

GRADUATE GLOBALLY. STUDY LOCALLY.





Agenda	Speaker
Introducing Birkbeck, University of London	[Name]
Why Students Choose Birkbeck Bengaluru	[Title]
Degrees and Career Opportunities	
Entry Requirements and Admissions	
How You Can Support Successful Applications	

A University of London degree, global career outcomes, and international exposure, without the cost or risk and cost of studying abroad

About Birkbeck



Birkbeck is a **member institution of the University of London**, one of the world's most respected academic federations.

Students studying at Birkbeck receive:

- A **University of London degree**
- Teaching informed by **research-active academics**
- Internationally recognised academic standards

The Bengaluru campus allows students to access this education **without relocating overseas**.

Students gain **global credentials while studying in India's innovation economy**.



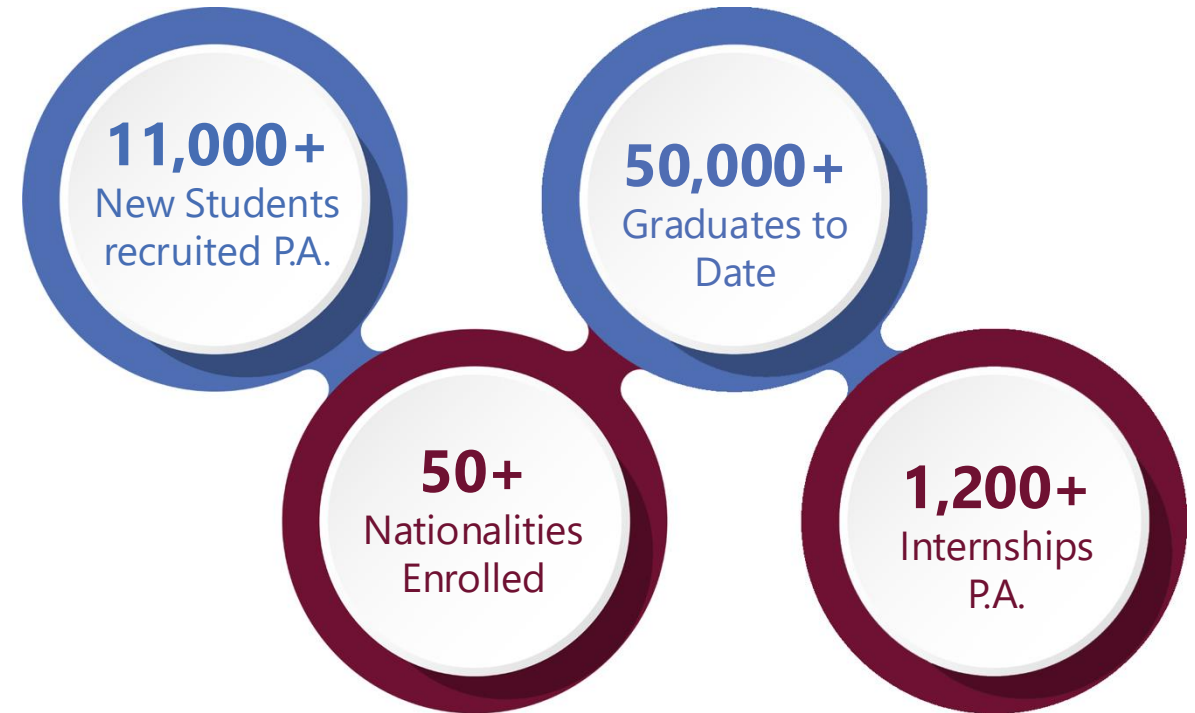
About ECA



Education Centre of Australia (ECA)

- A global education group established in **2006**
- A trusted partner to universities in delivering international education
- Operates campuses, facilities and student services across multiple locations
- Supports the full student journey from **enrolment to employability**

ECA specialises in **managed campus partnerships**, helping universities deliver high-quality education in new international locations.



How They Work Together



Birkbeck provides:

- Academic leadership
- Degree design and curriculum
- Quality assurance
- The **University of London degree**

ECA provides:

- Campus operations and facilities
- Student recruitment and admissions support
- Student services and campus experience
- Local operational expertise

Together delivering **globally recognised degrees within a modern campus environment in Bengaluru.**

Why This Benefits Students

This partnership combines the strengths of both organisations.

Students benefit from:



Global academic quality

Degrees designed and overseen by Birkbeck and the University of London.



Modern campus experience

Facilities and student support delivered by ECA.



Local accessibility

International education available without relocating overseas.



Career-focused learning

Programs delivered within Bengaluru's multinational business ecosystem.

Why Birkbeck



Global reputation

Member of the **University of London federation**
Ranked among **the top universities globally** (QS & THE)



Academic heritage

Founded in **1823**
More than **200 years of educational history**



Research-informed teaching

Courses shaped by **active academic research**
Applied learning connected to real-world business practice



University of London Degree

Degrees recognised globally by employers and universities

Why Bengaluru



Study where business happens

Students learn in an environment where global organisations operate daily. This ecosystem supports industry awareness and Career opportunities.

India's technology and innovation capital

Home to multinational companies, global capability centres and fast-growing digital industries, Bengaluru offers students exposure to the future of global business.

Students study within an ecosystem shaped by:

- Technology and AI
- Analytics and data
- Consulting and multinational business
- Innovation and entrepreneurship



Whitefield Campus



Located in **Sattva Tech Park**, one of Bengaluru's most important technology and business districts.

Major companies operating nearby include:

IBM, Accenture, Oracle, SAP Labs India, Dell Technologies, Hewlett Packard Enterprise, Capgemini, Tata Consultancy Services (TCS), Wipro, Huawei and more

Benefits for students

- Exposure to multinational business environments
- Access to a growing employment ecosystem
- Opportunities for internships and industry engagement

Ideal Student Profile



Birkbeck Bengaluru is designed for students who want:

- a **globally recognised degree without relocating overseas**
- Have strong interest in **business, management or analytics**
- Are motivated by **international career opportunities**
- Are academically prepared **for English-taught degree**

Ideal for ambitious students seeking global outcomes without relocating overseas.



Ideal Student Profile UG



AGE: 17-19

GENDER: Male/Female

INCOME/CLASS: Upper-middle-class but not ultra-affluent; metro city families

GRAD STATUS: Grade 12 final year or recently completed; IB/IGCSE/CBSE/ICSE; strong academic profile and English

JOB ASPIRATION: Consultant; Investment Analyst; Product Manager; Entrepreneur; Global Business Leader; Corporate Strategy Analyst; Investment Banker; International Business Manager; Founder with global ambition

LIKELY SCENARIOS:

- Has actively explored UK/Australia/US undergraduate options
- Sees Foreign campuses as good alternative to local universities with increasingly difficult admissions processes/restrictive intakes
- Overseas study an option but open to UG in India before exploring for PG
- Wants a quality education without leaving home and a global qualification is a bonus

Ideal Student Profile PG



AGE: 24-30

GENDER: Male/Female

INCOME/CLASS: Upper-middle-class but not ultra-affluent; metro city families

GRAD STATUS: Early career professional with suitable undergraduate degree

JOB ASPIRATION:

Career focused. Globally ambitious. Seeking acceleration.

LIKELY SCENARIOS:

- Has actively explored UK/Australia/US UG/PG Options previously and is looking globally for further education
- Seeks international credibility and needs to know foreign campuses are a valid alternative to overseas study
- Overseas study in future and/or global career opportunities and progression are key
- Future leadership ambition, global business knowledge and internationally relevant contribution to their work

Courses Summary



Undergraduate

BSc (Hons) Business Management

BSc (Hons) Business Analytics

BSc (Hons) Business Management
(International Business)

Postgraduate

MA International Business Management

MSc Business Analytics

Business and analytics degrees designed for modern global careers.

BSc (Hons) Business Management



Course overview

The BSc Business Management provides a comprehensive understanding of organisations, their environments and how management decisions are made.

Students develop analytical skills that can be applied to a range of management and business scenarios.

The degree encourages lifelong learning and supports the development of employability and interpersonal skills.

Develop the strategic, analytical and leadership skills needed for modern business careers.

Duration: 3 years full-time

Career pathways:

- Human resources officer
- Management consultant
- Corporate investment banker
- Marketing executive + more

Fees: ₹7,55,000.00/year (Indian Nationals*)

Total expected: ₹22,65,742.00

Fee information is for 2026/27 intakes only. Fees, concessions and scholarships are reviewed annually. 2027/28 fees will be confirmed early 2027.

*Indian Citizens can access a 20% concession on all courses.

BSc (Hons) Business Analytics



Course overview

The BSc Business Analytics course will equip you with the core skills and knowledge needed to pursue a career in this expanding field.

With a focus on practical applications and industry-relevant tools, you will learn how to harness data to drive decision-making, solve complex business problems and create innovative strategies.

Develop analytical and data-driven business skills for the future economy.

Duration: 3 years full-time

Career pathways:

- Business analyst
- Digital marketing analyst
- Business analytics consultant
- Research analyst
- Project manager
- IT project coordinator + more

Fees: ₹7,55,000.00/year (Indian Nationals*)

Total expected: ₹22,65,742.00

Fee information is for 2026/27 intakes only. Fees, concessions and scholarships are reviewed annually. 2027/28 fees will be confirmed early 2027.

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BSc (Hons) Business Mgmt (Int. Business)



Course overview

Employability and flexibility are integral to the BSc Business Management (International Business) which allows you to develop the knowledge, skills and attitudes sought by employers to help you start or accelerate your international career.

You will be introduced to the key functions of business in an international context, develop a global mindset and widen your understanding of how organisations and individuals operate across borders.

Designed for students seeking careers in international business and global commercial environments.

Duration: 3 years full-time

Career pathways:

- Management consultant
- Accounting or finance executive
- Corporate investment banker
- Human resource officer
- Marketing executive
- Logistics and distribution officer
- Systems analyst + more

Fees: ₹7,55,000.00/year (Indian Nationals*)

Total expected: ₹22,65,742.00

Fee information is for 2026/27 intakes only. Fees, concessions and scholarships are reviewed annually. 2027/28 fees will be confirmed early 2027.

*Indian Citizens can access a 20% concession on all courses.

MA Int. Business Management



Course overview

The BSc Business Analytics course will equip you with the core skills and knowledge needed to pursue a career in this expanding field.

With a focus on practical applications and industry-relevant tools, you will learn how to harness data to drive decision-making, solve complex business problems and create innovative strategies.

Develop advanced knowledge of international business strategy, leadership and global commercial operations.

Duration: 1 years full-time

Career pathways:

- Business analyst
- Digital marketing analyst
- Business analytics consultant
- Research analyst
- Project manager
- IT project coordinator + more

Fees: ₹12,60,000.00/year (Indian Nationals*)

Total expected: ₹13,37,000.00

Fee information is for 2026/27 intakes only. Fees, concessions and scholarships are reviewed annually. 2027/28 fees will be confirmed early 2027.

*Indian Citizens can access a 20% concession on all courses.

MSc Business Analytics



Course overview

The BSc Business Analytics course will equip you with the core skills and knowledge needed to pursue a career in this expanding field.

With a focus on practical applications and industry-relevant tools, you will learn how to harness data to drive decision-making, solve complex business problems and create innovative strategies.

Designed for the future of data-driven business decision making.

Duration: 1 years full-time

Career pathways:

- Business analyst
- Digital marketing analyst
- Business analytics consultant
- Research analyst
- Project manager
- IT project coordinator + more

Fees: ₹12,60,000.00/year (Indian Nationals*)

Total expected: ₹13,37,000.00

Fee information is for 2026/27 intakes only. Fees, concessions and scholarships are reviewed annually. 2027/28 fees will be confirmed early 2027.

*Indian Citizens can access a 20% concession on all courses.

Graduate Outcomes & Employability



Degrees designed for global careers.

Birkbeck degree courses are designed to develop skills valued by global employers.

Students develop:

- Analytical thinking
- Business and management capability
- Global market awareness
- Evidence-based decision making

Studying in Whitefield places students **within one of India's most important multinational business districts**, increasing exposure to international business environments.

Scholarships & Tuition



Students benefit from:



Competitive tuition fees compared with overseas study



Access to scholarship opportunities where available



Reduced cost of living compared with studying abroad

Birkbeck, University of London is committed to ensuring that our India branch campus will offer comprehensive scholarship and financial support opportunities to the students who are Indian citizens, and to international students.

Undergraduate Degrees: ₹7,55,000 per year (3-year degree)

Postgraduate Degrees: ₹12,60,000 per year (1-year degree)

Indian Citizens can access a 20% concession on all courses.

Merit-based scholarships are available for those with exceptional academic results.

Any scholarship provided cannot be used in conjunction with the 20% concession.

Scholarships & Tuition



Typical Annual Tuition

	Birkbeck Bengaluru	Birkbeck London
Undergraduate	₹7 lakh (£6,700)	£19,000 (₹21 lakh)
Postgraduate	₹12.3 lakh (£11,700)	£22,000 (₹26 lakh)

Estimated Living Costs

Annual living cost	₹2-4 lakh	£17,000 (₹18 lakh)
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Estimated Total Degree Cost

Undergraduate total	£20k (₹21 lakh)	£55k+ (₹60-75 lakh)
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Entry Requirements Snapshot



Entry Requirements

Applicants must meet academic and English language requirements.

English language

Typical requirement:

IELTS **6.5 overall**, with **6.0 in each component**.

Alternative recognised English tests may also be accepted.

Full degree-specific entry requirements available online.



Entry Requirements UG



Degree	Level	Duration	Entry Qualification	Minimum Marks	Subject Requirement	English Proficiency	Additional Requirement	Selection Process
BSc (Hons) Business Management	UG	3 years	10+2 / Class XII or equivalent	65% aggregate for CBSE/CISCE/IB Boar ds 70% for State Boards	Open to all streams; preference for Commerce/Business	IELTS 6.0 (5.5 each)/other tests at equivalent band If taught and assessed in English, including at a CBSE or State Board school, for the final 4 years of high school, and have achieved at least 70% in English Language, this may be accepted as evidence of English Language ability.	SOP	SOP + Interview
BSc(Hons) Business Analytics	UG	3 years	10+2 / Class XII or equivalent	70% aggregate or equivalent for CBSE/CISCE/IB Boards. 70% for State Boards Mathematics score must be above 70%	Mathematics compulsory	IELTS 6.0 (5.5 each)/other tests at equivalent band If taught and assessed in English, including at a CBSE or State Board school, for the final 4 years of high school, and have achieved at least 70% in English Language, this may be accepted as evidence of English language ability.	Aptitude in Maths	Aptitude Test (Quantitative) + Interview

Entry Requirements UG



degree	Level	Duration	Entry Qualification	Minimum Marks	Subject Requirement	English Proficiency	Additional Requirement	Selection Process
BSc (Hons) Business Management -with International Business	UG	3 years	10+2 / Class XII or equivalent	65% aggregate or equivalent for CBSE/CISCE /IB Boards. 70% for State Boards	Open to all; preference Commerce/Economics	IELTS 6.0 (5.5 each)/other tests at equivalent band If taught and assessed in English, including at a CBSE or State Board school, for the final 4 years of high school, and have achieved at least 70% in English Language, this may be accepted as evidence of English language ability.	SOP	SOP + Interview

Entry Requirements PG



degree	Level	Duration	Entry Qualification	Minimum Marks	Subject Requirement	English Proficiency	Additional Requirement	Selection Process
MA international Business Management	PG	1 years	Bachelor's degree (3 years or equivalent)	55-60% aggregate from a UGC recognised University or an International University of repute	Any discipline (preference Commerce/Management/Social Sciences)	IELTS 6.5 (6.0 each)/other tests at equivalent band If taught and assessed in English, including at a CBSE or State Board school, for the final 4 years of education, and have achieved at least 70% in English Language, this may be accepted as evidence of English language ability.		SOP + Interview
BSc Business Analytics	PG	1 years	Bachelor's degree (3 years or equivalent) in CS/Maths/Stats/Engineering/Economics/Management	60% from a UGC recognised University or an International University of repute. (55% with strong quant background)	Strong foundation in Maths/Stats: coding desirable	IELTS 6.5 (6.0 each)/other tests at equivalent band If taught and assessed in English, including at a CBSE or State Board school, for the final 4 years of education, and have achieved at least 70% in English Language, this may be accepted as evidence of English language ability.	Quantitative aptitude	Aptitude Test (Quant + Coding) + Interview

Application Process



Step 1

Prepare and submit application*

Step 2

Collate and provide supporting documents

Step 3

Receive offer

Step 4

Confirm place and complete enrolment

Applications are NOW OPEN with intake for September 2026.

Agents can support students by ensuring:

- Complete documentation
- Evidence of English proficiency
- Clear academic preparation

*Applications are direct via website

How to Position Birkbeck to Students



Highlight three key advantages.



Global, but accessible

International education **without relocating overseas.**



Prestigious, but practical

University of London degree with local delivery.



Career focussed

Future-relevant business and analytics degrees within **Bengaluru's multinational business ecosystem.**



Locally connected

Students remain connected to family, networks and Indian career opportunities.

How to Position Birkbeck to Parents



A globally recognised degree with local accessibility and support.

- International **academic quality**
- **Lower cost** than overseas study
- Student safety and **local support**
- **Career outcomes** without the relocation complexity



Marketing and Recruitment Resources



Available resources:

Website: *bengaluru.bbk.ac.uk*

Brochure

Admissions Guidance and Support: *Local call support*

Social media channels: *Facebook, Instagram, LinkedIn*

Recruitment Campaign Assets

Digital Marketing Collateral



/birkbeck-bengaluru



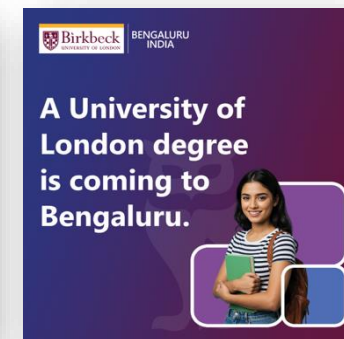
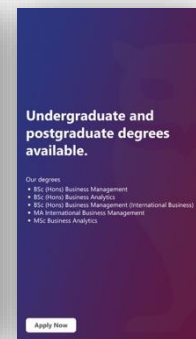
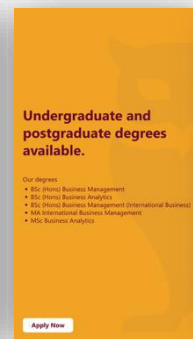
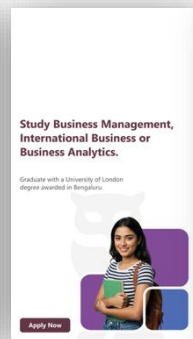
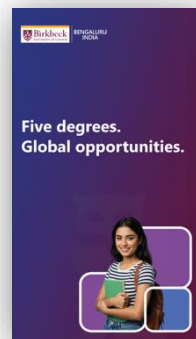
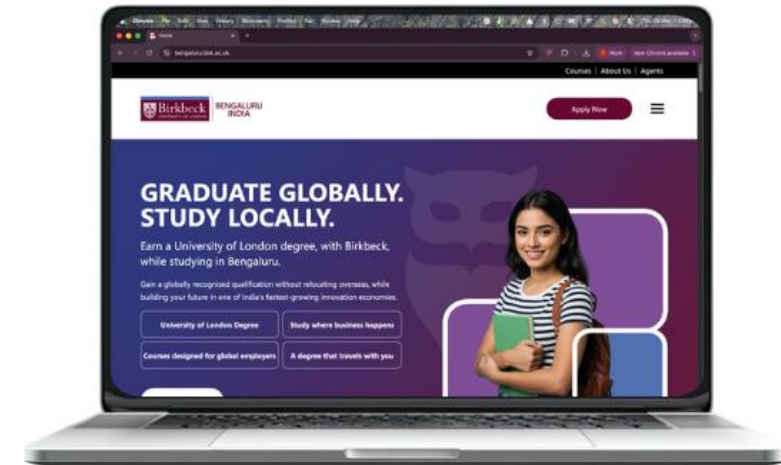
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Marketing and Recruitment Examples



Further Information



Agents can access:

- degree information
- Course pages
- Application guidance
- Marketing materials

Visit:

Bengaluru.bbk.ac.uk/agents-page
For further information and updates.

Phone: +91 8460015054