

**IIM Jammu Releases First Admission List for BBA (Hons.) Programme at Leh Campus, Ladakh,
Marking a New Chapter in Management Education**

Press Release

Four-year undergraduate programme to nurture future leaders, entrepreneurs, and management professionals

Jammu, October 12, 2026: The Indian Institute of Management Jammu has released the first admission list for its four-year Bachelor of Business Administration (BBA) (Hons.) Programme at the IIM Jammu Leh Campus, Ladakh, on 12th Oct 2026 marking a significant milestone in expanding access to quality management education and creating new academic opportunities in the Union Territory. The programme, with an initial intake of 60 students for the academic year 2026–27, represents an important step towards bringing world-class management education closer to aspiring students while nurturing future-ready talent.

The establishment of the IIM Jammu Leh Campus, Ladakh in collaboration with the Administration of the Union Territory of Ladakh, reflects a shared commitment to strengthening the region's higher education ecosystem and opening new pathways for academic, professional, and entrepreneurial development. The initiative seeks to provide students with opportunities to build a strong foundation in business and management while developing the leadership, analytical, decision-making, and problem-solving skills required to navigate an increasingly complex and competitive global business environment.

Prof. B. S. Sahay, Director, IIM Jammu, highlighted that the introduction of the BBA (Hons.) Programme at the IIM Jammu Leh Campus, Ladakh marks a significant step towards expanding access to quality management education and nurturing the next generation of responsible leaders, entrepreneurs, and nation-builders. He emphasized that the programme is envisioned to provide students with a strong academic foundation, managerial competencies, and an innovative outlook, empowering them to identify opportunities, develop entrepreneurial capabilities, and contribute meaningfully to society and the economy. He further underscored that the initiative reflects IIM Jammu's commitment to inclusive educational opportunities, regional development, and the broader vision of Viksit Bharat @2047.

The four-year undergraduate BBA (Hons.) programme is designed to establish a strong grounding in business and management, preparing students to explore diverse career pathways and future opportunities in entrepreneurship, industry, and higher education. By fostering analytical thinking, business awareness, leadership, and an understanding of contemporary management practices, the programme aims to equip students with the capabilities needed to respond to emerging economic opportunities and contribute to sustainable development.

The IIM Jammu Leh Campus Ladakh also represents an important step in broadening the reach of management education for students from across India. Its establishment is expected to strengthen educational opportunities in the region while encouraging young people to explore emerging fields, develop innovative ideas, and participate in the evolving business and entrepreneurial landscape. The initiative also creates opportunities to connect management education with the region's distinctive strengths in tourism, local enterprise, traditional crafts, and emerging economic activities.

Admission to the BBA (Hons.) Programme for the 2026–30 batch is based on the prescribed selection process, which considers scores from JIPMAT 2026, CUET (General Aptitude Test) 2026, or JEE (Main) 2026, along with Class X and XII academic performance and gender diversity, as specified in the Institute's admission policy. The first admission list marks an important milestone in the launch of the programme and the beginning of an exciting academic journey for the selected candidates. Through this initiative, IIM Jammu reaffirms its commitment to academic excellence, inclusive growth, and the development of future leaders who can contribute to business, society, and nation-building. The launch of the BBA (Hons.) Programme at the IIM Jammu Leh Campus, Ladakh reflects the institute's continuing efforts to extend quality management education to emerging regions, nurture entrepreneurial aspirations, and create opportunities for talent to flourish.

The initiative aligns with the vision of Viksit Bharat @2047, in which quality education, innovation, entrepreneurship, and equitable opportunities serve as important drivers of national progress. By bringing management education to the U.T of Ladakh, IIM Jammu seeks to contribute to a stronger educational ecosystem and empower the next generation to shape the region's and the nation's future.

For admission-related information, candidates may visit the official IIM Jammu website at <https://www.iimj.ac.in/> or contact bbaladakh.admissions@iimj.ac.in.

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