

IIM Jammu releases first admission list for BBA (Hons.) programme at Leh Campus

Four-year undergraduate programme to expand access to quality management education in Ladakh

Leh, October 12, 2026: The Indian Institute of Management (IIM) 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 October 12, 2026. The initiative marks a significant step towards expanding access to quality management education and creating new academic opportunities for students in the Union Territory of Ladakh.

The programme, with an initial intake of 60 students for the academic year 2026–27, aims to provide aspiring students with a strong foundation in business and management while nurturing future leaders, entrepreneurs and management professionals.

The establishment of the IIM Jammu Leh Campus, in collaboration with the Administration of the Union Territory of Ladakh, reflects a shared commitment to strengthening the region's higher education ecosystem and promoting academic, professional and entrepreneurial development. The programme seeks to equip students with essential leadership, analytical, decision-making and problem-solving skills to meet the demands of an evolving global business environment.

Prof. B. S. Sahay, Director, IIM Jammu, stated that the introduction of the BBA (Hons.) programme at the Leh Campus marks an important milestone in expanding access to quality management education and nurturing responsible leaders, entrepreneurs and nation-builders. He emphasised that the programme would provide students with a strong academic foundation, managerial competencies and an innovative outlook, enabling them to identify opportunities, develop entrepreneurial capabilities and contribute meaningfully to society and the economy.

He further highlighted that the initiative reflects IIM Jammu's commitment to inclusive educational opportunities, regional development and the vision of Viksit Bharat @2047.

The four-year undergraduate programme is designed to develop students' understanding of business and management, preparing them for diverse career opportunities in entrepreneurship, industry and higher education. It will focus on analytical thinking, leadership, business awareness and contemporary management practices to enable students to respond effectively to emerging economic opportunities.

The establishment of the Leh Campus is also expected to broaden access to management education for students from across the country and strengthen the region's educational landscape. By connecting management education with Ladakh's distinctive strengths in tourism, local enterprises, traditional crafts and emerging economic activities, the initiative aims to encourage innovation, entrepreneurship and sustainable regional development.

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 release of the first admission list marks an important milestone in the launch of the programme and the beginning of an academic journey for the selected candidates. The initiative reinforces IIM Jammu's commitment to academic excellence, inclusive growth and the development of future leaders who can contribute to business, society and nation-building.

The programme aligns with the vision of Viksit Bharat @2047, which emphasises quality education, innovation, entrepreneurship and equitable opportunities as key drivers of national progress. Through the introduction of management education in Ladakh, IIM Jammu seeks to strengthen the region's educational ecosystem and empower young people to contribute to the development of Ladakh and the nation.

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

For media-related queries, contact pro@iimj.ac.in or call [+91-8000121616](tel:+91-8000121616).