

Pacific Institute of Business Studies (PIBS)



BBA / BBA Honours

B.Com / B.Com Honours

**BBA Global Business
Management**

**BBA Financial Markets /
Digital Marketing /
Business Analytics /
Entrepreneurship**

M.Com in all three streams



**PIBS has been awarded with prestigious Times Education Achievers for
“BEST COMMERCE COLLEGE”**

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About Pacific Institute of Business Studies (PIBS)

Established in 2010, PIBS is a premier institute under the umbrella of Pacific University, Udaipur. Over the years, PIBS has emerged as a leading center for excellence in commerce and management education, dedicated to nurturing future leaders with a strong foundation in business knowledge, practical skills and ethical values.

Vision of PIBS

To be a nationally recognized center of excellence in commerce and management education, fostering innovation, entrepreneurial spirit and ethical leadership, while contributing to the development of a progressive and inclusive society.

Mission of PIBS

- To deliver high-quality education in commerce and management that integrates theoretical knowledge with practical application to meet industry demands.
- To empower students with leadership, critical thinking and decision-making skills to excel in their chosen fields.
- To create a dynamic learning environment that encourages innovation, research and global exposure.
- To instill ethical values and a sense of social responsibility in students, enabling them to contribute positively to society.
- To promote inclusive education and lifelong learning opportunities for holistic personal and professional growth.

Faculty Profile

Principal



Dr. Anurag Mehta
Exp. 20 Years

Dept. of EAFM



Dr. Deepika Chaplot
Exp. 20 Years



Dr. Rachna Paliwal
Exp. 13 Years



Dr. Ashish Shrimali
Exp. 15 Years



Dr. Fatima Damana
Exp. 8 Years



Dr. Mohammed Abid
Exp. 20 Years



Dr. Karishma Dayer
Exp. 6 Years



Dr. Rajat Khandelwal
Exp. 10 Years



Ms. Sangeeta Jha
Exp. 6 Years

Dept. of Bus. Admin.



Dr. Bhavna Mehta
Exp. 16 Years



Dr. Ali Asgar Joon
Exp. 15 Years



Dr. Priyanka Choudhary
Exp. 15 Years



Dr. Bhavya Jain
Exp. 4 Years



Teaching & Learning at PIBS

At Pacific Institute of Business Studies education goes beyond textbooks. Our approach focuses on student-centric learning, ensuring that every student not only acquires theoretical knowledge but also develops the practical skills and confidence needed for the real business world. We emphasize experiential learning through various innovative teaching methods and co-curricular activities.

Student-Centric Teaching

Our teaching methodology encourages active participation of every student. Personal attention is given by mentors for well being of students.

Internships & Industry Exposure

PIBS has corporate tie-ups, enabling students to gain hands-on experience through internships with reputed companies. These internships help students apply classroom concepts in real business scenarios, enhancing their employability.



Study Circles

Peer learning is an essential part of our educational approach. Our study circles help students collaborate, discuss business trends and prepare for exams, competitions and research projects.

Case Study Method

Real-life business cases are analyzed in classrooms to help students develop problem-solving skills, strategic thinking and decision-making abilities.

Book Reviews & Knowledge Sharing

Students are encouraged to present book reviews on business and self-development literature, fostering a habit of continuous learning and analytical thinking

Experiential Learning

Through live projects, industrial visits, and hands-on training, students get practical exposure to business operations, enhancing their learning experience.

Management Games & Business Simulations

Fun and interactive management games are integrated into learning to enhance teamwork, leadership and strategic thinking. Business simulations help students experience real-time decision-making in competitive environments.

Expert Talks & Guest Lectures

PIBS often invites industry experts, entrepreneurs and academicians to share insights, helping students stay updated with the latest industry trends and career opportunities.

Soft Skills & Personality Development

Success in business requires more than technical knowledge. Our soft skills training programs focus on communication, leadership, teamwork, public speaking and emotional intelligence, ensuring students develop a well-rounded personality.

At PIBS, we believe in nurturing future-ready professionals through a dynamic blend of academic excellence and practical learning.



BBA / BBA Honours

The BBA program at PIBS offers a perfect blend of theoretical knowledge and practical exposure to management concepts. It equips students with a fundamental understanding of business operations, organizational behaviour, marketing, human resources and finance. The course is designed for individuals looking to pursue a career in management and leadership roles. PIBS ensures that the curriculum is updated to meet industry standards and incorporates modern business practices, preparing students for a competitive workforce.

Key Features of the BBA Program:

- Focus on management principles, strategic thinking and problem-solving skills.
- Internships, workshops and guest lectures by industry experts.
- Emphasis on soft skills, leadership and communication abilities.

EXTENSION LECTURES



As per National Education Policy (NEP 2020) when students continue with fourth year in BBA or B.Com they get a higher degree of BBA Honours/ B.Com Honours. It is advantageous as after honours degree they may complete their post graduation degree i.e. MBA/M.Com in one year. Besides that they may also opt for Ph.D. without doing post graduation in case of completing Honours degree with research.

BBA Global Business Management

In today's globalized world, understanding international business is crucial. The BBA in Global Business Management at PIBS offers an in-depth exploration of global trade, international marketing, cross-cultural management and international finance. This course is perfect for students who aspire to work with multinational companies or want to venture into global markets. The program integrates real-time case studies, simulations and discussions on emerging global trends, enabling students to gain a strategic perspective on international business.



Key Features of the BBA in Global Business Management:

- A curriculum that focuses on international market trends, business laws and strategies.
- Technology & Innovation in Global Business.
- Specialization on cross-cultural management and global economics.



Specialized Papers:

- Export Import Management
- Logistics Management
- Global Awareness
- E-Commerce
- International Human Resource Management
- International Marketing Management
- International Financial Management



BBA Entrepreneurship

Entrepreneurship is about transforming innovative ideas into successful business ventures. The BBA in Entrepreneurship at PIBS nurtures the entrepreneurial mindset and provides students with the tools to start and grow their businesses. This course covers essential aspects such as business planning, market analysis, fundraising and innovation. Students are encouraged to think creatively, take calculated risks and develop leadership skills that are crucial for entrepreneurship.



Key Features of the BBA in Entrepreneurship:

- Focus on hands-on learning, including business incubation and startup projects.
- Guest lectures by successful entrepreneurs.
- Networking opportunities with investors and venture capitalists.

Specialized Papers:

- Innovation and Design Thinking
- Managing Small and Family Businesses
- Start Up Management
- Social Entrepreneurship
- Retail & Rural Marketing



BBA Financial Markets

Financial markets are essential for economic growth as they facilitate the exchange of funds between investors and businesses. They provide liquidity, enabling individuals and companies to buy and sell assets efficiently. Financial markets help in price discovery, allowing securities to be valued based on supply and demand. They also support risk management through instruments like derivatives and diversification. By allocating capital to productive investments, financial markets drive innovation, business expansion, and overall economic stability.

Key Features of the BBA in Financial Markets:

- Focus on financial markets, investment banking, risk management, and securities trading.
- Covers stock market analysis, derivatives, portfolio management, and wealth management.
- Live market simulations, trading platforms, and real-time data analysis.
- Understanding SEBI, RBI, and global financial regulations.
- Prepares for NSE, BSE, CFA, FRM, and NISM exams.

Specialized Papers:

- Fundamental & Technical Analysis
- Foreign Exchange Management
- Commodities Market
- Portfolio Management
- Banking & Insurance



BBA Business Analytics

Gain strong knowledge of critically analyze large datasets, identify business problems, trends, opportunities and become Data Scientist, Marketing Analyst, Financial Analyst, Project Manager, Business & HR Strategist.



Key Features of the BBA in Business Analytics

- Gathers and organizes structured and unstructured data from various sources.
- Summarizes historical data to identify trends and patterns.
- Uses statistical models and machine learning to forecast future trends.
- Presents complex data in an easy-to-understand format using charts and dashboards.

Specialized Papers:

- Data Base Management System
- Intro of AI & Machine Learning
- Big Data Analytics
- Data Visualization using Tableau/ KNIME
- Data Analyzing with R/ Python/



BBA Digital Marketing

Digital marketing is crucial for businesses as it allows them to reach a global audience cost-effectively. It provides targeted advertising, ensuring the right message reaches the right customers. With tools like social media, SEO, and email marketing, businesses can engage customers in real time and build strong relationships. Digital marketing also offers measurable results, enabling businesses to track performance and optimize strategies for better ROI. It enhances brand awareness, customer loyalty, and overall business growth in a highly competitive market.

Key Features of the BBA in Digital Marketing

- Covers SEO, social media marketing, content marketing, PPC, and email marketing.
- Focuses on data-driven decision-making using tools like Google Analytics and AI-powered insights.
- Teaches how to build and manage online businesses, digital branding, and customer engagement.
- Includes live projects, case studies, and internships with digital marketing firms.

Specialized Papers:

- E-Commerce
- Social Media Marketing
- Display Advertising
- Search Engine
- Content Management

B.Com/ B.Com Honours

The B.Com program at PIBS is ideal for students who are interested in pursuing a career in accounting, finance, taxation and business administration. The curriculum covers subjects like financial accounting, cost accounting, business law, economics and taxation. The B.Com course provides students with a deep understanding of the financial aspects of businesses, preparing them for roles in corporate finance, accounting firms and other financial sectors.



Key Features of the B.Com Programme:

- Strong emphasis on accounting, taxation and business laws.
- Practical exposure to accounting software and financial management tools.
- Industry-relevant skills and knowledge that prepare students for professional certification exams.



Specialized Papers:

- Financial Accounting
- Cost Accounting
- Management Accounting
- Business Statistics
- Income Tax
- Indirect Tax (GST)



Eligibility for BBA / B.Com : 10+2 in any Discipline



M.Com Accountancy & Business Statistics

Key Areas:

- Advanced Accounting Practices
- Auditing & Taxation
- Management Accounting and Financial Control

M.Com Economics Administration & Financial Management

Key Areas:

- Economics of Global Trade & Finance
- Business Economics
- Banking law & Bank management



M.Com Business Administration

Key Areas:

- Advanced Management Practices
- Leadership Skills & Organizational Behaviour
- Business Research

Eligibility for M.Com : Graduation in any Discipline

Sports Activities

At PIBS



Cultural Activities

At PIBS



उदयपुर। पॅसिफिक विश्वविद्यालय ने एमएसएमई विभाग तथा इंस्टीट्यूट ऑफ बॅंकींग सोल्यूशन ऑफ इंडिया उदयपुर सेंटर के सहित में विद्यार्थियों के लिए 5 दिवसीय सीएसटी प्रैक्टिशनर कार्यशाला शुरू हुई। इसमें सीएसटी प्रवेश जैन, सीए रोहितबी अग्रवाल और सीएसटी फुलर लाल जाट ने विद्यार्थियों को सीएसटी के विविध पहलुओं को जानाकारी दी। उद्घाटन सत्र में प्रेसिडेंट प्रोफेसर केके एच ने टैक्स ला और प्रैक्टिस के फेल्ट में बहोती रोजगार संभावनाओं के बारे में बताया। इस दौरान एमएसएमई के डिप्टी डायरेक्टर प्रवीण जोशी, डॉ. योगेश श्रीवास्तव, निमिषत यादव, अनुष्का मेहता आदि मौजूद थे।

Pacific Institute of Business Studies PAHER University

Course	Duration	Tuition Fees Every Year
BBA	3 Years	50000
BBA (Global Business Management)	3 Years	90000
BBA (Financial Markets)	3 Years	60000
BBA (Entrepreneurship)	3 Years	60000
BBA (Business Analytics)	3 Years	60000
BBA (Digital Marketing)	3 Years	60000
B.Com	3 Years	35000
M.Com	2 Years	12000
Ph.D.	Minimum 3 Years	-
Note:Duration for BBA(Honours) /B.Com (Honours) is 4 years.		

Click on this link and fill admission form for 2025-26 session at Pacific University, Udaipur
<https://tinyurl.com/3hb8twyh> OR Scan QR Code

*Application/Registration Form - Rs. 1500/-
(Fifteen Hundred Only)(For Indian Students)



Facilities

- 10000+ Books with Book Bank Service
- Separate hostel for boys & girls
- Free Coaching for Competitive Exams
- Option to study one paper in even semesters from IIT & IIM through MOOCs
- Incubation cell for guiding Start-Ups

Scholarships

School Topper Scholarship

1st Rank in school at 12th board examination level – 100% Scholarship for the entire course
2nd / 3rd Rank in school at 12th board examination level – 75% Scholarship for the entire course
4th/ 5th Rank in school at 12th board examination level – 50% Scholarship for the entire course



Full Bright Scholarship

To the students who score 60% or above in 10th, 12th for Scholarship in B.Com/ BBA- 20% on entire course
To the students who score 60% or above in 10th, 12th and graduation for Scholarship in M.Com- 20% on entire course

Sports Scholarship

International player - 100% Scholarship
National player - 50% Scholarship
State player - 20% Scholarship



Free Education - 100% Scholarship

For SC, ST, OBC-BPL resident of Rajasthan and scored 60% or above in last examination (State Govt. scholarship rules apply)

Scan & Visit PIBS YouTube Channel
for more information

Our Knowledge Partners

