



SASTRA

ENGINEERING · MANAGEMENT · LAW · SCIENCES · HUMANITIES · EDUCATION

DEEMED TO BE UNIVERSITY

(U/S 3 of the UGC Act, 1956)



THINK MERIT | THINK TRANSPARENCY | THINK SASTRA



Online Degree Programme – BBA

Bachelor of Business Administration offered by
SASTRA Deemed University, digitally enabled by TCS iON

Powered by
tcs iON

About TCS iON

TCS iON is focused on empowering students and organizations with tech-led education to transform themselves for the new world.

It uses uniquely built 'Phygital' platforms that overlay digital technologies over physical assets.

Today, we are touching the lives of millions of

College-going Student

Industry-relevant multi-modal content for job-readiness



School-going Children

Personalised interventions to develop individual learning styles



Job Seeking Youth

One-stop access to top corporates of the country



Working Professionals

Continuous reskilling and upskilling to stay relevant

Our impact



307+ Mn
candidates assessed



2700
field resources



13.7 Mn
learners on the platform



103,124
courses on the platform



95000+
candidates placed through TCS NQT



257 iDZs
for standardised candidate experience

About SASTRA University

SASTRA Deemed-to-be-University is one of India's premier institutions offering undergraduate, postgraduate & doctoral programmes in Engineering, Management, Law, Sciences and Humanities Education.

- Re-accredited by NAAC (fourth cycle) with a maximum grade of 'A++' (3.76/4.00)
- It is Category I Institution based on the UGC's categorization of Universities for Graded Autonomy Regulations, 2018
- In the NIRF ranking, SASTRA's position is 24 in 2022



BBA (Online Degree Program)

SASTRA aims at providing an alternative channel for higher education through Online learning mode.

BBA (Online Degree Program) program of SASTRA facilitates in-depth learning of theoretical concepts of functional areas in business administration. With an elective in logistics, it equips you to pursue a career in logistics sector. SASTRA offers this programme in association with Logistics Sector Skill Council.

Market potential

The global logistics market is projected to reach **US\$12,975.64 billion by 2027**. In the financial year 2021, the size of the Indian logistics market was around US\$250 billion, estimated to grow **US\$380 billion by 2025**, at a CAGR between 10 to 12%. India has a higher logistics cost as a percentage of **GDP at 14%**, as compared to the BRICS average of 11%.



► Potential Job Opportunities -

2 Lakh+ job opportunities across various job portals

► Earning Potential -

Average salary ranges between ₹ 2.2 LPA to ₹ 3.5 LPA

► Employment Sector -

Logistics, Ecommerce, FMCG, Electronics, Modern Retail, Manufacturing

Career Opportunities

Logistics Executive

Warehouse Executive

Storekeeper

Programme Summary

BBA (Online Degree) programme is your gateway to innumerable opportunities in both academia and industry. It will help you to pursue your dream across various functions in logistics sector.

Learning outcomes

- ▶ Knowledge of business and administration
- ▶ Business management skills and competencies
- ▶ Creating innovative and feasible solutions
- ▶ Managerial, supply chain and supply logistics skills and competencies
- ▶ Communication skills
- ▶ Industry aligned personality and aptitude competencies



What will you get?



Digital Learning Resources



Live lectures by Academic & Industry Experts



Multiple Exit Options



Academic & Industry Collaboration Tools



Continuous Assessment



Digital Certification



Learn Anytime, Anywhere and on Any Device



Job Assistance*

Program syllabus

The program syllabus will be delivered through a combination of learning resources like live and recorded lectures, online reading material, quizzes, case studies, community-based interactions and hands-on experience via projects and internships. TCS iON will also provide access to their job listing portal, where you can directly apply for internships and jobs with the industry leaders.



About your Mentors



Dr. Suresh Acharya, Professor SASTRA

Doctorate in marketing with a combined work experience of 22 years, including 9 years in the industry. He holds an MBA from AACSB accredited institution. He has a wide teaching experience in Marketing and Strategy to MBA and Executive MBA programme. While in the industry, he worked in export marketing, covering Asia, the Middle East, North Africa and Australia and travelled to these several countries for business mobilisation.

Dr. R. Amudha, Professor SASTRA

A Postgraduate in the field of commerce from Bharathidasan University and a fellow member of the Institute of Cost and Management Accountants of India, Kolkata. Amudha handles courses such as Financial Accounting, Cost and Management Accounting, etc., and has 34 years of academic experience.



Dr. V. Rengarajan, Professor SASTRA

A Commerce and Management Graduate and PhD in Commerce. He has more than 30 years of teaching experience. He has worked in several institutions of premier status in the state of Tamil Nadu. He has presented 18 papers at National and International level conferences. He has published 22 articles in SCOPUS Indexed Journals.



Dr. R. Alamelu, Professor SASTRA

A passionate management enabler having a blend of research and academic experience with competency in developing and delivering learner-centric pedagogy. She is having 20+ years of academic experience and published 78+ papers in indexed international journals. She pursued her doctoral degree in Quality Management and has authored a book titled 'Management Information System' and is actively involved as a consultant for selected small-scale industries in Tamil Nadu.



Dr. N. Shobhana, Professor SASTRA

An Assistant Professor in the School of Management, SASTRA Deemed to be University. She is a HR management professional with 18 years of experience in teaching postgraduate students in the stream of Business Administration. She obtained her doctoral degree in the field of women's entrepreneurship from Anna University, Chennai.



Dr. C. Therasa, Professor SASTRA

An Assistant Professor in School of Management, SASTRA Deemed to be University. She has received her B.Tech from SASTRA and MBA from Gnanam School of Business. She has two years of corporate experience as a Junior Consultant in Object Frontier Software Private Ltd. She has a PhD in Human Resource Management. Her areas of teaching and research interests include Organisational Behaviour, Human Resource Management, Behavioural Psychology and Consumer Behaviour.



Dr. M. Mallikaarjunan, Professor SASTRA

A Senior Assistant Professor in the Department of Mathematics, School of Arts, Science and Humanities, SASTRA Deemed to be University. He has 15 years of experience in both teaching and research. He has completed PhD and D.Sc. in 2008 and 2021 respectively and published 113 papers which include 40 SCI/SCIE and 60 SCOPUS indexed journals. He published a book titled "Introduction to LaTeX", Lambert Academic Publishing Corporation, Germany, 2013.



Dr. E. Koperundevi, Professor SASTRA

She has been working in the Department of English at SASTRA Deemed to be University for more than three decades. She handles classes for Engineering, Management, Law, MCA Optometry and B.Ed., students. She received her PhD from SASTRA University in 2010. She has contributed chapters for 3 Course Books in English for the B.Tech Under Graduate Distance Education Programmes of SASTRA University.

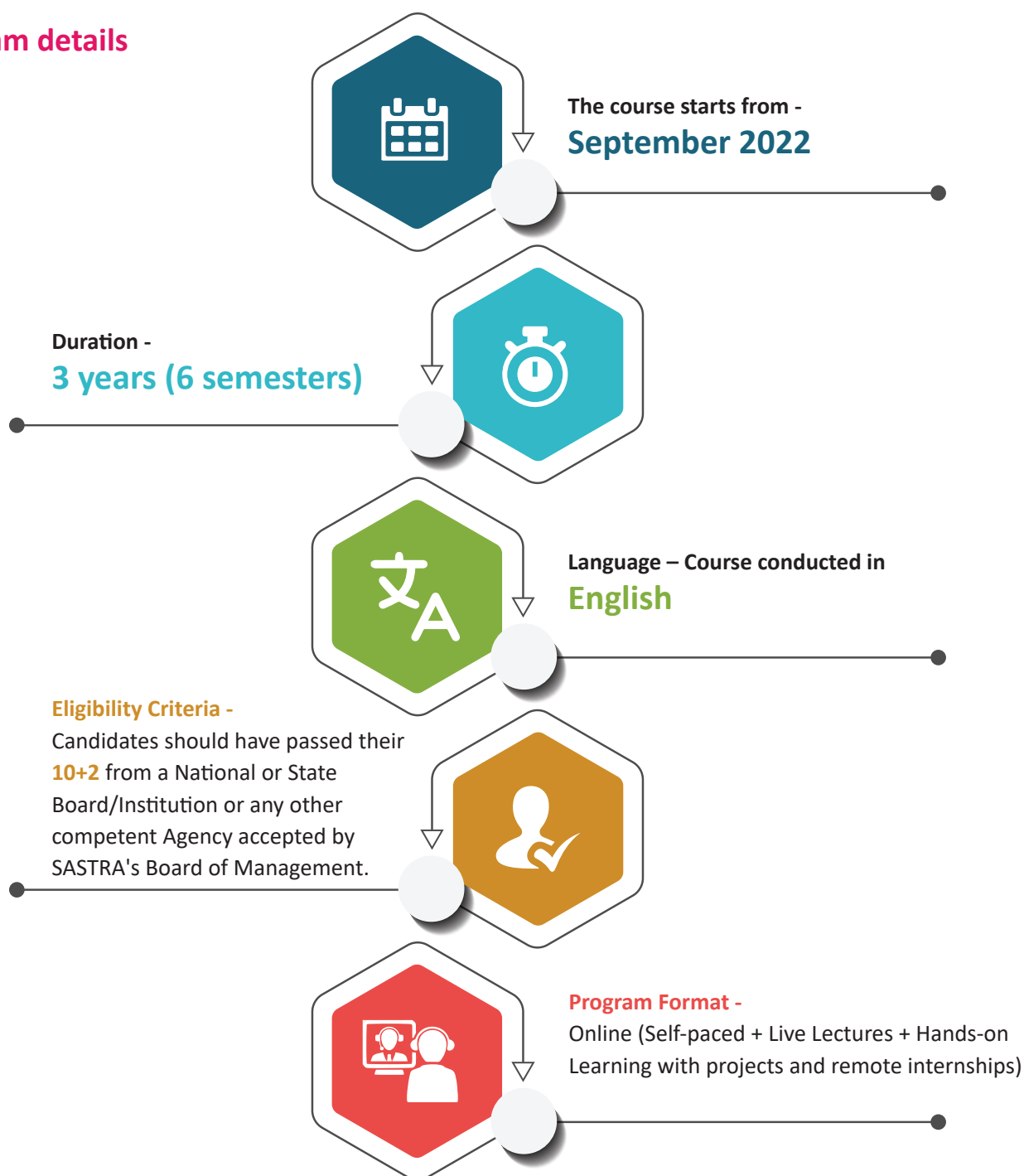




Dr. Sashikala Govindarajulu, Professor SASTRA

An Assistant Professor in the Department of English, SASTRA Deemed to be University. She has a total of 17 years of teaching experience and is passionate in fostering academic development of students through a variety of learning modalities and support materials. She applies innovative teaching methods like 'Flipped Classroom' and 'Collaborative Learning' to encourage students' involvement in the teaching-learning process. -

Program details



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