

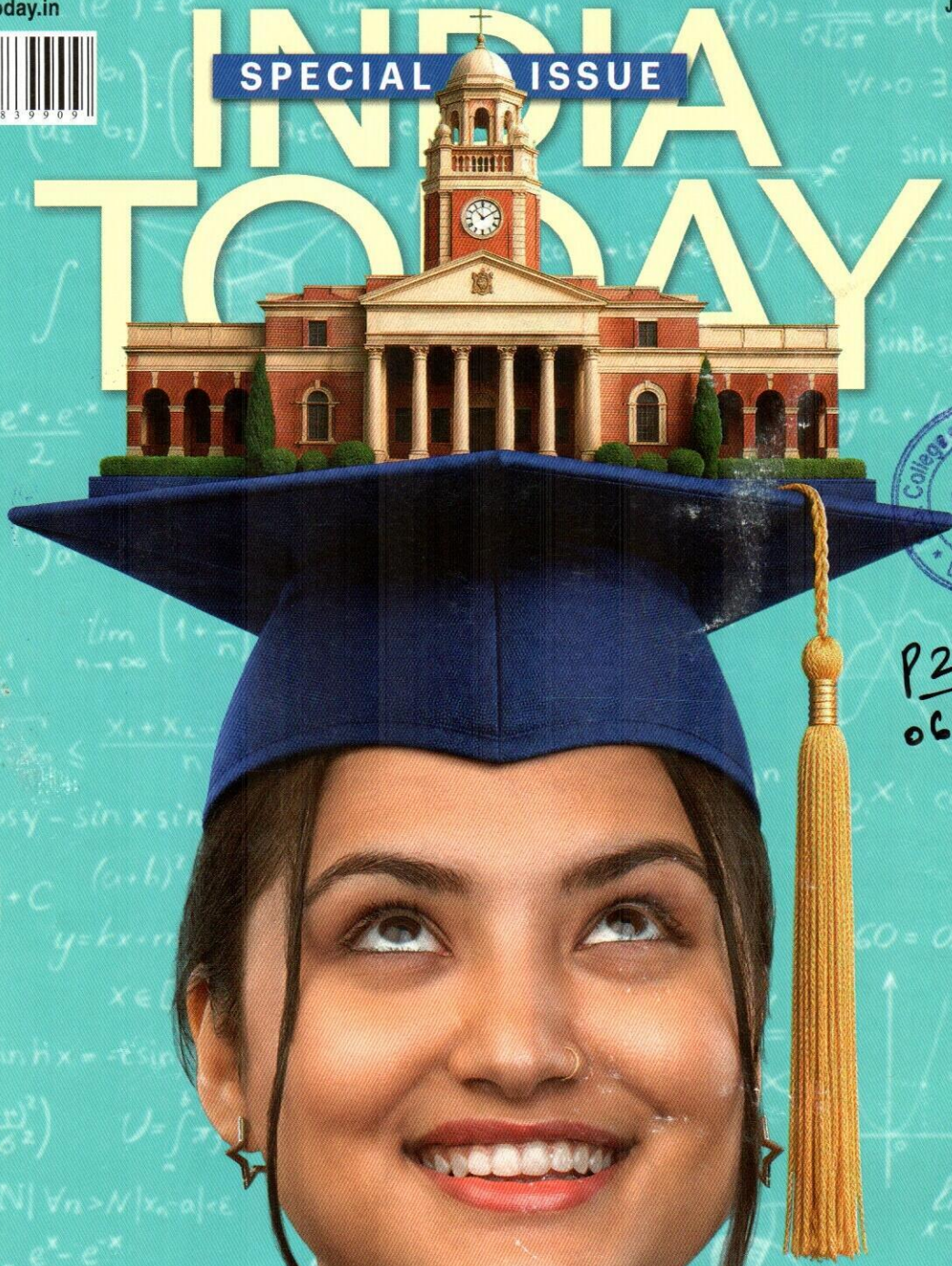
TOURISM SURVEY & AWARDS: REDISCOVERY OF BHARAT

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SPECIAL ISSUE

INDIA
TODAY

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30TH EDITION

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INDIA TODAY-MDRA SURVEY 2026

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BBA

No. 1*

Shaheed
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Delhi

A BUSINESS CLASS ACT

Shaheed Sukhdev College of Business Studies retains its top spot by blending AI, finance and experiential learning to shape tomorrow's business leaders

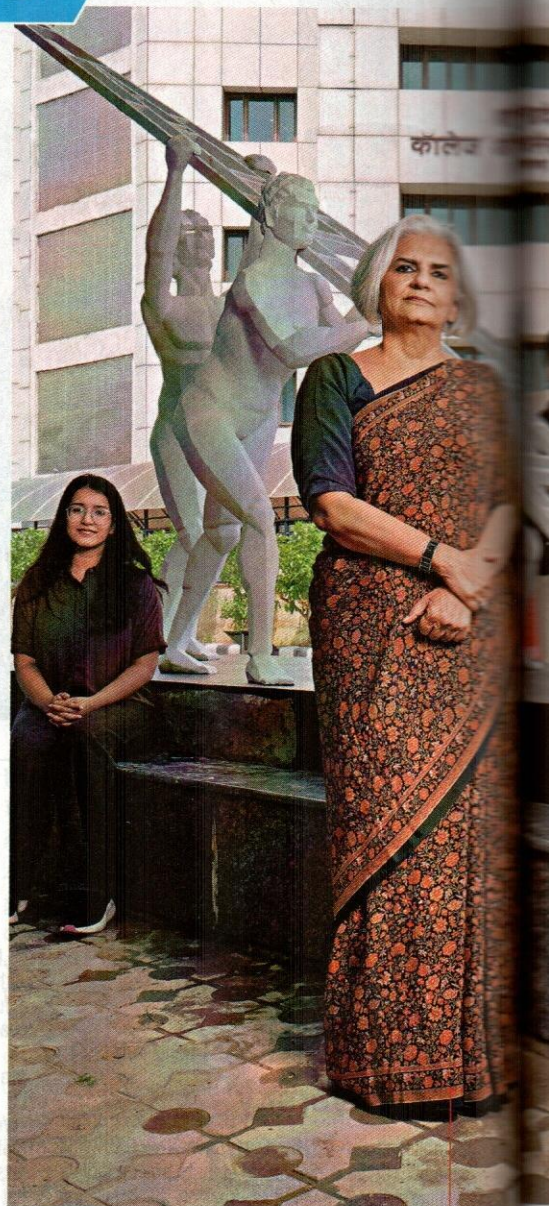
By **SHELLY ANAND**

Business today cuts across disciplines; business education should do the same. With that in view, Shaheed Sukhdev College of Business Studies (SSCBS), University of Delhi, is building an academic ecosystem where management, technology, finance, data science and public policy converge—because that is precisely the world its graduates will enter.

Underpinning this is a comprehensive curriculum revision aligned with the National Education Policy 2020. This year, artificial intelligence literacy, data-driven decision-making and technology-enabled business thinking will be integrated across all disciplines. The college will also introduce a suite of specialised short-duration programmes in financial modelling, quantitative finance, generative

AI, agentic AI, fintech, embedded finance and social finance.

The college will replace passive learning with active learning wherever possible. Flipped classrooms, simulation-based exercises, Harvard-style case discussions, live consulting projects and industry-integrated assignments will replace rote instruction. AI-enabled learning tools will be incorporated to personalise academic pathways, sharpen feedback loops and strengthen decision-making under



GURUSPEAK

“We produce graduates who are ready to lead. At SSCBS, the benchmark is not whether students are good enough to be hired, but whether they can make a meaningful difference”

PROF. POONAM VERMA *Principal, SSCBS*



TOP 10 COLLEGES 2026 BBA

	RANK 2026	RANK 2025	COLLEGE	CITY
↔	1	1	SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES	New Delhi
↔	2	2	SCHOOL OF BUSINESS AND MANAGEMENT, CHRIST (DEEMED TO BE UNIVERSITY)	Bengaluru
↔	3	3	SVKM'S NMIMS ANIL SURENDRA MODI SCHOOL OF COMMERCE	Mumbai
↔	4	4	MOUNT CARMEL COLLEGE (AUTONOMOUS)	Bengaluru
↔	5	5	LOYOLA COLLEGE (AUTONOMOUS)	Chennai
↑	6	8	MAHARAJA SURAJMAL INSTITUTE	New Delhi
↓	7	6	AMITY SCHOOL OF BUSINESS, NOIDA	Noida
↑	8	9	CENTER FOR MANAGEMENT STUDIES (CMS), JAIN (DEEMED-TO-BE UNIVERSITY)	Bengaluru
↓	9	7	MADRAS CHRISTIAN COLLEGE (AUTONOMOUS)	Chennai
↑	10	12	DEEN DAYAL UPADHYAYA COLLEGE	New Delhi

real constraints. Internal assessments will shift decisively towards application through mock trading floors, live valuation projects, strategy simulations and real-world problem-solving.

A campus should be an active instrument of education. With that in mind, smart classrooms, upgraded computing labs and seamless campus-wide connectivity are being rolled

out to create an environment where advanced learning, research and analytical thinking can happen without friction. One of the most exciting new additions will be an AI-enabled podcast and media studio.

This year, the college will double down on pre-placement offer (PPO) opportunities, converting the best internships into full-time offers before

students even graduate. Along with that, it will launch an alumni-led return-to-campus series for structured conversations between its students and accomplished SSCBS graduates.

The future of business education lies at the intersection of management, technology and data. SSCBS is redesigning its curriculum to reflect that shift. ■

STUDENTSPEAK



“SSCBS helped me challenge my expectations, embrace opportunities beyond my reach and discover, through its people, experiences and lessons, a more capable and ambitious version of myself”

SAMREEN JAGGA

*Bachelor of Management Studies, Second year
(Shaheed Sukhdev College of Business Studies, Delhi)*

TOP 10 COLLEGES WITH LOWEST FEES BBA

RANK	COLLEGE	CITY	COURSE FEE (ENTIRE DURATION)
1	V.O. CHIDAMBARAM COLLEGE	Thoothukudi	₹1,254
2	GOBI ARTS & SCIENCE COLLEGE (AUTONOMOUS)	Erode	₹37,350
3	NEHRU MEMORIAL COLLEGE (AUTONOMOUS)	Puthanam-patti	₹57,000
3	DON BOSCO COLLEGE OF ARTS AND SCIENCE	Thoothukudi	₹57,000
5	BON SECOURS COLLEGE FOR WOMEN (AUTONOMOUS)	Thanjavur	₹58,000
6	SACRED HEART COLLEGE (AUTONOMOUS), TIRUPATTUR	Tirupattur	₹60,480
7	S.S. JAIN SUBODH GIRLS P.G. COLLEGE, SANGANER	Jaipur	₹64,400
8	GOVERNMENT COLLEGE (AUTONOMOUS), RAJAHMUNDRY	Rajahmundry	₹64,935
9	SAHYA ARTS AND SCIENCE COLLEGE	Malappuram	₹66,790
10	SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES	New Delhi	₹74,275

*Course fee = Tuition fee + other fees

TOP 10 COLLEGES WITH BEST VALUE FOR MONEY BBA

RANK	COLLEGE	CITY	Rol*
1	SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES	New Delhi	15.11
2	KESHAV MAHAVIDYALAYA	New Delhi	8.05
3	DR. D.Y. PATIL ARTS, COMMERCE & SCIENCE COLLEGE, PIMPRI	Pune	5.33
4	HINDUSTHAN COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)	Coimbatore	4.90
5	DEEN DAYAL UPADHYAYA COLLEGE	New Delhi	4.71
6	THIAGARAJAR COLLEGE	Madurai	4.15
7	RAMANUJAN COLLEGE	New Delhi	4.04
8	SRI GURU GOBIND SINGH COLLEGE OF COMMERCE	New Delhi	3.92
9	S.S. JAIN SUBODH P.G. COLLEGE (AUTONOMOUS)	Jaipur	3.80
10	BHARATA MATA COLLEGE (AUTONOMOUS), THRIKKAKARA	Kochi	3.52

*Rol (return on investment) is calculated based on average annual salary/ total course fees (entire duration)