YOUR CAREER STARTS HERE

UNDERGRADUATE COURSES

Brochure
The Alliance School of Business is ranked the top 8 B-school in India for its BBM Program

The Alliance School of Business is ranked the 9th Best Private B-school in India

Alliance University received the Brands Academy Education Excellence Award (2013) for the Most Innovative University in South India

Awarded the Best Private University of the Year by the ASSOCHAM of India, New Delhi
Alliance University is a Private University established in Karnataka State by Act No. 34 of year 2010. The University is jointly recognized by the University Grants Commission (UGC) and the All India Council for Technical Education (AICTE), New Delhi.

Alliance University is a renowned university of higher learning located on an extensive state-of-the-art campus in Bangalore offering a variety of degree courses. The University has baccalaureate concentrations, postgraduate offerings, doctoral degree programs and several professional certificate programs.

Alliance University aspires to be among the best universities in the world by the year 2025 through a series of strategically crafted moves, precisely calibrated action plans and an unwavering commitment to the pursuit of excellence.

While its oldest professional school—Alliance School of Business—is consistently ranked among the top ten private business schools in India by various ranking agencies, the University having already established Alliance College of Engineering and Design; Alliance School of Law; Alliance Ascent College; Department of Continuing Education; and Department of Performing Arts, is in the process of establishing many other prominent academic units, viz., Alliance College of Arts and Humanities; Alliance College of Science; Alliance College of Medicine and Dentistry; Alliance College of Education and Human Services; Alliance School of Health Sciences; and Alliance College of Media and Communications.

OFFICERS OF THE UNIVERSITY

The Visitor (His Excellency The Governor of Karnataka State)
The Pro-Visitor (Honourable Minister for Higher Education, Karnataka State)
The Chancellor
The Vice-Chancellor
Pro Vice-Chancellors
The Registrar
Deans of Faculties
The Finance Officer
The Bachelor of Business Management (BBM) course offered by Alliance School of Business, Alliance University is a full-time, three-year, undergraduate course of study aimed at preparing young graduates to take up challenging careers in business and industry, and enables them to pursue higher studies thereafter. The course also equips graduates with required skill sets such as analytical, decision-making, technical, interpersonal and technological skills. The course is designed to develop a holistic personality in graduates thus enabling them to succeed as professionals while at the same time find fulfillment in their personal lives. The overall objective of the course is to prepare young professionals to be responsible and responsive to the demands of society in an ever-changing environment.
INTERNATIONAL LINKAGES

PEOPLE’S REPUBLIC OF CHINA
- Beijing Institute of Technology
- Nanjing University of Aeronautics and Astronautics
- SBC (The Sino-British College, USST)

FRANCE
- INSEEC
- IPAC School of Management
- Paris School of Business
- Telecom School of Management
- Toulouse Business School

GERMANY
- Hochschule für Wirtschaft und Recht Berlin
- European Business School
- University of Applied Sciences

SWEDEN
- Kristianstad University Sweden

UK
- University of Chester
- University of Dundee

USA
- San Jose State University
- Webber International University

SPECIALIZATIONS
- MARKETING MANAGEMENT
- FINANCIAL MANAGEMENT
- HUMAN RESOURCE MANAGEMENT
- INTERNATIONAL BUSINESS

ADMISSIONS

Eligibility
Pre-University / Higher Secondary / 10+2 or equivalent examination from any recognized Board or Council in any discipline.

Admission Selection Process
- Alliance Aptitude Test (AAT)
- Personal Interview

Application Procedure
Apply online at www.bus.alliance.edu.in
The Application Form can also be obtained from the Office of Admissions, Alliance University.
BACHELOR OF COMMERCE - B. Com. (Hons.)

Department of Commerce

The B. Com. (Hons.) course, a three-year, six-semester academic program aims to impart strong subject-matter expertise to students by focusing on the learning that includes the knowledge of basic theories, principles, methods and procedures of commerce and accounting. The curriculum of the B. Com. (Hons.) degree course is rigorous and progressive, and prepares its graduates for careers in commerce and accountancy as well as for other professional roles such as security, economic and business analysts in financial institutions and stock broking firms.
SPECIALIZATIONS

- Accounting and Financial Management
- Marketing Management
- Human Resource Management

VALUE ADDED CERTIFICATION PROGRAMS

- Soft Skills Training
- MS Excel Applications
- Digital Marketing
- Tally
- International Financial Reporting Standards (IFRS)
- Capital Market Operations

ADMISSIONS

Eligibility
Pre-University / Higher Secondary / 10+2 or equivalent examination from any recognized Board or Council in any discipline.

Admission Selection Process
- Alliance Aptitude Test (AAT)
- Personal Interview

Application Procedure
Apply online at www.com.alliance.edu.in
The Application Form can also be obtained from the Office of Admissions, Alliance University.

Note: Classes for the B. Com. (Hons.) course are conducted in the City Campus located at 19th Cross, 7th Main, N. S. Palya, BTM II Stage, Bangalore - 560 076 Tel.: +91 80 2678 6024
BACHELOR OF TECHNOLOGY (B.Tech.)

Alliance College of Engineering and Design

The four-year, full-time Bachelor of Technology (B.Tech.) degree course offered by Alliance College of Engineering and Design, Alliance University builds skill, expertise and knowledge among its graduates in the areas of higher technology and design. Real-world, industry-driven internships and project work; centers of excellence and incubation for cutting-edge research and development; and learning outcomes aligned with the criteria outlined by the Accreditation Board for Engineering and Technology (ABET), USA—the Alliance College of Engineering and Design provides unparalleled opportunities for graduates to pursue technological education with passion and confidence.
BRANCHES

- Civil Engineering
- Mechanical Engineering
- Electrical and Electronics Engineering
- Electronics and Communication Engineering
- Aerospace Engineering
- Computer Science and Engineering
- Information Technology

INTERNATIONAL LINKAGES

PEOPLE’S REPUBLIC OF CHINA
- Beijing Institute of Technology
- Nanjing University of Aeronautics and Astronautics

FRANCE
- ISEP
- Telecom Sud Paris

UK
- University of Dundee

Eligibility

Regular:
Passed 10+2 examination with Physics and Mathematics as compulsory subjects along with one of the Chemistry/Biotechnology/Biology/Technical Vocational subject; obtained at least 45% marks (40% in case of candidate belonging to reserved category) in the above subjects taken together.

Lateral:
Diploma or an equivalent qualification from a recognized university or institution; obtained 45% marks (40% in case of the candidate belonging to reserved category) in the final year examination (fifth and sixth semesters) and in an appropriate branch of engineering.

Admission Selection Process

- JEE (Main)/JEE (Advanced)/Karnataka CET/COMED-K/Alliance University Engineering Entrance Test (AUEET)
- Personal Interview

Application Procedure

Apply online at www.ced.alliance.edu.in
The Application Form can also be obtained from the Office of Admissions, Alliance University.

Karnataka CET College Code E220
The Alliance School of Law offers two five-year, integrated undergraduate courses in law, viz., Bachelor of Arts, Bachelor of Law Honors-B.A. LL.B. (Hons.) and Bachelor of Business Administration, Bachelor of Law Honors-B.B.A. LL.B. (Hons.) that have been carefully crafted and designed to prepare its graduates for rewarding careers in various roles and responsibilities in legal service organizations. The B.A. LL.B. (Hons.) course includes Political Science, Sociology, Economics, and English subjects as minor areas of study to supplement the wide range of law subjects that its graduates are required to study, whereas the graduates of the B.B.A. LL.B. (Hons.) course are trained in subjects such as Management, Finance and Languages. The course has been carefully crafted with a view to equip its graduates with an understanding of the legal and management principles in the desired proportion, thereby empowering them with a distinct advantage in their professional careers. Alliance School of Law, Alliance University is approved by the Bar Council of India (BCI), New Delhi.
ADVISORY BOARD

Mr. Justice A. M. Ahmadi  Dr. Justice Arijit Pasayat  Dr. Madhava Menon  Dr. Manoj Sinha  Mr. Sadar Vikas  Dr. Rodney Ryder  Dr. Mrinal Shankar Raste

SPECIALIZATIONS

BUSINESS LAW

INTELLECTUAL PROPERTY LAW

INTERNATIONAL LAW

CRIMINAL LAW

CONSTITUTIONAL LAW

ADMISSIONS

Eligibility
10+2 or equivalent examination from a recognized Board with a minimum of 45% marks in aggregate (40% marks for SC/ST candidates). The maximum age limit for candidates is 20 years as on the first day of July of the year of admission (22 years of age for SC/ST candidates).

Admission Selection Process
- A high score in CLAT/LSAT/ACLAT*
- Personal Interview

*Alliance Common Law Admission Test

Application Procedure
Apply online at www.law.alliance.edu.in
The Application Form can also be obtained from the Office of Admissions, Alliance University.
Post Graduate and Doctoral Degree Courses offered by Alliance University

- Master of Business Administration (MBA)
- Master of Financial Management (MFM)
- Master of Human Resource Development (MHRD)
- Master of Marketing Management (MMM)
- Master of Commerce (M. Com.)
- Master of Law (LL. M.)
- Executive Master of Business Administration (Executive MBA)
- Executive Post Graduate Diploma in Management (Executive PGDM)
- Ph. D. in Management

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