, and progress is reviewed each year by the Programme Director and the Dean.

PO	Programme outcome	Key subjects
PO1	Business knowledge. Apply concepts of management, economics, accounting, marketing, finance and HR to business situations.	BBA101, BBA102, BBA301, BBA302
PO2	Critical thinking. Analyse problems with data and evidence and recommend sound decisions.	BBA204, BBA305, BBA402, BBA501
PO3	Communication. Write, present and negotiate clearly and persuasively.	BBA105, BBA306, BBA503
PO4	Leadership and teamwork. Lead and work in diverse teams, giving and taking feedback.	BBA201, BBA406, BBA504
PO5	Ethics and sustainability. Act responsibly towards stakeholders, society and the environment.	BBA107, BBA207, BBA502
PO6	Digital fluency. Use spreadsheets, analytics and digital platforms to run and improve a business.	BBA106, BBA305, BAN511
PO7	Entrepreneurial mindset. Spot opportunities, test ideas and build ventures; keep learning.	BBA206, BBA404, BBA603

Programme-specific outcomes by specialisation

- **Marketing:** plan and measure a brand or sales campaign end to end.
- **Finance:** value a company and build an investment or financing recommendation.
- **Human Resources:** design a hiring, reward or training process that meets labour law.
- **Business Analytics:** build a dashboard or predictive model and explain it to managers.

Internships and placements

All students complete an **8-week summer internship** between Year 2 and Year 3 (17 May to 11 July 2027 for the current Year 2). The Internship & Placement Cell, led by Prof. Ankit Shah, runs a placement-readiness programme from Semester 5.

94% placed or in higher study (2026)	₹6.8 LPA average salary offered	₹14 LPA highest salary offered	62 recruiters on campus
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CALENDAR AND SUPPORT

Academic calendar 2026-27 and whom to contact

Date	Event
20 July 2026	Orientation for the 2026-29 batch (students and parents)
27 July 2026	Odd semester classes begin (Semesters 1, 3 and 5)
14-19 September 2026	Mid-term exams, odd semester
10 October 2026	Parent-Teacher Meeting (PTM) 1, in person and online
6-11 November 2026	Deepavali break
14 November 2026	Last teaching day, odd semester
23 November - 5 December 2026	End-term exams, odd semester
7 December 2026 - 3 January 2027	Winter break
4 January 2027	Even semester classes begin (Semesters 2, 4 and 6)
22-24 January 2027	E-Fest, the annual management and cultural festival
15-20 February 2027	Mid-term exams, even semester
13 March 2027	Parent-Teacher Meeting (PTM) 2
26 April - 8 May 2027	End-term exams, even semester
17 May - 11 July 2027	Summer internship (students finishing Year 2)
June 2027	Supplementary exams; convocation for the 2024-27 batch

For parents and guardians

- Attendance and marks are visible on the parent portal and are e-mailed after every mid-term and end-term.
- Parents are told within a week if attendance falls below 75% or fees are overdue.
- Two Parent-Teacher Meetings a year; mentors can also be met by appointment on any Saturday.

Key contacts

Role	Name	E-mail
Dean, School of Business	Prof. (Dr.) Meera Raghavan	meera.raghavan@ellogic.example.edu
Programme Director, BBA	Dr. Arvind Kulkarni	arvind.kulkarni@ellogic.example.edu
Year 1 / Year 2 / Year 3 Coordinators	Dr. Lakshmi Narayanan / Dr. Neha Agarwal / Dr. Priya Hegde	bba.coordinators@ellogic.example.edu
Student Welfare & Parent Liaison	Dr. Farah Siddiqui	farah.siddiqui@ellogic.example.edu
Controller of Examinations	Dr. Sanjay Deshmukh	sanjay.deshmukh@ellogic.example.edu
Internship & Placement Cell	Prof. Ankit Shah	ankit.shah@ellogic.example.edu