



Faculty of Commerce & Management

Pacific Institute of Business Studies (PIBS)

BBA/ BBA Honours

Global Business Management / Digital Marketing

Financial Markets / Entrepreneurship / Business Analytics

B.Com / B.Com Honours

US CMA with B.Com / BBA

M.Com in all three Streams

- **Vibrant Campus Life**
- **Activity Based Learning**
- **Technology Based Teaching**
- **Development of Job Skills & Business Intelligence**

**Scholarship
Upto 100%**

**Awarded with prestigious
Udaipur Icon Award**

for Commerce Education in 2024-25





Faculty of Commerce & Management

Pacific Institute of Business Studies (PIBS)

BBA/ BBA Honours

Global Business Management

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

B.Com / B.Com Honours

US CMA with B.Com / BBA

M.Com in all three Streams

- **Vibrant Campus Life**
- **Activity Based Learning**
- **Technology Based Teaching**
- **Development of Job Skills & Business Intelligence**

**Scholarship
Upto 100%**

**Awarded with prestigious
Udaipur Icon Award
for Commerce Education in 2024-25**



BBA/ BBA Honours

Specialized Papers:

- Legal Aspects of Business
- Managerial Economics
- Strategic Management
- IT Tools for Business
- Marketing Management
- Financial Management
- Human Resource Management
- Use of AI in Business

As per National Education Policy (NEP 2020) when students continues with fourth year in BBA or B.Com they get a higher degree of BBA Honours/ B.Com Honours with research.* 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.



Ideation Carnival 2025

B.Com / B.Com Honours

Synchronized with CA/CS ✓

Exemption in 8 papers when cleared in CA/CS

Specialized Papers:

- Financial Accounting
- Cost Accounting
- Management Accounting
- Business Statistics
- Income Tax
- Goods and Services Tax (GST)
- Banking Law
- Business Laws

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



BBA/ BBA Honours

Global Business Management

Specialized Papers:

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

BBA BBA Honours

Digital Marketing

Specialized Papers:

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

BBA/ BBA Honours

Entrepreneurship

Specialized Papers:

- Innovation and Design Thinking
- Small Enterprises Management
- Family Business Management
- Start Up Management
- Social Entrepreneurship
- Retail & Rural Marketing
- Business Leadership

BBA/ BBA Honours

Financial Markets

Specialized Papers:

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

BBA/ BBA Honours

Business Analytics

Specialized Papers:

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



**Research Assignments - 83 Papers of Students
Published in International Peer Reviewed Journals**

M.Com

Accountancy & Business Statistics

Key Areas:

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

Business Administration

Key Areas:

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

Economic Administration &

Financial Management

Key Areas:

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



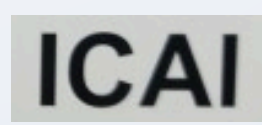
US CMA

- Join B.Com/ BBA with US CMA (Certified Management Accountant)
- Recognized in 150 Countries
- Faster Completion (Only 2 Exams)
- Combination of Finance + Analytics + Strategy
- Higher Salary Package

Student Centric Teaching

- Internship
- Study Circles
- Hobby Clubs
- Case Studies
- Book Reviews
- Expert Talks
- Management Games
- Experiential Learning
- Soft Skills Training
- Workshops & Seminars
- Additional Certification Programmes

Our Knowledge Partners



Pacific Academy of Higher Education and Research University
Pacific Hills, Airport Road, Pratap Nagar Extension, Udaipur
Mob: 9887262020, 9672970930 www.pacific-university.ac.in
Email: principalpibs@pacific-university.ac.in