



भारतीय प्रबंध संस्थान बेंगलूर  
INDIAN INSTITUTE OF MANAGEMENT  
BANGALORE

# **BACHELOR OF BUSINESS ADMINISTRATION IN DIGITAL BUSINESS AND ENTREPRENEURSHIP BBA (DBE)**

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**2025**



# PROGRAMME OUTCOMES

## YEAR 1

### **Certificate in Digital Business and Entrepreneurship**

Understand the foundational principles of digital business and entrepreneurship.

Recognize the impact of digital technologies on business operations and customer interactions.

Develop an entrepreneurial mindset, with the ability to identify business opportunities.

## YEAR 2

### **Diploma in Digital Business and Entrepreneurship**

Understand, assess, and apply digital business models and strategies to build and grow ventures.

Implement digital tools and platforms to enhance business productivity.

Formulate business plans that incorporate digital growth strategies.

## YEAR 3

### **Degree in Digital Business and Entrepreneurship**

Develop and implement comprehensive strategies for digital businesses.

Utilize advanced digital technologies to drive business innovation and growth.

Lead digital transformation initiatives in a variety of business environments.

# PROGRAMME HIGHLIGHTS

**Online Flexibility:** This fully online program is designed to accommodate students' diverse schedules, allowing for a balance of study, work, and personal commitments



**Innovative Curriculum:** The BBA DBE program incorporates a cutting-edge curriculum that blends core business principles with the latest in digital technology and entrepreneurial innovation.

**Asynchronous Learning:** Providing students with the convenience of accessing course materials, completing assignments, and viewing lectures whenever they choose.



**Industry-Relevant Skills:** Students gain practical experience with digital tools and platforms that are highly sought after in today's business world, ensuring they are job-ready upon graduation.

**Project-Based Learning:** Real-world projects and simulations are embedded in the program, enabling students to apply theories to practical business scenarios.



**Modular Certifications:** Students earn a certificate after the first year, a diploma after the second, and a full degree upon completion.

**Expert Faculty:** The faculty comprises seasoned professionals and academics with extensive experience in digital business and entrepreneurship.



**Continuous Learning Path:** Each year builds upon the last, offering a progressive learning experience that evolves as the digital landscape does.

# APPLICATION PROCESS

The Programme will accept applications through the **online portal on the IIMB website**. Candidates must complete the application and pay the fee to be considered. The BBA DBE 2025 application form will be available at [dbe.iimb.ac.in](http://dbe.iimb.ac.in) from **17/04/2025**. Refer to the important dates in this document for the application window.



## APPLICATION FEES (NON-REFUNDABLE)

The application fee has to be paid at the time of application and is non-refundable. Please note that mere fulfilment of the minimum eligibility criteria will not guarantee admission to the BBA DBE programme.

Category	Fee
General / NC - OBC / EWS	Rs. 3000/-
SC / ST / DA	Rs. 1500/-

## APPLICATION FORM

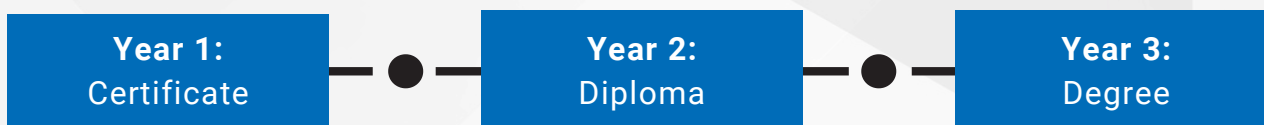
- Complete the BBA in Digital Business and Entrepreneurship application online.
- Ensure your name and date of birth match your mark sheets, as changes are not allowed.
- Maintain a valid email and mobile number for all admission communications.

**The following documents are mandatory in the application form, wherever applicable:**

1. Government-issued photo and address identity card with validity.
2. Valid certificates for SC/ST/NC-OBC/EWS/DA categories applicants. No change in category will be entertained after the application has been submitted.
3. Pass certificate and marks sheet of recognized class 10 Board or equivalent.
4. Pass certificate and marks sheet of recognized class 12 Board or equivalent.

# PROGRAMME OVERVIEW

The BBA-DBE Undergraduate Programme is a three-year degree offered online, with completion possible within six academic years from joining. Learners have multiple exit options: Students who exit early may rejoin later to complete the degree, within constraints.



The courses will be delivered online asynchronously, while exams will be held offline at different centres across India.

This programme may be undertaken as a standalone primary degree or can be pursued along with any other educational programme the student might be pursuing.

The programme and the admission process will follow the prevailing norms for the reservation of seats for designated categories, as required by law made by the Parliament.



## ELIGIBILITY

The programme is open to Indian Nationals. The basic eligibility for applying to the Programme includes the following:

Class	Eligibility Requirement
<b>10th or equivalent</b>	<ul style="list-style-type: none"><li>• Pass certificate of any recognized class 10 Board</li></ul>
<b>12th or equivalent</b>	<ul style="list-style-type: none"><li>• A minimum of 60 % marks or equivalent Cumulative Grade Point Average (CGPA) in recognized board exams for general category &amp; NC-OBC &amp; EWS category candidates</li><li>• 55% marks or equivalent CGPA for SC, ST &amp; DA (&gt;= 40% disability) candidates</li></ul>

# SELECTION PROCESS

Candidates meeting eligibility criteria will be notified to appear for the IIMB DBE Entrance Test 2024, a computer-based test at designated centres across India. Selection is based solely on test performance. Shortlisted candidates, determined by category-wise cut-offs, will be informed to register by paying the programme fee.



## PROGRAMME FEE

The total tuition fee for a three-year Degree programme is Rs. 4,50,000 for the 2024 batch. There is a 50% fee waiver for SC/ST and DA students. The fees need to be paid term-wise, as per the.

BBA (DBE) Programme Structure	Credits	Fee Amount
Year-1 (Exit option: Certificate in Digital Business and Entrepreneurship)	45	INR 1,25,000 (payable as Rs. 41,660 per term)
Year-2 (Exit option: Diploma in Digital Business and Entrepreneurship)	45	INR 1,50,000 (Payable as Rs. 50,000 per term)
Year-3 (Exit option: Degree in Digital Business and Entrepreneurship)	45	INR 1,75,000 (Payable as Rs. 58,330 per term)
<b>TOTAL</b>	<b>135</b>	<b>INR 4,50,000</b>

The fee is payable each term across the nine terms of the Degree programme. If students need to take a break from coursework, a continuation fee of Rs. 1000 per term must be paid until they re-join the programme.

# IMPORTANT DATES

The application window and the schedule of events (tentative) are as below:

Application Window	17th Apr, 2025 – 17th Jun, 2025
IIMB DBE Entrance Test	20th July 2025
IIMB DBE Entrance Test Result	Second week of August
Offer acceptance - Last date*	Announcing Shortly
Fee payment for the first term- Last date*	Announcing Shortly
Withdrawal - Last date*	Announcing Shortly
Programme Course Start Date	1st September, 2025

Note:

1. Only short-listed candidates will be intimated by e-mail with all relevant details.
  2. These dates are tentative and are subject to change if required.
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# ABOUT THE PROGRAMME

The **BBA DBE Undergraduate Programme in Digital Business and Entrepreneurship** is a three-year degree offered online that can be completed within a maximum of six academic years from the date of joining. The learners will have multiple exit options and could get a certificate, a diploma, or a degree. Students who choose to exit the programme with a certificate or a diploma may, within constraints, be able to rejoin the programme to complete the degree. The courses will be delivered online asynchronously, while exams will be held offline at different centres across India. This programme may be undertaken as a standalone primary degree or can be pursued along with any other educational programme the student might be pursuing. The programme and the admission process will follow the prevailing norms for the reservation of seats for designated categories, as required by law made by the Parliament.

The innovative curriculum seamlessly merges cutting-edge digital technology, savvy business management skills and entrepreneurial acumen to equip students with the tools they need to excel in today's fast-paced business environment. With a keen focus on digital strategies, fundamental business principles, and innovative entrepreneurial practices, our program is designed to cultivate tomorrow's leaders in the rapidly evolving digital landscape.



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