

SCHOOL OF HUMANITIES, MANAGEMENT AND SOCIAL SCIENCES

BBA (Hons.) / BBA (Hons.) with Specialization in **Digital Marketing | Logistics and Supply Chain Management | Fintech | Marketing Management**

B.Com (Hons.) with Specialization in **Banking and Capital Market**

MBA in **HR / Marketing / Fintech**



Industry Partners for Placement & Internship

Outlook

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 **PBD**
PURPLE BRICK DIGITAL



BBA (Hons.) / BBA (Hons.) with Specialization in Digital Marketing | Marketing Management | Fintech | Logistics and Supply Chain Management

Full Time 4-Years Degree Program with 3-Year Exit Plan

Eligibility Criteria

The candidate must be 10 + 2 or equivalent with minimum 55% marks.

Fees Structure (Rs.)

Fee Per Semester	One Time Fee	1st Semester Fee	Total Course Fee
BBA / BBA (Hons.) with Specialization in Digital Marketing Marketing Management Fintech Logistics and Supply Chain Management			
49,500	29,000	78,500	3,50,000

The Bachelor of Business Administration (BBA) is a popular course among modern students aspiring for a career in the corporate world. The course at The Neotia University (TNU) equips students with a fundamental understanding of business management principles, human capital management, finance, laws and policies, decision making, financial statement analysis, and wealth management.

Digital Marketing

Career Prospects and Job Opportunities:

The BBA in Digital Marketing course at The Neotia University prepares students for fast-growing, future-ready careers in the digital economy. With hands-on training, live projects, industry tools, and strategic thinking, graduates are equipped to thrive across diverse sectors, including e-commerce, media, technology, startups, and global enterprises.

- The digital economy is growing 10 times faster than the traditional economy.
- Increased internet penetration and use of smart devices are fueling digital marketing growth.

Job opportunities in: • MNCs and Start-ups • Data Analytics Agencies Internet Technology Companies • Social Media Marketing Agencies • Online News Portals, Magazines, and Digital Publications

Potential Job Roles: • Digital Marketing Executive / Manager, Social Media Executive / Manager • Project Lead / Manager • Email Marketing Manager • Content Developer • Digital Agency Account Director

Marketing Management

Career Prospects and Job Opportunities:

The BBA in Marketing Management course prepares students to understand markets, build brands, and drive business growth in a competitive global environment. With a strong foundation in marketing strategy, consumer behavior, sales management, and digital tools, graduates are equipped to excel across industries and business functions.

- Four-year undergraduate program focused on business and marketing concepts.
- Prepares students with essential marketing knowledge and professional skills.
- Emphasizes practical learning, marketing analytics, and emerging media.
- Industry-driven curriculum developed with input from marketing experts.
- Grounded in global, team-based, and accountable learning.
- Ideal for students aiming for leadership roles in marketing.
- The program is spread across eight semesters.

Fintech

Career Prospects and Job Opportunities:

The BBA with Specialization in FinTech course prepares students to operate at the intersection of finance, technology, and business innovation. With exposure to digital payments, blockchain, financial analytics, risk management, and emerging financial platforms, graduates are equipped for high-growth careers in the rapidly evolving financial ecosystem.

- Career opportunities in digital banks, neo-banks, and FinTech firms managing technology-driven financial services.
- Roles in payment gateways, UPI platforms, digital wallets, and online financial applications.
- Positions involving financial data analysis, business insights, and performance-driven decision-making.
- Opportunities in risk assessment, compliance operations, and governance within financial institutions.
- Exposure to blockchain-enabled finance, crypto operations, and next-generation digital finance systems.
- Careers in wealth management platforms, insurance technology companies, and non-banking financial institutions.
- Scope to launch FinTech ventures, pursue MBA/PGDM programs, earn professional certifications, and access global financial careers.

Logistics & Supply Chain Management

Career Prospects and Job Opportunities:

The BBA in Logistics and Supply Chain Management course equips students with the knowledge and practical experience needed to manage the seamless movement of goods, services, and information in today's global economy. With strong industry orientation and skill-based learning, graduates are prepared for rewarding careers across manufacturing, retail, e-commerce, transportation, and international trade.

- Focuses on transportation, inventory, procurement, and storage of raw materials/products.
- Covers management of materials from origin to consumption.
- Different industries require different logistics systems.

Job opportunities in: • E-Commerce Companies • Manufacturing Industries
• Retail Businesses • IT and Advertising

Potential Job Roles: • Supply Chain Manager • Materials Manager
• Demand Planner • Master Production Scheduler • Sourcing Manager
• International Logistics Manager • Inventory Control Manager

Other Career Options: • Higher Education • Defense Services / Banking and Finance Sectors • Civil Services / Industrial Firms • Entrepreneurship

MBA in Marketing / HR / Fintech

Fees Structure (Rs.)

Fee Per Semester	One Time Fee	1st Semester Fee	Total Course Fee
MBA in Marketing / HR / Fintech			
1,04,000	29,000	1,33,000	4,45,000

Eligibility Criteria

Graduation in any stream with 60% + Personal Interview.

The **MBA (Master of Business Administration)** is a prestigious postgraduate programme designed to develop future-ready leaders with strong managerial, strategic, and decision-making skills. Combining advanced business theory with real-world applications, the programme prepares both fresh graduates and working professionals for accelerated career growth, leadership roles, and enhanced earning potential across industries.

Specialisations Offered :

The programme allows you to gain expertise aligned with your career goals by offering deep-dive specializations in three core areas:

- Human Resource Management
- Marketing Management
- Fintech

Course Objectives

The MBA programme aims to:

- Develop strong leadership and strategic decision-making capabilities
- Provide comprehensive knowledge in Marketing, Finance, HR, Operations, and Entrepreneurship
- Enhance analytical, problem-solving, and managerial skills through practical learning
- Prepare graduates for entry-level and senior management roles across diverse industries
- Enable career advancement through salary growth, role elevation, and professional mobility
- Foster entrepreneurial thinking, innovation, and executive presence

MBA in Marketing

Marketing lies at the core of any business or organization. The necessity of marketing management practitioners has consequently greatly increased. The course structure helps the students to enhance their scientific skills to find world business prospects while also allowing them to completely understand the correlations between the various and demanding marketing operations tasks.

The curriculum equips aspiring company leaders with the empirical mindset and managerial skills necessary to assume top management roles in various marketing fields, such as digital advertising and social media.

Career Prospects

With an MBA in Marketing, job seekers can look for work in FMCG, IT, hospitality, banking, and the media, among other places. Some of the most common jobs candidates can get are brand management, banking management, media management, FMCG sales, B2B sales, digital marketing, etc.

MBA in HR

Human Resource Management (HRM) is a strategic and cohesive approach to managing the people within an organization. It is integral to the success of businesses across industries.

MBA in HRM encompasses various practices such as recruitment, training and development, performance management, employee relations, and compensation.

Through HRM, organizations can create a positive work environment, attract and retain top talent, and align their human capital with their strategic vision.

Career Prospects

After getting an MBA in Human Resources, applicants can look for work as an HR executive in IT, FMCG, Manufacturing, and other similar industries. An HR professional is in charge of hiring, onboarding, training, and evaluating a company's or organization's employees.

People who fit the profile of an HR manager do things that have to do with the organization's structure, goals, ethics, and overall employee engagement. With an HR-related MBA, one can start a career as either an HR Generalist or an HR Specialist

MBA Fintech

The MBA in FinTech course is a future-focused postgraduate programme designed to develop professionals who can bridge the gap between finance and cutting-edge technology. As digital transformation reshapes the global financial ecosystem, this programme equips students with the skills to lead innovation in banking, financial services, payments, blockchain, digital currencies, and financial analytics.

The curriculum blends core management principles with emerging technologies such as blockchain, artificial intelligence, data analytics, cybersecurity, digital payments, and regulatory technology (RegTech). Through real-world case studies, industry projects, and hands-on learning, students gain practical exposure to the rapidly evolving FinTech landscape.

Career Prospects:

From the fast-paced floor of Global Finance to the agile heart of a Tech Startup, we don't just teach you how to work—we teach you how to lead. Whether you're interested in the precision of Manufacturing or the innovation of the SME sector, our curriculum is your passport to any industry on the planet. We don't produce employees; we forge Business Architects. Whether you want to build a corporate empire or launch your own, we provide the mentorship to turn your ambition into authority.

B.Com (Hons.) with specialization in Banking and Capital Market

Eligibility Criteria

The candidate must be 10 + 2 or equivalent with a minimum 50% marks from any stream.

Fees Structure (Rs.)

Fee Per Semester	One Time Fee	1st Semester Fee	Total Course Fee
B.com (Hons.) with specialization in Banking and Capital Market			
15,000	29,000	44,000	1,43,000

- B.Com (Hons.) with specialization in Banking and Capital Market is a leading four-year full-time programme at TNU.
- Focuses on both theoretical and practical aspects of new banking standard and the capital market.

- Curriculum is designed with inputs from faculty, students, and industry experts.
- Ensures students gain in-depth understanding and practical skills in areas such as GST, SAP, Advanced Excel, and Tally.
- Prepares students to meet current industry demands.
- The course is career and job-oriented, offering ample opportunities after completion.

Career Prospects

- The programme is designed as a professional course for aspiring accounting and taxation professionals.
- Provides a strong foundation for higher studies such as M.Com, M.B.A., and Ph.D.
- Graduates can serve individuals, businesses, and the government sector with specialized financial services.



Scholarships & Financial Aid

At TNU, we offer numerous merit-based as well as need-based scholarships (25% to 100% on Tuition Fees) to ensure that no student is left behind. There is no limit to the number of scholarships granted by the University, and if a student is eligible as per the given criteria, then he or she will get the "Guaranteed Scholarship".

NAME	CRITERIA
CHANCELLOR'S SCHOLARSHIP	i) Yearly Family income should be less than 2.5 Lakhs ii) An interview and documents verifications will be done by an empowered committee decided by the University Management
GRAMOTTHAN SCHOLARSHIP (Students from Gram Panchayat area of South 24 Parganas)	>= 60% marks in H.S Yearly Family income less than 5.0 Lakhs
SPECIAL HILL STUDENTS' SCHOLARSHIP [Students from GTA Area (W.B), North-East States, Andaman and Nicobar Islands, Nepal & Bhutan]	>= 65% marks in H.S Yearly Family income less than 5.0 Lakhs

NAME	CRITERIA
SAHODARYA SCHOLARSHIP (Siblings of all students – present or passed out)	>= 60% marks in H.S
MERE APNE SCHOLARSHIP (For Ambuja Neotia Group employees – in the memory of Late Vinod Kumar Neotia)	>= 60% marks in H.S Yearly Family Income less than 5.0 Lakhs
SPORTS SCHOLARSHIP	>= 60% marks in H.S State Level / National level Participant / Champion
CULTURAL SCHOLARSHIP	>= 60% marks in H.S State Level / National level Participant / Champion

All Scholarships are available for UG courses only.

