

Bachelor of Business Administration (BBA)



INFORMATICS
INSTITUTE OF
TECHNOLOGY



Why Follow This Programme

The Bachelor of Business Administration (BBA) programme is Sri Lankan UGC approved Degree programme which is designed for students who aspire to become future business leaders, managers, and entrepreneurs in a rapidly evolving global economy.

The programme provides a strong foundation in key business disciplines, including management, marketing, finance, accounting, economics, and business technology, while developing the analytical, leadership, and communication skills required in today's competitive workplace.

Through a blend of academic learning, practical projects, industry exposure, and an internship opportunity, students gain real-world experience and develop the confidence to solve business challenges effectively.

The curriculum also incorporates contemporary areas such as data analytics, digital marketing, sustainability, and artificial intelligence in business, ensuring graduates are equipped with the knowledge and skills demanded by modern organisations. With a strong emphasis on ethical decision-making, global business awareness, and professional development, this programme prepares graduates for diverse career opportunities as well as further studies in business and management-related fields.

Aims of the BBA Degree Programme

- **Develop a Comprehensive Business Foundation:** Provide students with a broad understanding of management, accounting, economics, and business technology and sustainable business practices.
- **Strengthen Analytical & Decision-Making Skills:** Develop students' ability to analyse complex business challenges and make effective, data-driven decisions.
- **Build Practical & Digital Competencies:** Equip students with practical experience and digital skills to effectively apply modern business technologies and tools.
- **Develop Professional Communication Skills:** Enable students to communicate effectively through strong verbal, written, and digital communication skills in diverse business environments.
- **Foster Leadership & Collaboration:** Develop leadership, teamwork, and interpersonal skills to enable students to work effectively in diverse professional settings.
- **Promote Ethics & Corporate Responsibility:** Cultivate an understanding of ethical, legal, social, and sustainability considerations in business decision-making.
- **Encourage Lifelong Learning & Professional Growth:** Prepare students for continuous learning, further academic study, and professional development.
- **Develop Global & Strategic Awareness:** Foster an understanding of global business environments, strategic decision-making, and international market practices.

Course Structure - Core and Optional Modules (Level Wise)

Year	Module	Core/Optional	Credits
Year 1 (Level 4)			
1	English Proficiency Essentials	Core	3
	Foundation of Accounting	Core	3
	Digital Fluency Essential for Business	Core	3
	Microeconomic Analysis for Business	Core	3
	Business Math Essentials	Core	3
	Contemporary Management Thought: Principal and Practice	Core	3
	Understanding the Business Environment	Core	3
	Developing Academic and Professional Skills	Core	3
	Business Statistics	Core	3
	Macroeconomic Analysis for Business	Core	3
	Organizational Behaviour and Design	Core	3

Year 2 (Level 5)			
2	Marketing Management Essentials	Core	3
	Operations and Technology Management	Core	3
	Advanced Financial Accounting	Core	3
	Legal Aspects of Commerce and Industry in Sri Lanka	Core	3
	Cost and Management Accounting	Core	3
	Spreadsheet Modeling for Financial Analysis	Core	3
	Human Resource Management	Core	3
	Financial Management	Core	3
	Auditing and Assurance	Core	3
	Data Analytics for Business Decisions	Core	3
	Sustainability: Society, Economy & Environment	Core	2
	Computerized Accounting	Core	2
Year 3 (Level 6)			
3	Industrial Placement (Internship)	Core	4
	Advanced Corporate Finance	Core	3
	Ethics & Civics in a Multi-Cultural World	Core	2
	Decision Science and Operational Research	Core	3
	Business Strategy	Core	3
	Capstone Project (Final Year Project)	Core	4
	Investment and Portfolio Management	Core	2
	Transforming Business with AI	Core	2
ONE Optional modules from following list			
3	Industrial and Employee Relations	Optional	2
	Business Valuation	Optional	2
	Digital Marketing	Optional	2

Delivery Modes

- Full time - Weekends and Weekdays
- Part time modes

Duration

- Full time- 3 Years

Assessments

- Authentic Assessments
- Semester End Examination

Employability & Workplace Opportunities

- Management Executive
- Marketing Executive
- Human Resources Executive
- Financial Analyst
- Operations Coordinator
- Business Development Executive
- Entrepreneur / Small Business Owner
- Business Data Analyst
- Project Coordinator
- Supply Chain Associate
- Customer Relationship Management (CRM) Executive
- Digital Marketing Specialist
- Brand Executive
- Brand & Marketing Specialist
- Investment Analyst
- Credit Analyst
- Risk Management Associate
- Talent Acquisition Coordinator
- Training and Development Executive
- Administrative Services Manager
- Corporate Communications Executive
- E-commerce Operations Executive
- Sales Strategy Analyst
- Management Consultant (Junior)
- Research Associate (Business & Market Research)



Admission Requirements

These admission requirements align with the Ministry of Higher Education's policies to ensure that candidates possess the necessary academic foundation for success in the BBA programme.

Applicants must meet the age criteria and fulfil one of the academic pathways below.

I. Age Requirement

Applicants must be 35 years of age or below at the time of admission.

II. Academic Entry Pathways for Local Qualifications

Applicants holding local qualifications are eligible to apply under one of the following streams based on their G.C.E. (A/L) and G.C.E. (O/L) qualifications as specified under each pathway.

Pathway A: Commerce Stream

- At least three (3) Simple Passes (S) in the Commerce stream in one and the **same sitting**.
- A Credit Pass (C) or above grade in English at the G.C.E. O/L examination OR in General English at the G.C.E. A/L examination.

Pathway B: Non-Commerce Stream with Economics

- At least three (3) Simple Passes (S) in any stream in one and the same sitting, with Economics as one of the main subjects.
- A Credit Pass (C) or above grade in Mathematics at the G.C.E. O/L examination.
- A Credit Pass (C) or above grade in English at the G.C.E. O/L examination OR in General English at the G.C.E. A/L examination.

Pathway C: Any Other Stream (With Bridging Course)

- At least three (3) Simple Passes (S) in any stream in one and the same sitting.
- Successful completion of an institutional **bridging course** approved by the University Grants Commission (UGC).
- A Credit Pass (C) or above grade in **Mathematics** at the G.C.E. O/L examination.
- A Credit Pass (C) or above grade in **English** at the G.C.E. O/L examination **OR** in **General English** at the G.C.E. A/L examination.

III. International & Foreign Qualifications

Applicants holding international and foreign qualifications are eligible to apply under one of the following criteria.

Cambridge / Edexcel A/Levels:

Must have passed a parallel 3-subject combination matching the requirements in the aforementioned Pathways: A, B, or C under section II above alongside comparable or higher qualifications in English and Mathematics as specified under respective pathways, subject to following the bridging course if necessary.

Other National Examinations:

Must have passed parallel 3-subject combinations from a national examination (of any other country) equivalent to the Sri Lankan G.C.E. A/L matching the requirements in the aforementioned Pathways: A, B, or C under section II above, together with comparable or better qualifications in English and Mathematics as specified under respective pathways, subject to following the bridging course if necessary.

Intakes & Admission Process

The Bachelor of Business Administration offers intakes in January, and September, providing students with flexibility to begin their studies at a convenient time.

Local students (Sri Lankan nationals) interested in IIT's programmes can contact the marketing department at the hotline +94 766 760 760. Please note that an interview with prospective students is mandatory as part of the admission process.

International students (including resident foreign nationals) currently residing or visiting Sri Lanka should contact the IIT marketing department at +94 766 760 760. If applying from their home country, please email info@iit.ac.lk for assistance during the registration process. After submitting the application with the required documents (listed below), candidates will be interviewed via Skype.

Upon acceptance, a Conditional Offer Letter will be issued for visa processing. Please note, that the visa letter will only be provided after receiving the Registration Fee and the Year 1 Course Fee.

Documents Required

1. Completed application form
2. Relevant educational certificates (O/L and A/L) – Originals or certified copies
3. Birth certificate – Original or certified copy
4. NIC/Passport – Original and copy (International students must provide a valid passport for the duration of the programme)
5. Parent/Guardian NIC/Passport – Original and copy
6. One reference letter with a signature (Referee's letter must be on letterhead or have a seal)

Degree Awarding University

Informatics Institute of Technology, Colombo, Sri Lanka



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