



RICS

School of Built Environment

AMITY UNIVERSITY



BBA

**IN REAL ESTATE AND
URBAN INFRASTRUCTURE**

**3 YEAR FULL TIME DEGREE –
ACCREDITED BY RICS**

Available at Noida and Mumbai



OVERVIEW

This is a specialized BBA program aimed to equip students with a strong knowledge base of business management with a special focus on the Real Estate Industry for career paths in real estate and infrastructure-related fields. The program provides strong business fundamentals complemented by requisite technical competencies that are required to flourish in the Real Estate sector.

- Business Development
- Real Estate Development
- Marketing Communication and CRM
- Real Estate Valuation and Finance
- Corporate Real Estate and Facilities Management
- Human Resource Management
- Business Accounting
- Information Systems Management

**As an outcome of
this program,
students will:**

- Be able to apply economic principles related to business management with a special focus on real estate, land and property laws, environment laws, planning, construction technology, valuation methods, property development process, property management, investment and finance.
- Be able to apply principles of accounting, corporate law, marketing, and financial principles and their application in Business Management and Real Estate.
- Possess necessary competencies in inspection, measurement of land and property, analysing development feasibility, valuation, property portfolio management and market analysis.





**WHY A BBA IN
REAL ESTATE AND
URBAN INFRASTRUCTURE
FROM RICS SBE IS
THE BEST OPTION
FOR YOU**

The biggest advantage of doing a bachelor's in business administration is starting your career in the RE sector well ahead of time. You will have more time to meet industry specialists and build an ever rewarding network and successful career.

A BBA degree puts you on the top of the list to get hired and there are many entry-level managerial opportunities.



BBA in real estate from the School of Built Environment is accredited by the Royal Institution of Chartered Surveyors (RICS) - a 152-year-old global professional body present in 146 countries. This degree will equip you with skills that are relevant to the industry no matter what location you choose to build your career in. It will give you a strong foundation that will help you in getting access to premium education in post-graduation all over the world.

1. HELPS DEVELOP MANAGERIAL SKILLS EARLY & BUILDS YOUR NETWORK

With a BBA degree, you can get a head start on developing your managerial skills along with learning the technical aspects of the course. Along with the key aspects of the course, you get to enhance your soft skills, learn new techniques, and get a chance to interact with industry veterans and specialists. This helps you build your network.



2. INDUSTRY-ORIENTED COURSE WITH INCREDIBLE EXPOSURE



You get to study a course that has been designed by industry professionals, tailor-made specifically to cater to the industry needs. This means that you gain theoretical knowledge and practical insights about the

workings of the sector and get to learn from stalwarts. Besides, we give you exposure to site visits and hands-on experience with the latest technological advancements within the field.

3. PROGRESSIVE AND STIMULATING CAMPUS LIFE

From 1200 acres of sprawling campuses to a state-of-the-art IT infrastructure, there isn't anything that you will lack at the Amity campuses.

Here are a couple of things you can look forward to:

- Inter-institutional festivals and programmes
- Gym, swimming pool and all indoor and outdoor games including shooting and archery.
- Gaming arcade with a bowling alley, playstations, pool and billiards, etc.
- Hassle-free Wi-Fi connectivity
- Football Academy and Club
- Dedicated playing arenas for various sports
- State-of-the-art auditoriums



- Integrated knowledge resources at the central library
- Comprehensive hostel facilities for boys and girls
- On-campus cafeteria & food courts
- Departmental & stationery stores, laundromat, book store & more
- Syndicate rooms, Air-conditioned classrooms in amphitheatre style & eLearning studios



4. INTERNATIONAL STUDENT EXCHANGE PROGRAMMES

Our association with Northumbria University, one of the top-ranked universities in the UK provides an opportunity for a

Semester Exchange or a Summer Internship providing exposure to students in the International Real Estate, Building Information Modelling, etc.

Our collaboration with the department of the Built Environment, Liverpool John Moores University allows our students to enter the Liverpool Summer Internship Program (L-SIP) that gives them exposure to the built environment sector in the UK and their professional practices.

RMIT University is an Australian public research university located in Melbourne, Victoria. Our collaboration with RMIT allows for opportunities like Student exchange, Joint PhD guidance along with possible joint degrees, faculty exchange, and joint research and conferences.

5. YOU COULD CHOOSE TO WORK OR PURSUE AN MBA

Organisations stay on the lookout for young BBA graduates since they are more versatile and can fit into a variety of different roles. So whether you want to get your career on the road, or start a venture of your own or even perhaps join the family business, this BBA could be extremely fruitful for you. A BBA graduate with RICS SBE get groomed for managerial roles as well and are offered preferred in the industry. If however, you are looking to pursue an MBA, this acts as a perfectly laid foundation for you. Students who complete their BBA and pursue



an MBA have a better understanding of the basics of a management course, and this can work in their favour. An MBA post a BBA can boost the hike in salaries and better your job prospects.

Doing a BBA in REUI certainly comes with its advantages. There are no restrictions on what you can do post a BBA with RICS SBE. This is a unique and high-powered programme that allows you to pursue any field of interest for your post-graduation degree, giving you a definitive edge over your peers with a generic BBA degree.

6. Start your career early

The course makes you industry ready right after graduation and the institute actively facilitates placements for all students who choose to take up a job after graduation. The students completing this programme are well-placed in the industry working with leading Indian and foreign MNC's like CB Richard Ellis, Colliers International, DLF Ltd., Savills, Godrej Realty, etc.



7. Learn from the best

Experts functioning at the forefront of their fields visit the School of Built Environment to share their developed knowledge and allow immense opportunities for students to interact and learn finer nuances based on real-life experiences. They help you to get a better understanding of what's expected in today's workplaces, ensuring that your education is relevant and connected to the needs of the industry.

Faculty from global schools visit the campus every semester to teach our students specific elements out of the curriculum for international guest lectures. This helps the students develop global outlooks on local concepts and imbibe global best practices as followed in different regions.



8. Student Mentorship Programmes

One-on-one sessions with industry veterans and expert faculty are conducive to building a skill-set for a student. This activity corroborates to be of immense help when it comes to discovering the strengths and shortcomings of a student in an applied scenario so that they can work on using it to their advantage.



We at RICS SBE strongly believe in delivering an outstanding student experience by bridging the skills gap by shaping employment-ready professionals. We strive to exhibit excellence in research and teaching and demonstrate continuous relevance to the industry. In doing so, we showcase thought leadership in the built environment sector and produce global professionals with integrity and competence in keeping with RICS standards. So it's your time to shine. Join RICS SBE today!

CAREER GROWTH AND PROGRESSION



The program will shape competent real estate professionals who can work in the main cornerstones of real estate and urban infrastructure which includes – Residential, Commercial, Industrial, Land and Entrepreneurship.

If you're curious what employment alternatives you could have after completing this course with us, keep reading.

**Roles
you could
take up
post a
BBA in REUI**



DEVELOPER



This involves the purchase of raw land, re-zoning, construction and renovation of property. It could also include the selling and renting of the finished property. You can earn a profit by simply enhancing the feature of the land and adding value-added service offerings.

SALES & MARKETING



This will include presenting your land to a set audience and helping them in their buying decision. This would also include pitching to potential buyers and ensuring the USPs of the property are made aware to them to make it easier for them to make a decision.

LEASING AND TRANSACTION ADVISORY



Real Estate is one of the biggest requirements for any business after Human Resources. It's an important process that decides location, area, cost, etc. because of its direct impact on the functionality and profitability of any organization.

PROPERTY MANAGEMENT



This will entail you being in charge of large-scale properties like malls, entertainment parks, hospitals, residential & office complexes. You will ensure that the property and its offerings function smoothly and seamless all while handling a group of people under you.





INVESTMENT BANKING OR LENDING



You can work with banks & financial institutions as credit analysts, business development experts, valuation specialists, sales managers, foreclosure and technical feasibility evaluators.

ANALYST & APPRAISER



Evaluate properties, determine their value and do a financial analysis to conclude the market worth of a property.



PROPERTY INSPECTOR

You will be solely responsible for evaluating the structural integrity of a building along with other aspects that could determine its value.

REAL ESTATE ATTORNEY

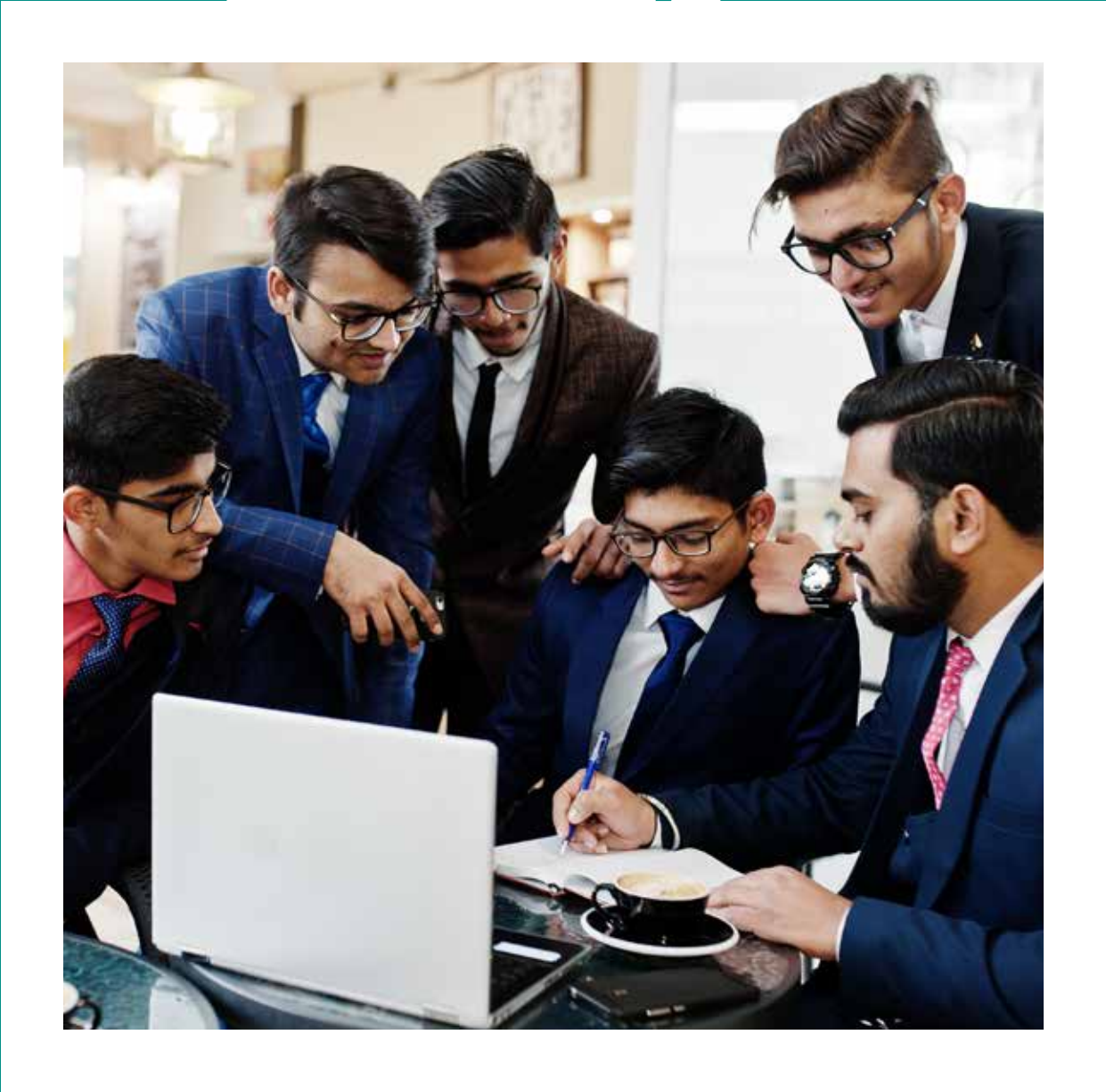
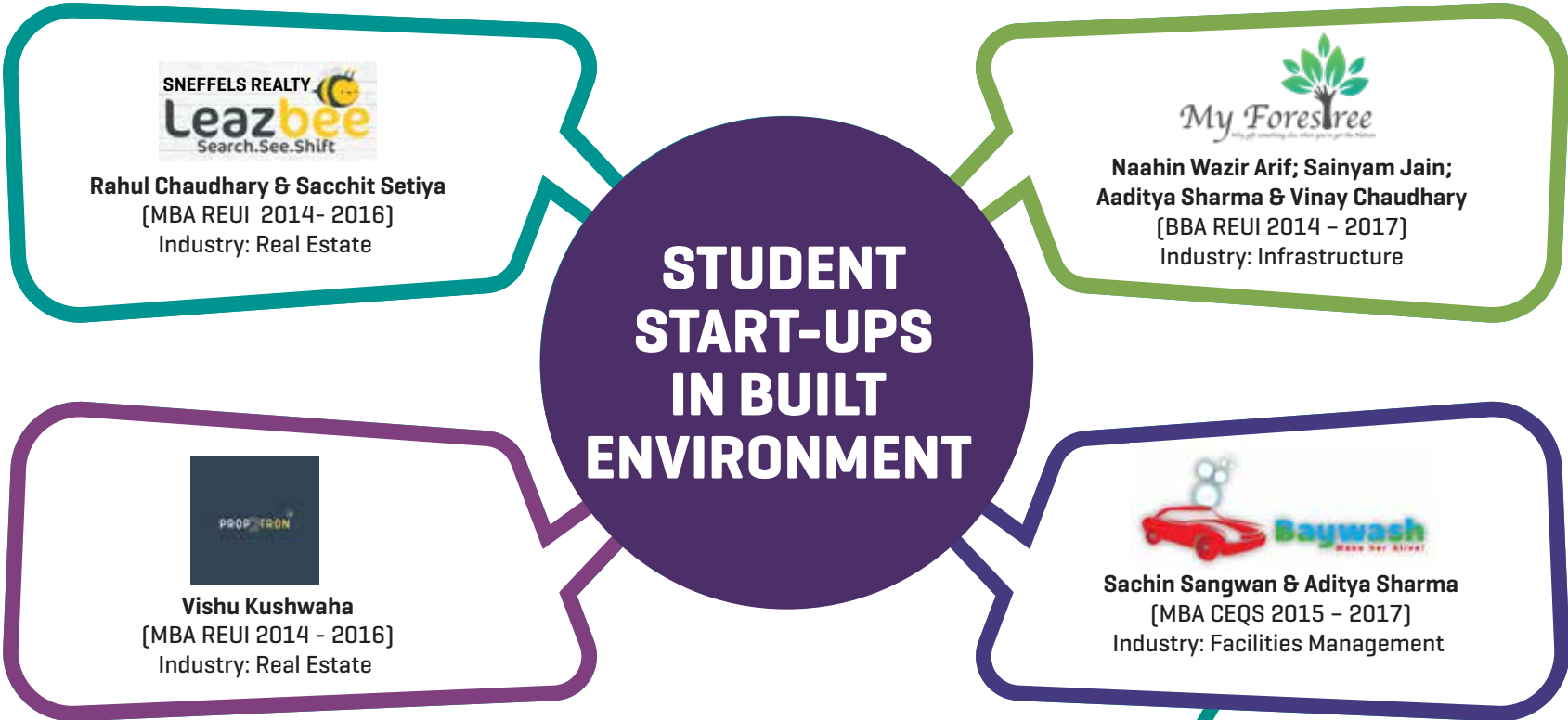
As the name suggests, you would specialise in property law and all that encompasses local laws and assessments.

GOVERNMENT PROJECTS

As the demand for skilled, trained professionals in the infrastructure industry increase, there will more people required to work on the incredibly large scale government projects in the pipeline.

ENTREPRENEURSHIP

If you are adventurous and have sound knowledge of the real estate market, you can open your venture. You can be your boss and work in any area within the real estate & urban infrastructure sector. Once you complete your BBA with RICS SBE, you won't just have the technical know-how, but managerial skills, as well as business knowledge and this, will help streamline your path to becoming an entrepreneur.



OUR COLLABORATIONS



PRME Principles for Responsible Management Education

The Principles for Responsible Management Education [PRME] is a United Nations-supported initiative founded in 2007 as a platform to raise the profile of sustainability in schools around the world, and to equip today's business students with the understanding and ability to deliver change tomorrow.



Founded in 1980, IFMA is the world's largest and most widely recognized international association for facility management professionals, supporting 24,000 members in more than 100 countries.



The Indian Green Building Council [IGBC], part of the Confederation of Indian Industry [CII] was formed in the year 2001. The vision of the council is, "To enable a sustainable built environment for all and facilitate India to be one of the global leaders in the sustainable built environment by 2025".

INTERNATIONAL EXPOSURE VIA OUR UNIVERSITY TIE-UPS



**Northumbria
University**
NEWCASTLE

Northumbria University A Professional University with a global reputation that provides Faculty Development Programme in Building Information Modelling (BIM).



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**Top firms
that hire
with us**



CBRE

**CUSHMAN &
WAKEFIELD**

TATA HOUSING

OMAXE
Turning dreams into reality

BLACK OLIVE
VENTURES PVT. LTD.

ZVESTA
BRICK TO CLICK, CLICK TO BRICK

Godrej | PROPERTIES

Did you know that the Government Of India has allocated Rs.111 lakh crore (US\$1.4 trillion) under the National Infrastructure Pipeline for FY2019-25?

Sectors such as energy, roads, urban infrastructure and railways amount to about 71% of the projected infrastructure investments in India. The real estate sector in India is expected to reach US\$ 1 trillion by 2030. By 2025, it will contribute 13% to the country's GDP.

The best time to join this sector is in the next 2-3 years when the pandemic dies down and top companies are looking to hire skilled, trained professionals. So this is the best time to sharpen your skillset and do a globally accredited degree with RICS SBE. Give your career a head start it deserves.



RICS

School of Built Environment

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Bhatan,

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