



GITAM
DEEMED TO BE UNIVERSITY

BBA in Entrepreneurship

Programme Powered by

Bower
School of Entrepreneurship



Your Degree. Your Startup. Together

2026 ADMISSIONS OPEN

Delivered jointly on the
GITAM & Bower Hyderabad Campuses



Innovation Rank : Band 10-50
Management Rank : Band 101-125



Business and Economics 2025 :
801+ in World Ranking
20th Rank in India



4 Star Rating



Prof. Raja P Pappu

Dean, GITAM School of Business

"Our BBA in Entrepreneurship Programme invites you to explore, learn, and grow in a vibrant environment. We focus on nurturing your strengths, fostering innovation, and providing personalized mentorship to guide you on a fulfilling journey towards success in the dynamic guide you on a fulfilling journey towards success in the dynamic"



Pavan Allena

Chief Problem Solver, Bower

"For decades, students had to choose between the safety of a degree and the risks of building a business; a trade-off shaped by high entry barriers and a divide between learning and doing. Today, that constraint is immaterial. By powering GITAM Business School's BBA in Entrepreneurship, we eliminate this choice by enabling students to learn, build, and launch market-ready ventures alongside their degree."

About the Programme

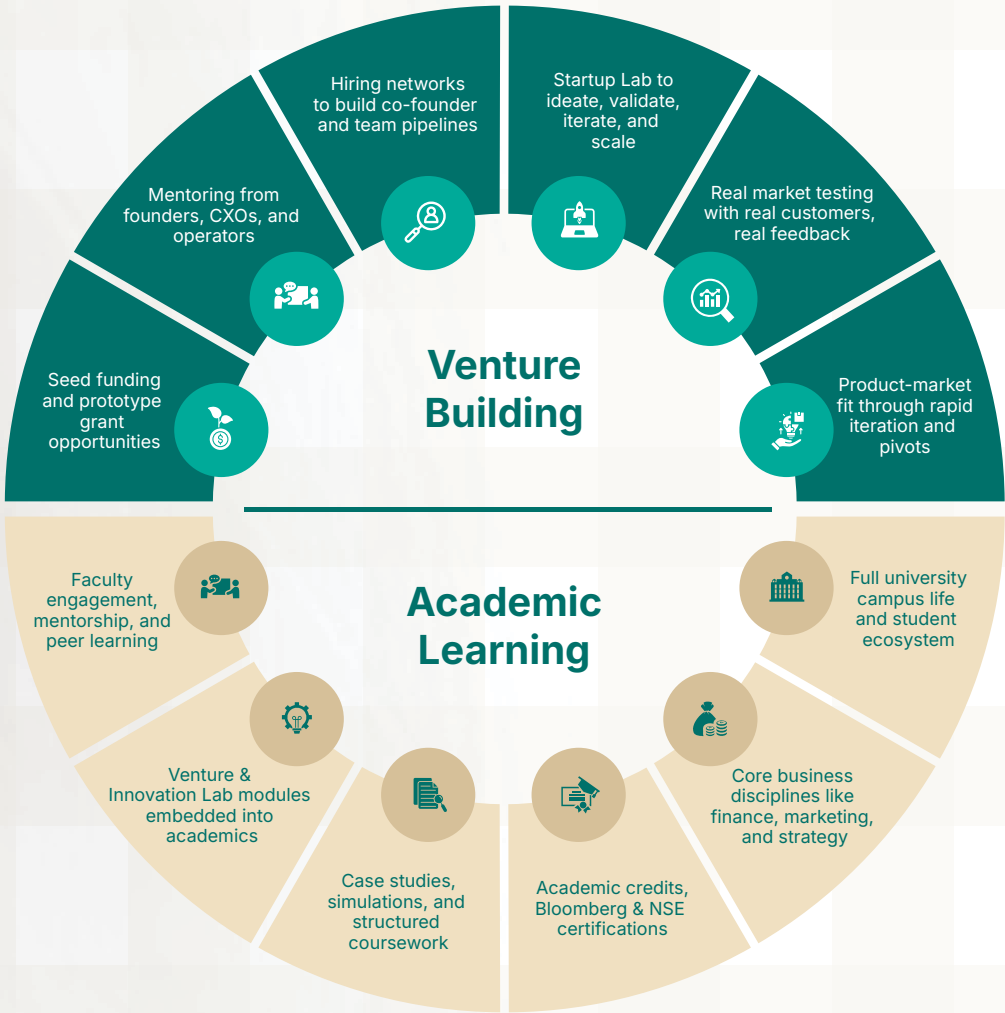
The average undergraduate spends four years learning how business works. The average founder spends the same time building a successful venture from the ground up. Every year, hundreds of students struggle with which one to pick. This programme ends that confusion.

From semester one, students work on real problems, engage with real markets, and learn from people who have actually built companies. Academic learning and venture building happen simultaneously, with the classroom and the startup lab feeding each other continuously. What you learn shapes what you build. What you build sharpens how you think.

By graduation, students carry a recognised degree, real execution experience, and the kind of business fluency that matters; whether they are scaling their own venture, joining an early-stage team, or walking into a high-growth organisation as someone who has actually done the work.

How The Programme Works

The programme runs as a continuous feedback loop. What students learn in the classroom informs what they build. What they experience while building shapes how they think in the classroom.



What Students Get

Recognised BBA degree (3-year / 4-year pathway)

Startup internship pipeline (50+ campus startups)

Insights on relevant funding opportunities, grants, and ecosystem events

Onboard co-founders and team members from the campus talent pool

Bloomberg & NSE Certifications

Venture Development Centre access

200+ active venture teams

Local, national, and global accelerators and competitions

₹5.4 Cr+ in prototyping and funding access *

Multidisciplinary electives

*Facilitated by the GITAM funding pool; subject to availability and business performance.

Choose From Multidisciplinary Electives



Milestones



A Week In Your Life

No two weeks in our BBA programme look the same.

Building is not linear. Some weeks are heavy on coursework and case discussions. Others are spent in the market, industry immersions, testing assumptions, or sitting across from someone who has built and scaled a company. The programme is structured to reflect that reality, not smooth it over.

SAMPLE WEEK



MONDAY

Strategy class + startup lab team check-in



TUESDAY

Finance module + mentor interaction



WEDNESDAY

Customer discovery + product iteration with team



THURSDAY

Founder talk + market research or field visit



FRIDAY

Peer review or demo prep + weekly reflection

What stays constant:

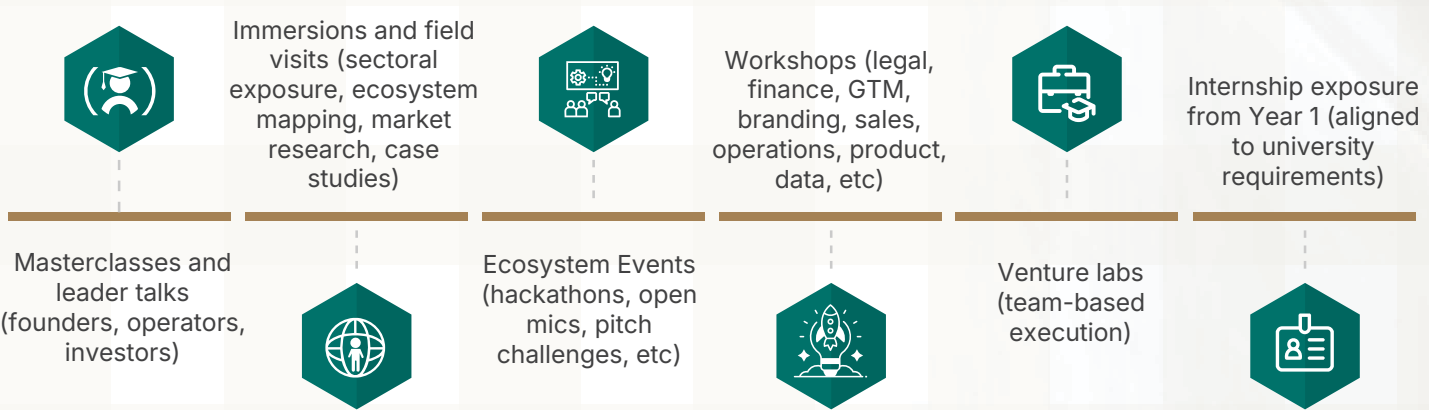
Learning something → Doing something with it → Coming back sharper



Credit System:

Credit Distribution	Credits
Multidisciplinary Courses	12
University Core	22
Major Core	36
Venture Lab/Major Elective -I (12)	36
Major Elective - II	12
Internship	4
Total Credits	122

Core Programme Components





STUDENTS CLUBS

- **Alikya**
Communication and HR capability through industry engagement
- **ISBC**
Cross-border business and cultural understanding
- **National Service Scheme**
Social responsibility through on-ground service
- **Prerana**
Venture creation from opportunity spotting to viable business ideas
- **MarkSoc**
Marketing judgment through hands-on, industry-facing challenges

- **Finlords**
Global awareness across cultures, markets, and ideas
- **Sanskriti**
Creative expression and cultural identity
- **Logiway**
Operational thinking through industry-focused learning
- **AlmaKonect**
Alumni network for mentorship and long-term professional growth
- **Paragan**
Student leadership and a culture of initiative and skill development

CAREER PATHWAYS



Build your own venture

Launch and scale a startup with real traction by graduation. Continue with funding, bootstrap, or spin off independently.



Family Business

Roles in product, growth, and operations. Bring real execution experience to early-stage, high-learning environments.



Lead family business & corporate

Drive innovation and modernisation in existing enterprises. Stand out with hands-on execution experience and an intrapreneurial drive.



Structured placements

Stand out with hands-on execution experience, problem-solving ability, and an intrapreneurial drive.



Star recruiters include

Federal Bank, Jio, Colgate-Palmolive, PwC, Thomson Reuters, Oracle, Deloitte, TCS, KPMG, Kellogg's, Oxane Partners, and Perfetti van Melle.

Note: Career outcomes depend on individual interest, effort, and performance. No outcomes are guaranteed.

Faculty & Advisory

Shaped by Practitioners. Guided by Leaders.

Everyone involved in this programme — advisors, faculty, and venture partners — has built, led, or invested in real businesses. Learning here comes with a lived context.

Board of Advisory



Mr. Ajit Rangnekar
Ex-Dean, ISB



Mr. Srinivas Rao Mahankali (MSR)
Ex-CEO, T-Hub



Mr. Suresh Bhagavatula
Professor at IIMB

Domains represented by faculty and venture partners

- Venture Capital & Private Equity
- Corporate Law & IP
- Product Design & UX
- Education Technology
- Enterprise Risk & Finance
- Brand & Growth Marketing
- Operations & Supply Chain
- Academia — IIT Hyderabad, IIM Bangalore, ISB, ICFAI Group
- Angel Investing & Early-Stage Funding

Student Success Stories

Reshwanth S · ReBrick

Reshwanth is building ReBrick at the intersection of sustainability and construction — turning an overlooked waste stream into a material with real infrastructure applications. What started as an idea in the programme has steadily taken shape into a working prototype with a clear business model and serious investor interest, making ReBrick one of the more compelling examples of what happens when a student is given the space and structure to actually build.



Suga Vignesh · Trovo

Suga is building Trovo at the intersection of streetwear and accessibility — a D2C footwear brand that starts with sneakers and is built around the kind of community that does not come from a marketing deck. What started as an idea in the programme has already seen its first pilot drop and a live market day, giving Trovo real demand signals and a sharper sense of direction — making it one of the clearer examples of what happens when a student chooses to test in the market rather than wait for the perfect moment.

Zaid Khan · VIP School

Zaid is not building from scratch — he is building from within. As part of the family behind VIP School, he came into the programme not to start something new but to understand something deeply — how institutions function, how decisions get made, and how systems sustain themselves over time. That kind of foundational immersion is quietly shaping how he thinks, and positioning him to eventually bring fresh perspective and innovation into an ecosystem that is already his to lead.



Who This Programme Is For

This programme is for students who:

- Want to build something real — not just study business
- Are comfortable working in evolving, uncertain environments
- Prefer doing alongside learning rather than learning before doing
- Have a strong intent to build or scale ventures, or innovate within existing businesses
- Bring an ownership mindset and a bias toward execution and problem-solving

Eligibility:

- Minimum 50% aggregate marks in Intermediate / 10+2 or equivalent (any discipline)
- GITAM Admission Test (GAT)
- Personal Interview

Only 60 seats — designed for a focused, high-intent cohort.

Admission Process

- Application Form
- GITAM Entrance Test
- Personal Interview
- Admission Confirmation

Fee Structure

Year	Total Fee
Year - 1	₹ 8,00,000
Year - 2	₹ 8,40,000
Year - 3	₹ 8,82,000
Year - 4	₹ 9,26,000
Total Fee	₹ 34,48,000

*Excluding residential fee



A degree and a startup. Four years. Starting now.

CONNECT WITH US

🌐 <https://bowerschool.com>

📞 9063172305

CAMPUS LOCATIONS

- **HYDERABAD**
Patancheru Mandal,
Hyderabad - 502329, Telangana, India.
- **Bower**
8th Floor, T-HUB, Knowledge City Rd,
Panmaktha, Hyderabad, Telangana 500032

