# A WORLD CLASS CAREER UNIVERSITY WITH A SOUL

**KK MODI**
UNIVERSITY

# A WORLD CLASS CAREER UNIVERSITY WITH A SOUL

## ADDRESS

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## EMAIL

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## WEBSITE

www.kkmu.edu.in

# About Modi Enterprises KK Modi Group

**86**
years of running
industries

**60**
years of experience
in education

**05**
lac students
impacted

The Modi Group was started by Rai Bahadur Gujarmal Modi in 1933. This industrial group is unique as it has the only thriving township known as Modinagar which was created by him.  By the late 1970s, Modinagar had earned a prominent place on India's industrial map. During this period, the Modi Group was the country's seventh largest conglomerate.

It has been in philanthropic education since the last 6 decades. It has created trusts that owns and operates 22 education institutes, schools, colleges, training centers etc. and has taught over half a million students and educated over 2.5 million families.

## LIST OF SCHOOLS UNDER MODI GROUP

**Centre for Management Development**
Modi Nagar

**Multani Mal Modi Post-Graduate College,**
Modi Nagar

**Multani Mal Modi Degree College**
Patiala

**Dayawati Modi High School**
G.M. Modigram, Kathwara, Rai Barelli

**Modi Science & Commerce College**
Modi Nagar

**Dayawati Modi Public School,**
Modinagar

**Dayawati Modi High School**

**Dayawati Modi Junior High School,**
Sikrikalan, Devendrapuri(Modinagar),
Saidpur, Abupur

**Dayawati Modi Mahila Shilpa Kala Kendra
...and many more**

# 22+

Schools

"The need for quality, diversity and globalisation in our higher education systems is required to create a new set of future millennial leaders for the world. KK Modi Group has worked continually on a philosophy of empowering people to drive new ideas, innovation, transformation and excellence to take on the challenge of creating new markets and businesses. What better way than to start with the youth and shape their future as leaders."

MR. KRISHAN KUMAR MODI
**Founder, Modi Enterprises - KK Modi Group**

# Employing more than 28,000 people, the KK Modi Group has emerged as one of the top business houses in India.

**100 +**
countries in reach through International partners network

**1.5**
Billion dollars in revenue

**17 +**
years of running American Accredited Degrees in India

**2000+**
Alumni

The KK Modi group is driven by innovation with a presence in a diverse range of businesses like agro-chemicals, tobacco, tea & beverages, entertainment, direct selling, network marketing, gourmet restaurants & education.

The Modi Group has been involved in philanthropic education.

We have been running American Accredited Degrees in India For 17 Years For Western International University (WIU) & Stratford University (SU).

We are unique for having the best regional and national accreditations by 15 renowned accreditors with zero adverse actions.

**Dr. Bina Modi**
GROUP CHAIRPERSON, MODI ENTERPRISES

"The need for quality, diversity and globalization in our higher education systems is required to create a new set of future millennial leaders for the world. Modi Enterprises has worked continually on a philosophy of empowering people to drive new ideas, innovation, transformation and excellence to take on the challenge of creating new markets and businesses. What better way than to start with the youth and shape their future as leaders"

# The basic tenet behind the establishment of KKMU is the fact that it soaks in the spirit of ancient Indian wisdom with a firm hand on the pulse of the future.

## Ms. Charu Modi
CHANCELLOR, KK MODI UNIVERSITY

KK Modi University is a world class career university with a soul. We have brought our 17 years of experience of running American accredited degrees and 70 years of industry experience of creating some of the best companies with global partners to create an industry aligned university with a global mindset. We have partnered with some of the best International Universities to create affordable pathways for our students. Our industry, incubation and technology partners will help us fulfil our goal to develop transformative leaders and entrepreneurs by giving input in the curriculam and through internships starting from the first year. Our liberal studies will help develop softer skills that will help students lead happier lives with purpose.

# KK Modi University is a world class career university with a soul
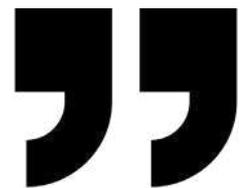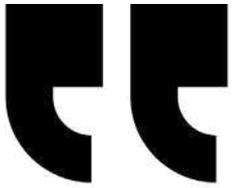
# " At KKMU, our approach to education will be holistic personality and leadership development of our students.

**Dr. Monika Sethi Sharma**
VICE CHANCELLOR(I/c), KK MODI
UNIVERSITY

At KKMU, our approach to education will be holistic personality and leadership development of our students alongside the skills for the discipline that they would be pursuing. Additionally, our focus will be on developing critical and innovative thinking, hands-on problem solving, entrepreneurial drive and a quest for continuous learning to deal with the emerging realities of a disruptive world.

**KKMU is guided by an Advisory Board whose members reflect expertise across diverse industries that help the university advance its academic mission as they bring decades of experience from field they are eminent.**

The board provides guidance to university leadership on strategy and growth opportunities, helps shape distinctive programming, and enhances the School's reputation around the world.
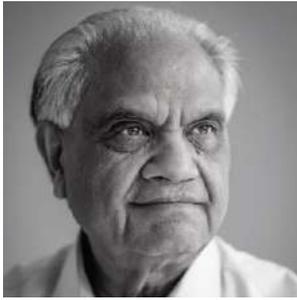
**Dr. Ram Charan**
International
Business Advisor,
Author, Speaker
Worked with GE, BOA

**Dr. Adam Weinberg**
President,
Denison University

**Mr. S. Lakshmi-narayanan**
Retd. eminent Civil
Servant & Advisor to
Corporates

**Mr. Jim Sintros**
International Business
Consultant,
Far East Advisor to
Monitor Company

**Mr. Atul Kumar Gupta**
Former Chief
Secretariat, Govt. of
U.P.

**Dr. Seetharama Deevi**
Strategy & Technology
Advisor, Researcher &
Author

**Dr. John Beck**
President North Star
Leadership Group

**Ms. Ida Beerhalter**
Ambassador United
Nations Peace
University.

**Mr. Gabor George Burt**
Founder & Director
The Slingshot Group

# To be a university of choice for developing future leaders and entrepreneurs

OUR MISSION

# Value creation by nurturing well rounded career-ready professionals and entrepreneurs through educational excellence and experience-based learning

# KK Modi University Durg Chhattisgarh is sponsored by Modi Innovative Education Society. The University is Established Under Section 26(5) & Section 28(4) of Chhattisgarh Pvt Universities Act, 2005.

विश्वविद्यालय अनुदान आयोग
**University Grants Commission**
Quality higher education for all

**CHHATTISGARH PURC**
PRIVATE UNIVERSITIES REGULATORY COMMISSION

# Schools under KK Modi University

School of Engineering

School of Management

School of Sciences

School of Design

School of Hospitality

## Ph.D

## Master of Technology (M.Tech) in Computer Science & Engineering

• Artificial Intelligence & Machine Learning
• Computer Science Engineering
• Cloud Computing & Virtualization
• Cyber Security
• Full Stack Developement
• UI/UX

## Bachelor of Technology (B.Tech in Computer Science & Engineering

• Artificial Intelligence & Machine Learning
• Computer Science Engineering
• Cloud Computing & Virtualization
• Cyber Security
• Healthcare Informatics
• Information Technology

## Diploma in Technology in Computer Science & Engineering

• Artificial Intelligence & Machine Learning
• Computer Science Engineering
• Cloud Computing & Virtualization
• Cyber Security
• Healthcare Informatics
• Mobile Computing
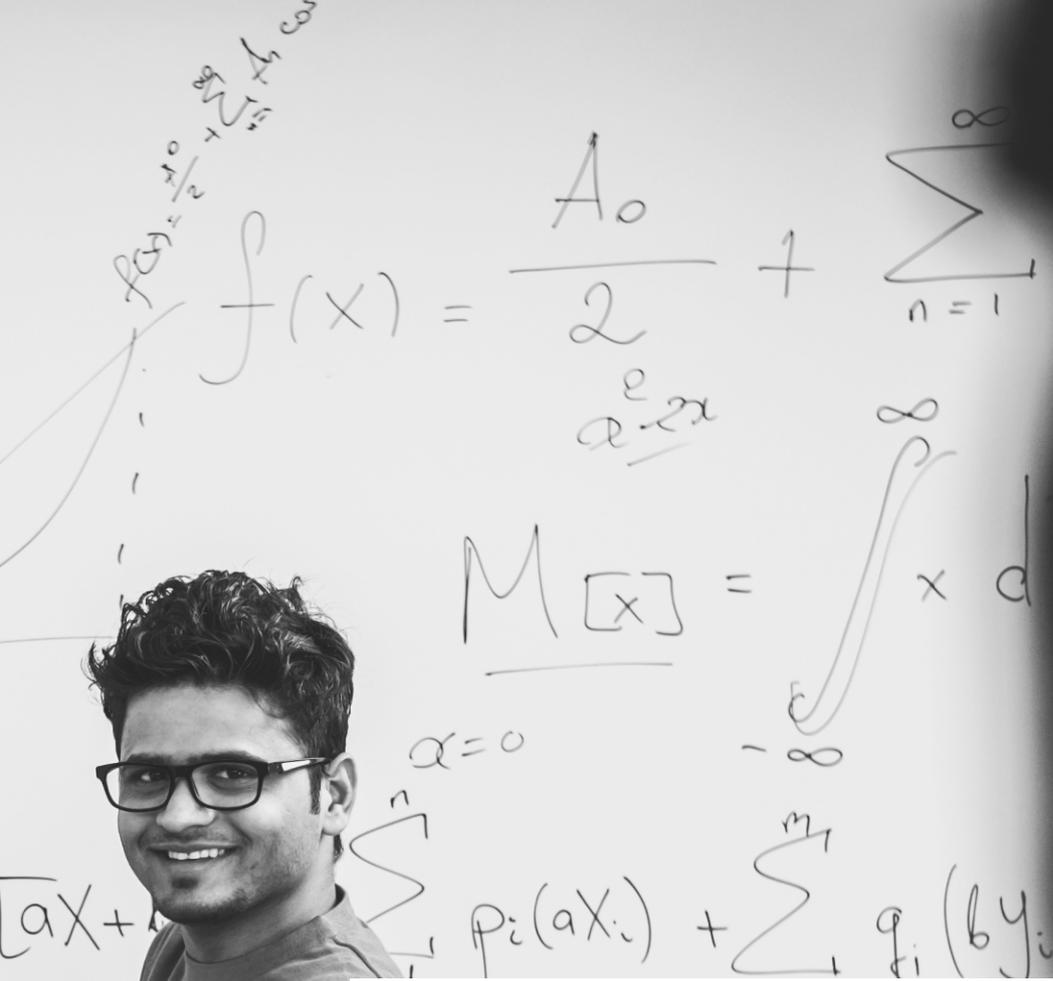
# KKMU
## SCHOOL OF
# ENGINEERING

The school helps students to build capabilities to tackle challenges of 21st century. Through its industry aligned curriculum and real world projects, this school fosters complex engineering problem solving, design and innovation, and lifelong learning in an interdisciplinary perspective. Each course is taught on a project based approach and uses latest case studies and simulations from Harvard.

### Benefits
• 60% Skill based Practical Learning & 40% Lectures & LMS Discussions.
• Harvard Case Studies and Simulation Exercises.
• Live Projects.
• Industry Exposure with 5 months Paid Internship.
• Combining Classroom-based Education with Practical Work Experience.
• Provides Academic Credit for Structured Work Experience.
• Helping students to make the School-to-Work Transition.

■ DEGREES

## Ph.D
## Master of Business Administration
• Business Analytics
• Digital Marketing
• Entrepreneurship
• Hospital Management
• Finance
• Hotel Management
• Human Resource Management
• Marketing
• Mass Media
• Supply Chain Management
• Executive MBA

## Master of Commerce - (Hons)
• Accounts
• Financial & Stock Market Analysis

## Bachelor of Business Administration
• Business Analytics
• Digital Marketing
• Entrepreneurship
• Finance
• Hotel Management
• Hospital Management
• Human Resource Management
• International Business
• Marketing
• Mass Media
• Supply Chain Management

## Bachelor of Commerce - (Hons)
• Accounts
• Financial & Stock Market Analysis
• Entrepreneurship
• Practical Accountancy
• Company Law
• Banking And Financial Analysis

## Diploma in Management
• Business Analytics
• Digital Marketing
• Entrepreneurship
• Finance
• Hotel Management
• Hospital Management
• Marketing
• Mass Media
• Supply Chain Management
• HRM

# KKMU
## SCHOOL OF
# MANAGEMENT

The School of Management and Entrepreneurship is dedicated to build capabilities of future leaders, entrepreneurs and managers through exposure to real life solutioning & project based learning. Our industry inclined curriculum offers the right mix of management concepts and necessary tools to develop innovative ideas to cultivate entrepreneurial spirit.

**Benefits**
- Industry Exposure with 5 Months Paid Internship
- New Age Specialisations
- Group Projects & Live Projects
- Harvard Case Studies & Simulation Labs
- Liberal Studies
- 60% Skill Based Practical Learning & 40% Lectures
- Community Welfare
- Practising Mindful Leadership & Entrepreneurship

## Ph.D

## Master of Computer Applications

• Computer Application
• Data Analytics
• Mobile Computing

## Bachelor of Computer Applications

• Data Analytics
• Mobile Computing

## Diploma in Computer Applications

• Data Analytics
• Mobile Computing

# KKMU
## SCHOOL OF
# SCIENCES

Science often plays a pivotal role in finding answers to real world issues. The curriculum is innovative, career-focused and application-oriented.

It has a fine balance of theory, practical and projects. The learnings allow students to solve problems demanded by Industry. Our programs train the students to be innovators to solve real world problems.

**Benefits**
• 60% Skill Based Practical Learning & 40% Lectures.
• 5 Months Internship.
• Innovative Curriculum.
• Professional Certificate
• Tech Enabled Campus.
• Experienced Faculty.
• International Collaborations.
• Live & Group Projects.

## Ph.D

## Master of Design
Fashion Design
Strategic Design Management
UI/UX

## Bachelor of Design
Communication Design
Fashion Design
Fashion Management
Product Design
Strategic Design Management
UI/UX

## Postgraduate Certificate
Visual Merchandising

## Diploma in Design
Fashion Design
Strategic Design Management
UI/UX
Visual Merchandising

## Postgraduate Diploma in Fashion Management
Fashion Marketing & Merchandising

**KKMU**
SCHOOL OF
**DESIGN**

The school of design enables students to develop the knowledge and skills they need to succeed in the fast-changing modern world. Students learn tools, strategies and design thinking methodologies needed to become versatile multidisciplinary designers.

The curriculum and teaching pedagogy values design sustainability and inspires individual approaches to visual ideas and nurture future possibilities.

DEGREES

**Ph.D**

**Master of Hotel Management**

**Master of Travel &
Tourism Management**

**Bachelor of Hotel Management**

**Bachelor of Science in Hospitality
& Hotel Administration**

**Bachelor of Hotel Management**

**Bachelor of Travel &
Tourism Management**

**Advance Certificate in
Project Management**

**Diploma of Hotel Management**

**Diploma of Travel &
Tourism Management**

**KKMU**
SCHOOL OF
**HOSPITALITY**

This School prepares students to excel within and address the challenges facing the modern-day hospitality and travel and tourism industry. Given the global nature of the industry they are required to be savvy, service-oriented professionals as well as expert operations managers.

Graduates of our program are positioned to assume a wide range of roles within the hospitality, travel & tourism industry and related fields.

# Five Pillars of KKMU

World Class Campus
Innovative Curriculum & Teaching Methodology
Co-Op Education with Industry Partners
Student Centric Focus
International University Partnerships

# KKMU Five Pillars

## PILLAR 1
## World Class Campus

ADVANTAGES

- Students get to study in a world class student centric campus which is aesthetically vibrant, inclusive, technology enabled and community friendly
- Campus designed for interaction and innovation

BENEFITS

- Greater Appreciation for local art and craft and sustainability in all things
- Enriched learning in a space helping to drive a more mobile, agile and innovative culture, creating communities and interactive learning

## PILLAR 2
## Innovative Curriculum & Teaching Methodology

ADVANTAGES

- Focus on liberal studies
- Focus on Holistic development
- Harvard Case Studies, Group Projects, Live Projects and Simulations

BENEFITS

- Greater Self awareness and Mastery
- Better entrepreneurial abilities and ability to gain leadership positions faster than others
- Advance skills in communication, decision making and problem solving

## PILLAR 3
## Co-Op Education with Industry Partners

ADVANTAGES

- Co-Op model helps students to work on live projects for real life solutioning in industry & startups
- Industry involved in developing curriculum
- Wide exposure through countrywide internships starting from year one – Delhi, Mumbai, Bangalore

BENEFITS

- Greater Self awareness and Mastery
- Students become highly industry ready
- Gain entrepreneurial spirit
- Gain better understanding of their career path
- Opportunity for permanent placement
- Enhanced resumes
- 5 Month Internship

**PILLAR 4**

# Student Centric Focus

ADVANTAGES
- Net Promoter Score
- Industry Mentors
- Employability and Entrepreneurship
- Centre for Happiness and Mindfulness
- Clubs and Community Activities

BENEFITS
- Students are treated as important customers and have a big voice
- Community and leadership skills developed through extra curricular activities

**PILLAR 5**

# International University Partnerships

ADVANTAGES
- An opportunity to study in best Universities in USA, Europe & Australia
- Instill a global mindset
- Multi immersion experiences internationally

BENEFITS
- Opportunity of internships & Increased employability globally

# World Class Campus

KKMU Master Plan Vision
Stages of KKMU
Designed by Internationally Acclaimed Architects
Campus Views

## WELCOME TO KKMU

25 acres of magical space located near the iconic Shivnath river and designed by internationally acclaimed architects, our campus is so inviting you need to see it for yourself. Built for innovation and interaction you will study in a technically and environmentally advanced campus and enjoy one-of-a- kind campus experience. In close proximity to Raipur and the twin city of Durg - Bhilai, you can engage in a variety of fun filled opportunities and unique offerings at every turn - both on and off campus.

**Our campus is a space designed for you to experience the power of self discovery, self mastery and growth through life long learning, mirroring one's life's three stages leading to a transformation:**



## First Stage: KKMU

The student through the education and the environment is given a new birth.



## Second Stage: The village and industrial township of Durg

Adulthood / family and settles in society as a productive citizen.



## Third Stage: The Shivnath river

The final destination... transcendence.... "Mini Varanasi".

**Built by internationally acclaimed architects our aesthetically vibrant campus has been designed to engage, evolve and excel.**

## WALTER F WAGNER

The master plan for KK Modi University as designed and conceived by Walter F Wagner from Habitat 5, Bali.

## SANDIP KUMAR

Architect Sandip Kumar of Plural Design, India has designed the academic block and central plaza. An overall attitude of openness, visual transparency and non-rigid traverse seamlessly integrate learning, working and living areas to create a cohesive and holistic community.

## SAMI RINTALA

Sami Rintalla of Rintala Eggertsson, Norway is a Venice Biennalle 2018 Selected Architect. He has designed a multipurpose student activity centre in the form/symbol used (卐 is called swastika, symbolizing surya - sun, prosperity and good luck. It has been designed keeping in mind the vaastu principles.
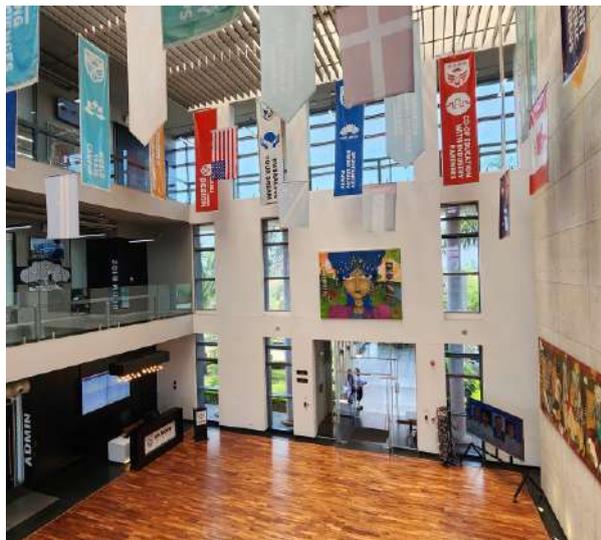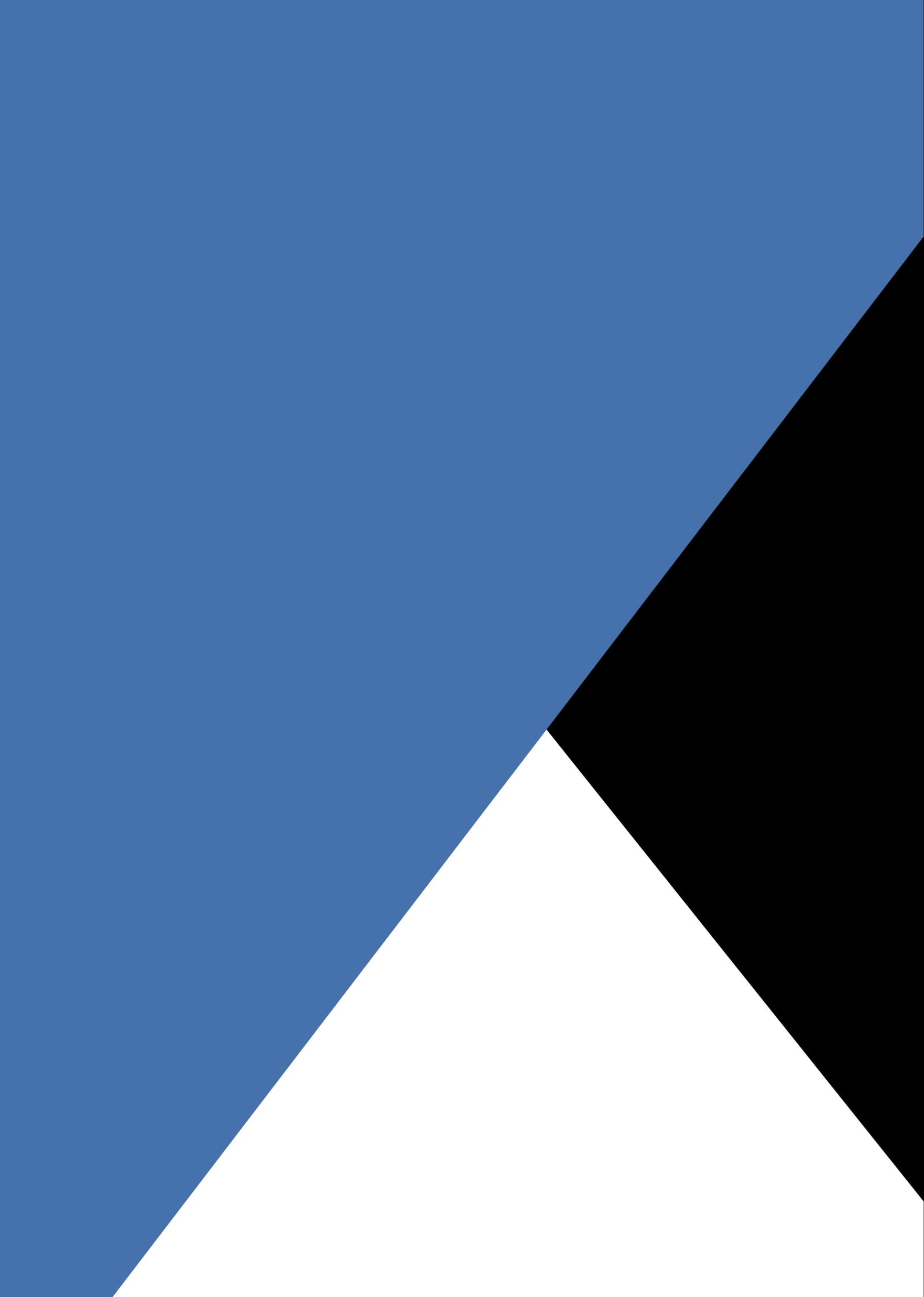
# Innovative Curriculum

KKMU Team

Innovative Curriculum

Our Educational Approach

What Sets Our Degree Apart

Career Focused University

**Mr. Vikram**
Head Incharge
- School of
Management &
Entrepreneurship

**Wasim Ahmed
Ansari**
- School of
Engineering

**Dr. Mohammed
Bakhtawar Ahmed**
- School of
Sciences

**Mr. Naveen Pandey**
**-** Author,
Life Coach

**Dr. Monika Sharma**
School of Art &
Science

**CA Kamal Agarwal**
Cost Accounting and
Taxation

**CA Mr. Prateek Jain**
Accounting &
Taxation

**Mr. I Shiv Kumar**
(Cyber Security Expert)

**Ms. Nida Mabud**
School of
Management

**CS Khushboo Jain**
Business Law

**Mr. Chandrahas Rajak**
School of Management

**Dr. Nitesh Jaiswal**
(Marketing)

**Ms. Anubha Gandhi**
(School of Management)

**Mr. Pankaj Joge**
Account and Taxation

**Dr. Sanjay Kehar**
School of Management

**Ms. Geetika Puri**
School of Management

**Ms. V. Lalitha**
School of Management

**Dr. Preeti Bala**
School of Engineering and Design

**Dr. Ashima Puri**
School of Art &
Science

**Dr. D.S. Narban**
School of Art &
Science

**Mr. Prakash Sejwal**
School of Engineering
and Design

**Ms. Prerna Sharma**
School of Art &
Science

**Mr. Vikas Singh**
School of Engineering
and Design

**Dr. Jai Prakash
Pandey**
(HR & Management)

**Dr. Anurag Nagar**
(HR & Management)

**Daou Gavendra
Deshmukh**
(Mass Media & Pubic
Relation)

**Dr. Rajshree Naidu**
(School of
Management)

**Ms. Shweta Padda**
(School of Arts &
Science)

**20+**
Cutting Edge Programs

**30**
Students to a Class

**60 %**
Practical Andragogy

We offer a wide array of undergraduate, postgraduate, PhD programs in multiple fields of study – from business, technology to media arts and liberal arts. Our flexible degree and certificate programs help you stay on track towards achieving your, goals. Designed with practical curriculum our courses include live industry projects, Harvard Case Studies, simulations. Furthermore, our collaboration with industry partners and academic leaders creates a pathway to a successful corporate career for you.

# OUR EDUCATIONAL APPROACH

Our aim is to highly employable professional and entrepreneurs through our three philosophies of instruction which will help in developing Nation Building Entrepreneurs.

## Inner Life Skills:

Life long learning, self esteem, open mindedness, mindfulness, self awareness, confidence and happiness.

## Outer Life Skills:

Empathy, critical thinking, creativity, communication, collaboration, power of positive thinking and developing personality.

## Career Skills:

Domain expertise skills , practical industry experience, and technical global competencies
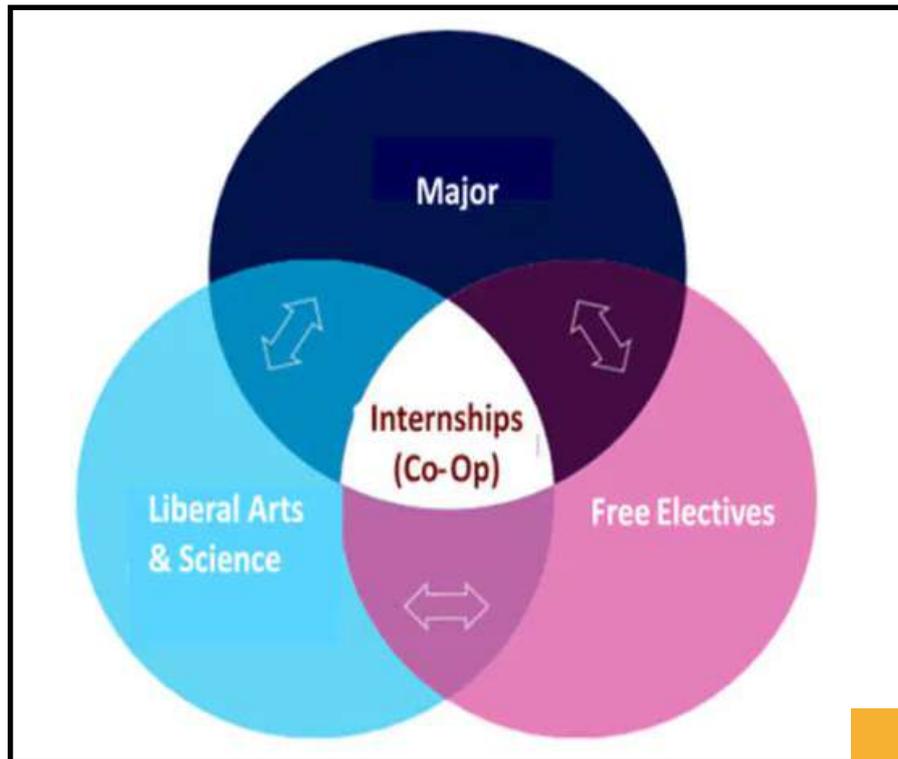
**WHAT SETS OUR DEGREE APART**

**Our emphasis upon a well-rounded liberal arts education combines Liberal Arts and Sciences, Major, Free Electives and internships. Our Liberal arts education is by nature, flexible and diverse. This gives an opportunity to specialise in a particular field while tailoring your studies to suit your own interests – helps you to be adaptable, to think critically, make connections across subject areas and develop broad skills.**
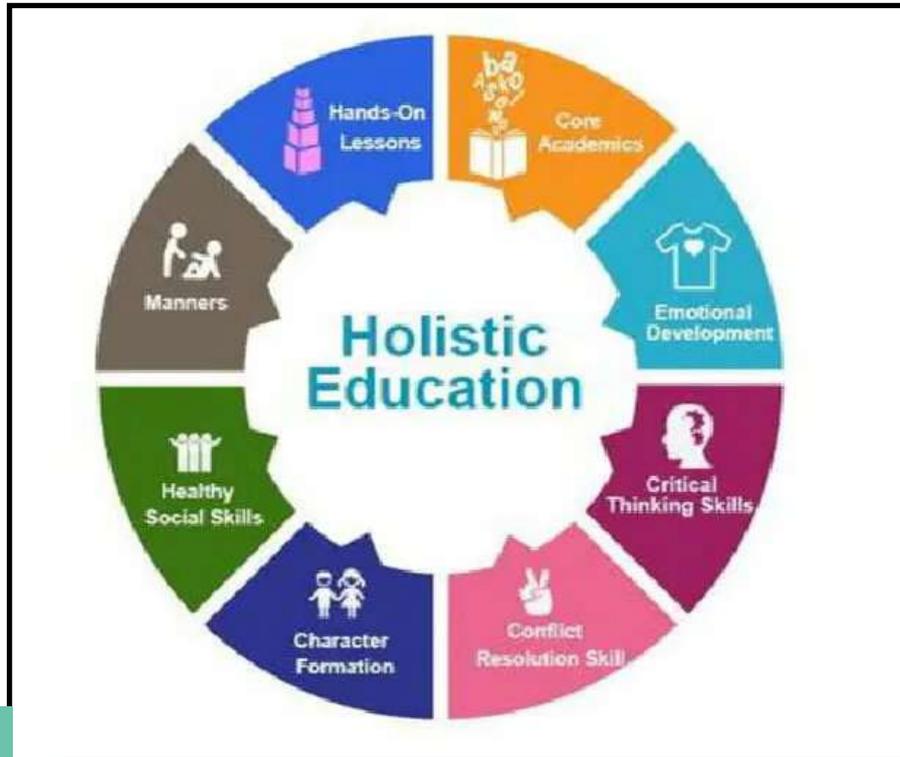
**CAREER FOCUSED UNIVERSITY WITH A SOUL**

We are a career focused university with a soul based on 3 Key Principals which comprises of taking the learning out of the classroom, linking the power of entrepreneurship with passion and  ompassion and self knowledge. Our curricula is directly related to your career goals. You develop Critical and Design Thinking skills, soft-skills such as written and verbal communication and personality development and Bhagvad Gita, happiness and other life long skills for learning through our internship driven academics.

# Student Centric Focus

Life@KKMU

Campus Facilities

**1Lac**
sq ft central plaza
& play ground
connecting walkways
& waterbodies

**26000+**
sq ft of fully air
conditioned & wifi
enabled smart
classrooms

**5800+**
sq ft Student
Activity Centre
designed by
international
architect Sami
Rintala

# EXPERIENCE EXCELLENCE@KKMU

# Sports & Recreation



At KKMU exploration & discovery don't stop when class ends. Sports & recreation is a big part of our campus culture. You can be a part of athletics games and adventures that expand your intellectual and creative borders.

# Hostels & Dining



Live and study as a part of our diverse community and make friends for life. Our hostels & dining offer you the opportunity to be well nourished and enjoy a nurturing, supportive and collaborative environment.

# Health & Wellness



Keeping you healthy on every level is a high. We promote health and well-being through our fitness and wellness programs that our integrated in each of our degree programs with courses on Happiness, Bhagvad Gita, Positive Intelligence, and life long learning skills. We encourage our students to value their well-being and make a healthier choices.

# Campus & Safety



Everyday, our students learn and grow as individuals in our academic halls, lounges, an athletics fields and courts and community. We have therefore put responsive security processes in place to make sure that these experiences remain as safe, healthy and productive as possible.

# International University Partnership

UC Davis University

Virginina Commonwealth University

Lucerne University of Applied Sciences and Arts

Paris College of Art

Asia University

# International University Partnerships

## UC Davis University

USA

University of California—Davis is a public institution that was founded in 1905 and has engaged in teaching, research and public service for more than 100 years. UC Davis offers a wide range of academic ptions within its undergraduate, graduate and professional schools and colleges.

## Virginina Commonwealth University

USA

VCU is a premier urban, public research university in Richmond, VA, which has the No. 1 public graduate arts program and Brand Center. We have partnered with VCU for international degree pathways and short term programs in USA. Students have option to pursue part of the degree at VCU in the field of Finance, Global Marketing Management, Information Systems, Decision Analytics.

## Lucerne University of Applied Sciences and Arts

SWITZERLAND

Founded in 1997 under the Interactional Council of the University of Applied Sciences and Arts of Central Switzerland. It is the largest educational institution in Central Switzerland's. KKMU students will have the option to do part of the course and short-term programs in Switzerland in area of Engineering.

## Paris College of Art

FRANCE

Paris College of Art is an international college of art and design with U.S degree-granting authority and accreditation from the National Association of Schools of Art and Design located in Paris, France. KKMU students will have the option to do part of the course in Paris.

## Asia University

TAIWAN

Asia University (AU) is a visionary, pioneering, and fast-growing school and was founded with the goal of establishing a remarkable and comprehensive university with international competitiveness. In the past 21 years, AU has demonstrated excellence in academic performance and was ranked the first in many higher education evaluations conducted by the Ministry of Education (MOE).

# Internship & Placements Success Stories

## Pulkit Sahu

*"I feel blessed to be part of KKMU family. Campus is really very good and the faculties are really good. I have gained communication skills, practical and coding skills are enhanced".*

## Sidharth Sahu

*"I joined KKMU because of the course structure and the availability of Artificial Intelligence and Machine Learning. Honestly, I have gained a lot: my communication skills, presentation skills, programming skills all were majorly developed at KKMU".*

## Omkar Yatin Dandekar

*"I rejected few colleges to join KKMU as I feel it has something optimistic to contribute to my career and indirectly to my life. I see here amazing infrastructure designed by international architects. I am happy to learn what is necessary like coding and information related to my courses ".*

## Abhishek Sriwastav

*"I joined KKMU because of the industry connect at KKMU, focus on all round development i.e. soft skills apart from academics, collaboration with IBM for BTECH courses, good faculty and specialization in courses. I have gained technical skills (programming), management skills (organizing events) and soft skills".*

## Abhinav Kumar Raj

*"I joined KKMU because of different curriculum, scholarship and specialized courses. I have learnt about business planning and programming languages".*

## Piyush Yadav

*"I joined KKMU because of:*
*1) unique curriculum, modules, focus on industrial knowledge*
*2) specialization in courses*
*3) experienced faculty".*

## Noamaan Ashraf

*KK Modi university provided me with an excellent opportunity to learn and enhance my skill and increase my knowledge. KKMU has good as well as interactive teachers which didn't spoil college experience and allow us to interact and learn easily.*

## Aroma Karera

*My experience for KKMU is just amazing. The mentors & faculty have given me amazing opportunities to broaden by horizon from a closed wall of college to earlier wall experience, It's just amazing.*

# Anamika Singh

*My internship has been great. One of the greatest benefits that I have received is the confidence and the essence of working with corporate individuals I was responsible for research and creating contents for their websites. I can honestly say that it was a great learning as an intern and I'm happy that this has helped me pave the way to a positive future.*

# Sanket Kumar

*This was the first time I worked under supervision of someone. It was fun and at the same time a very insightful experience. meeting new people who have worked in the industry. I learned tons of things about digital marketing. I had zero knowledge of the industry but working there overtime I understood a lot about Digital Industry.*

# Rashmeet Kaur

*My internship has been great with Logy.AI. It gave me exposure to the professional world and how it works. Working in a team and taking on challenging tasks has increased my overall confidence. It's been a great journey to learn new things every day and it challenged my comfort zones. I am proud of myself for my best performance.*

# Anisha Khandelwal

*My internship has been an extremely rewarding experience. Spending 3 months under the guidance of people who wanted to share their knowledge of the company with me and helped me to become a better person. It has given me a greater understanding of what I have learned in the classroom and given me the opportunity to apply it to real situations.*

# Sakshi Agrawal

*As an intern for 3 months at Careerpotli Raipur, my experience was highly productive. I got a good opportunity to gain experience in digital marketing. I am glad that I got a wonderful opportunity and learning. I am incredibly happy that this internship not only taught me work-related but also personal skills which helped me a lot in future planning.*

# Tejas Jain

*My Intership experience was valuable. I was immersed in the local work environment where I had friendly colleagues & supervisors. I learned skills that would be very helpful for my Future career such as R&D, Canva. I would definitely recommend doing an internship to gain local industry exposure and experience.*

# Jash Shukla

*My experience with digital marketing was hugely productive. I got exposure to a lot of knowledge both practical and theoretical. I've done SEO, instagram handling, portals handling, backlinks which hugely increased my skills.*

# Sourav Nanda

*KK Modi University has been proved to be a great institution owing to its various qualities. KKMU has well-equipped computer lab having the latest software and hardware, which has helped me gain hands-on experience and develop skills that will be useful in my future career.*

# Siddhartha Mukherjee

*I have had an incredible learning experience. The university has provided me with a dynamic and engaging environment The faculty members are experts in their respective fields and have been supportive and encouraging throughout my academic journey.*

# Akshat Gupta

*The reason I have chosen KK Modi university is, the university mainly focuses on practical based and exeperential based learning. As a technical guy, the technical stream that I have chosen, I have learned about machine learning, data analytics and AI in marketing.*

# Darshna Patel

*In KKMU, I have explored and have come across many new as well as different things about my subject. KKMU also provides paid internship which helps a lot. It's been a wonderful experience till date. The teachers here are very co-operative, kind to clarify doubts.*

# Vanisha Madke

*KKMU is the only institution that emphasizes experiential learning over academic knowledge. KKMU provides a wide range of extracurricular activities, such as sports, cultural, and club-based events. The best feature of faculty is their high level of commercial and corporate sector expertise.*

# Muskan Bajaj

*I am studying in KK Modi University. i have gained knowledge in theoretical and practical aspects of computing like data structures and algorithm. Along with it studying with the advanced industry curriculum 4.0 and under the guidance of best faculties has been great experience all along .*

# Khushi Tiwari

*KKMU offers a plethora of programs to choose from. The differentiating factor about this college is it has a new and different kind of curriculum that no other colleges offer. Paid internship are also a part of our course. Teachers are very cooperative and helpful in nature.*

# Mir Murtuza Ali

*I have been a part of KK Modi University, because of the internship program that they provide to the under graduates. Here we also get the opportunity to organize events and from that I am improving my leadership skills. I have learned new technology like artificial intelligence machine learning and big data.*

## Nitisha Mandal

*This internship program introduced me to a real-world scenario for a digital marketing company.The company is good and workable. Every employee is very friendly and ready to help when needed.*

## Ved Praksh Netam

*Career Potli is good company specially for those who got their 1st intership. If you want to take some experience of office workspace, you can go there. My work was on time and effective, They were quite happy with my work.*

## Nitesh Kumar

*I have done the internship in BSES YPL. My work in this company was in the Power Management Group and Finance. The environment of company is good, working condition is also good and the employer of this company is also good. In all aspect company is good*

## Tamanna Andani

*I had an unforgettable internship experience at Applylegal. The knowledge I received from all my classes and the opportunity to work & learn from amazing accounting professionals helped me gain some real-life practical experience.*

## Shiuli Das

*I completed my internship at Applylegal. I have experienced v.good surroundings, a v.good work environment and colleagues. The work which was assigned to me during my internship were very helpful to gain practical knowledge.*

## Fardeen Hider

*I worked as an intern in kohinoor e-vehicles. My work there was handling customer demand and managing their bills and bank statements process. I enjoyed it very much. The other employees were very friendly, I never felt left out .*

## D Prakhar Umre

*I had done my Internship at B.B Advisory Limited, My job role was of a "Forex Trader". The Feedback from the company side was good & I already had the knowledge of trading in Indian Market and that helped me to learn faster.*

## Tanmay Dubey

*I have worked in BB Advisory as an intern for 90 days from the office located in Bangalore. Feedback from them was that I was a good learner, well disciplined and good communicator. They have nice working culture.*

## Himanshu Jaiswal

*I have completed my internship from BB Advisory which was work from home. The duration of the internship was 90 days. Feedback from their side was that I'm a good learner, having zeal to learn forex market and I had proper attendence.*

## Ayush Das

*I have completed my internship from BB Advisory, for a duration of 90 days and completed it by WFH. Feed back from their side was that I was a good learner, focused on my work and that I did all the work in time.*

## Atul Raj

*I have completed my internship from BSES. My work in this company was in Finance. If I talk about the environment of the company it is good, working condition is good & the employer is also good.*

## Shivani Khandelwal

"I think KKMU is best college in Chhattisgarh. The lush green campus with homely feel, faculty members are very free with students. The interior is very good and the classrooms are too good. I gained a lot of knowledge about business planning".

## Moin Khan

"I joined KKMU because I have seen many past students of KKMU. I have noticed the changes in their personality, the change in their attitude and I wanted to pursue MBA in CG only. I have never had a mentor to guide me in my life but here at KKMU I have found mentors that are very supportive."

## Vedant Wagh

*KKMU is the only institution in India that emphasizes experiential learning over academic knowledge. Joining KKMU was the best decision I've ever made since they treat every student with the special attention and care that is so rare in today's universities. The KKMU provides a wide range of extracurricular activities such as sports, cultural, and club-based events.*

## Rajbir Kaur

*KKMU University is itself a pride as being a university with a soul. The science, technology and design programme curated especially to enhance and highlight students' learning facilities, resulting in a holistic makeover for each student.*

## Avinash Sahoo

*The only university in India that prioritizes practical learning over theoretical knowledge is KKMU. It offers workshops to students for every semester, which encourages creative thinking. The best choice I ever made was to join KKMU because they give each student the individual attention and consideration that is so uncommon in today's colleges.*

## Pranjal Parakh

*I gained knowledge of workplace culture, corporate behaviour, and how things usually take place. I had a wonderful experience working at 24 Seven, and I would miss my workdays once I returned home. The most important element is that throughout my five months there, I made a lot of friends and mentors whom I will miss. Thank you!*

## Pragati Pandey

KK Modi University is a career-focused university with a soul. They offer innovative and progressive courses making career-ready professionals and entrepreneurs. Students can interact with faculty who are doyens of industry and learn from their diverse experiences. Additionally, international academic partnerships facilitate a holistic and extensive learning process beyond the four walls of a classroom. The environment helps me to enhance my academic and non-academic skills to make me industry ready. Thanks to the constant support and guidance of faculty members
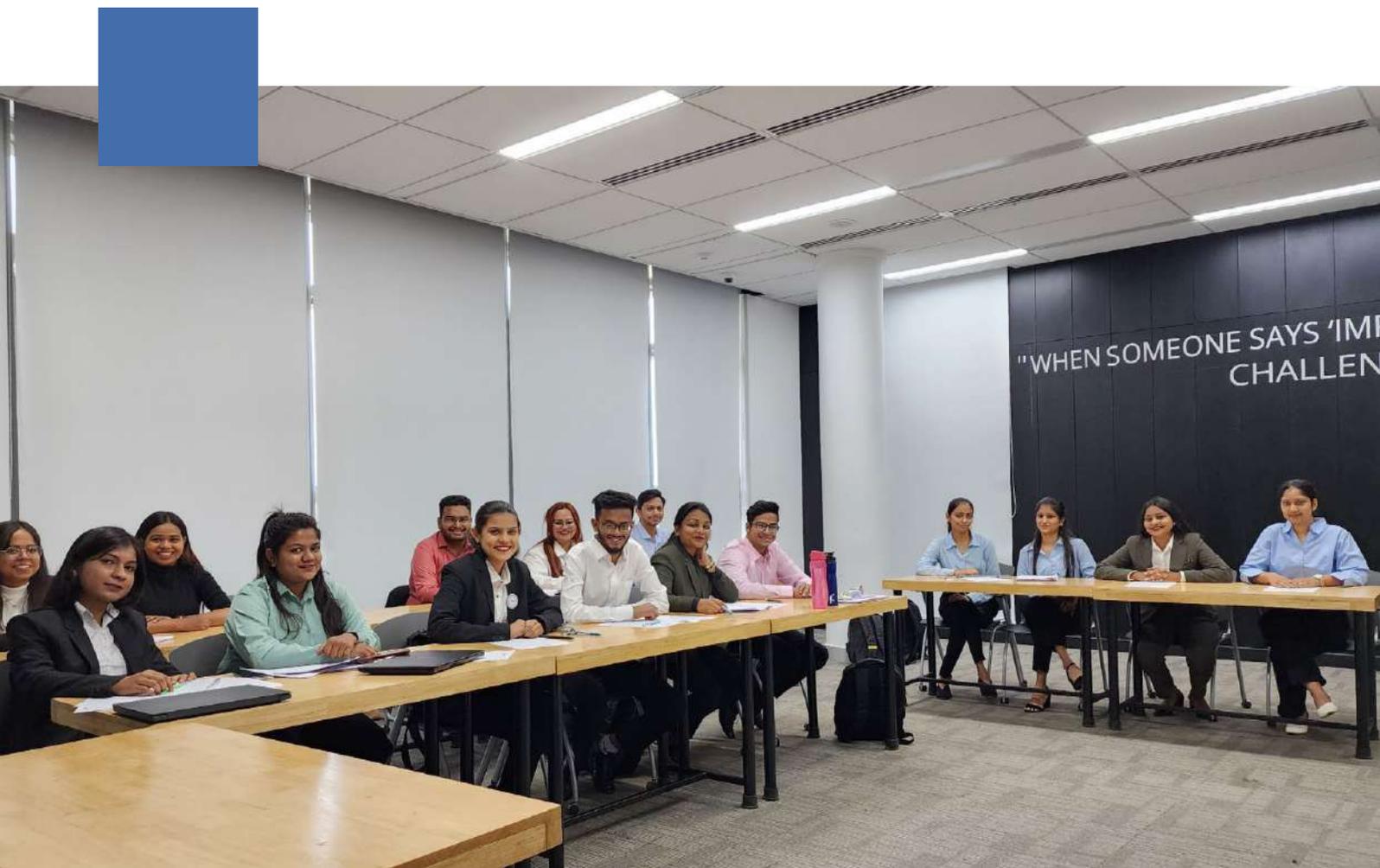
# Industry & Technology Partnerships

Placement
Co-Op Education (Internship with Industry Partners)
Industry Connect for Internships
Industry & Technology Partnerships

# The Placement Cell

The Placement Cell is dedicated to assisting students in making connections between their academic experiences and professional paths while engaging with a competitive global market. Having a deep connect with a wide range of industries / employers and leveraging its industry specific resources, the department helps students pursue positions in their chosen career fields thus helping

The Placement Cell also focuses on giving students opportunities to explore entrepreneurial experiences by integrating a variety of entrepreneurial opportunities for students who are interested in start-ups, innovative ideas and other entrepreneurial related careers by helping them to articulate and refine their innovative ideas, identify career fields and industries that match their entrepreneurial interests, find job and internship opportunities, and prepare application materials.

Students are connected to resources at departments and organizations throughout their studies with the help of the placement department through our co-op model for expanding their business ideas and connections.

■ **ASSISTANCE OFFERED BY CAREER ADVISORS FOR COACHING STUDENTS IN VARIOUS STAGES OF PLANNING THEIR CAREER PATH**

**Interactive Tools for generating and creating résumés and cover letters**

**Career Preparation Workshops- preparing for interviews, personality development & grooming**

**Networking**

**Strategies for Locating Right Jobs- Multimedia, articles, news and links to a wide range of career resources**

**Establishing connects for mentoring, incubation & funding support for aspiring entrepreneurs**

# Co - Op Model

Our co-op model will help you to make a shift from an academic mindset to an entrepreneurial outlook. Our collaboration with industry partners gives you real-world, program-related work experience while pursuing your education. It also helps you decide what kind of job you might want and increase your chances of acquiring a good job (with a higher salary) as a graduate.

We have partnered with Godfrey Philips India Limited, Indofil Industries Ltd, Modicare Limited, Twenty Four Seven Convenience Stores, Techment, AIC@36INC, Colobar, Innolat Technologies Ltd, Real Ispat-GK TMT, Stratview Research, Tech B, The Internet & Mobile Association of India (IAMAI) bringing you an opportunity to balance classroom theory with practical, hands-on experience prior to graduation.

# Our Co-Op model of education enables students to get industry orientation while they are pursuing their degrees.

It extends beyond just fixed tenure of internships to corporate projects, virtual internships at campus, onsite training by companies & ultimately better placements.

## Benefits to students

Earn while you learn in some of the best companies

Stipend for Internships

Chance of permanent placement

Get industry ready skills get more value from your studies

## Godfrey Phillips India

Godfrey Phillips India Ltd is the flagship company of Modi Enterprises with foray into domestic and international markets having state-of-the-art manufacturing and R&D centres. Godfrey Phillips India is winner of the Retailer of the Year award. We have collaborated with them to provide students internships, training and placement in areas of Sales & Marketing, Supply Chain Management and Engineering.

## Indofil Industries Ltd.

Indofil is a fully-integrated, multi-product chemicals company. Its expertise lies in manufacturing, distributing & marketing agrochemicals (over 86% of revenue) & specialty chemicals (still nascent business). We have collaborated with them to provide students internships, training and placement in areas of Agri, Operations, Engineering, Marketing and Science

## MODICARE LIMITED

Modicare Limited is India's first largest multi-level marketing company. It was launched in 1996 to exploit the potential of person to person direct selling and still growing at a fast pace. Over 40,00,000 consultants with 3,00,000+ new consultants join Modicare each month. We have collaborated with them to provide students with internships, training and placement and for Modicare to launch a special BBA in direct marketing.

## COLORBAR

Launched in 2005, Colorbar is the fastest growing beauty brand with strong geographical footprint through 100+ exclusive stores, 1200+ multi brand outlets and through partner chains - Shoppers Stop, Lifestyle, New U, Pantaloons. Produced and packaged in France, Germany, Italy, Korea & United States of America it conforms to US, EU, UK & Japan FDA standards, and qualifications and are ISO certified. We have collaborated with them to provide students with internships, training and placements.

# TWENTY FOUR SEVEN

Twenty Four Seven Convenience Stores are one of India's premiere and New Delhi's only organised retail chain in the 'round-the-clock' convenience store format. It offers customers an international shopping experience; offering variety of products and services. Currently the chain Is present at over 120 key locations in Delhi-NCR with a strategic tie-up with an Indian Oil Company. We have collaborated with them to provide students with internships, training and placement.

# Techment Technology

Techment Technology is an IT product development company working with start-ups, small and medium enterprises across the globe. They work as a technology partner right from nurturing the idea till its execution. We have collaborated with them to provide students with internships, corporate projects and guest lectures.

# Real Ispat - GK TMT

Real Ispat Is an fast growing integrated manufacturing firm with a strong presence in the steel and power sector. We have collaborated with them to provide students with Internships,, corporate projects and guest lectures.

# Innolat Technologies Pvt Ltd.

Innolat technologies Pvt Ltd is a next-gen digital transformation, enterprise IT services provider.. It leveraging disruptive technologies like cloud, mobility, big data, analytics, and IoT. We have collaborated with them to provide students Internships, training and placement.

# Stratview Research

Stratview Research is a global market intelligence firm offering a wide range of services including syndicated market reports, consulting, sourcing intelligence, and customer research. We have collaborated with them to provide students with Internships, corporate projects and guest lectures.

## TechB

TechB is a 3D Printer and Electronics manufacturing company .We have collaborated with them to provide students with Internships, corporate projects and guest lectures.

## AIC@36INC

AIC@36INC is a business incubator-cum-accelerator supported by Government of Chhattisgarh and Atal Innovation mission, NITI Aayog. We have collaborated with them to educate students in the areas of Design, Innovation and entrepreneurship development skills.

## IAMAI

IAMAI The Internet & Mobile Association of India (IAMAI) is a Startup Foundation-Mobile10X.It is a not-for-profit industry body. Its mandate is to expand and enhance the online and mobile value added services sectors. We have collaborated with them to provide students with Internships, training and placement.

## Digital Ocean

DigitalOcean is a unique cloud hosting provider headquartered in USA offering cloud computing services to business entities for scaling themselves by deploying DigitalOcean applications that run parallel across multiple cloud servers without compromising on performance. We have collaborated with Digital Ocean to enable tech based startup, projects and training for students.
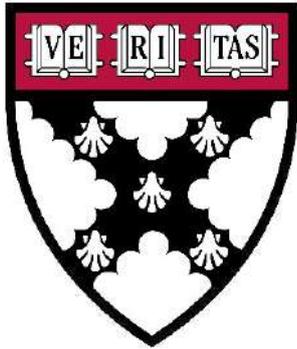
## Harvard Business Publishing

Headquartered in Boston, Massachusetts, Harvard Business Publishing is the leading provider of teaching materials for management education.

We have access to over 9,000 Harvard Case studies in our classrooms for reference material at the undergraduate and graduate level, along with Harvard Business Review Articles & Simulations.

## Microsoft

it is the world's largest software maker by revenue and one of the world's most valuable companies. KKMU has partnered with Microsoft for technology.

# Admission Information

Admission Process
Financial Aid

# B.Tech

ELIGIBILITY

Passed 10+2 examination or equivalent with Physics and Mathematics as compulsory subject along with one of the Chemistry / Biology / Technical vocational subject for Bio-Technology branch 10+02 in any PCB discipline or equivalent may also eligible for admission. The Candidate should have obtained at least 45% marks (40% in case of candidates belonging to reserved category) in the above subject taken together. In case the seats are not filled then the minimum required percentage may be lowered by 5% for candidates form both the categories with the permission of Vice Chancellor.

HOW TO APPLY

Candidates can apply online as well as collect the offline application form from the Admission office.

SELECTION PROCESS

Appear in the KKMU Admission Test or PI at the University Campus, Durg if you have not attempted any national/State Level Test/JEE/CGPET/MHCET required for selection in KKMU programs. Also, submit the required documents.

# BCA

ELIGIBILITY

Passed 10+2 or equivalent from any Secondary education board or equivalent.

HOW TO APPLY

Candidates can apply online as well as collect the offline application form from the Admission office.

SELECTION PROCESS

Appear in the KKMU Admission Test or PI at the University Campus, Durg or CUET.

# B.Com (Hons)

ELIGIBILITY

Passed 10+2 or equivalent from any Secondary education board or equivalent.

HOW TO APPLY

Candidates can apply online as well as collect the offline application form from the Admission office.

SELECTION PROCESS

Appear in the KKMU Admission Test or PI at the University Campus, Durg or CUET.

# BBA

ELIGIBILITY

Passed 10+2 or equivalent from any Secondary education board or equivalent.

HOW TO APPLY

Candidates can apply online as well as collect the offline application form from the Admission office.

SELECTION PROCESS

Appear in the KKMU Admission Test or PI at the University Campus, Durg or CUET.

# MBA

ELIGIBILITY

Graduate in any discipline from a recognised University.

HOW TO APPLY

Candidates can apply online as well as collect the offline application form from the Admission office.

SELECTION PROCESS

The selection will be based on past academic performance (10th & 12th), scores in entrance examination and GD/PI. Scores in following entrance examinations may be considered:
-CAT/XAT/MAT/CMAT
-State CET
-KKMU Aptitude Test

# M.Tech

ELIGIBILITY

Passed Bachelor's Degree or equivalent in the relevant field or M.Sc.in relevant subject or equivalent with minimum 50% marks (45% in case of candidates belonging to reserved category) in the qualifying Examination. In case the seats are not filled then the minimum required percentage may be lowered by 5% for candidates from both categories with the permission of Vice-Chancellor.

HOW TO APPLY

Candidates can apply online as well as collect the offline application form from the Admission office.

SELECTION PROCESS

Appear in the KKMU Admission Test and/or GDPI at the University Campus, Durg or GATE.

# M.Com (Hons)

ELIGIBILITY

Passed B.Com or equivalent from a recognized Institute/University or equivalent.

HOW TO APPLY

Candidates can apply online as well as collect the offline application form from the Admission office.

SELECTION PROCESS

Appear in the KKMU Admission Test and/or GDPI at the University Campus, Durg.

# MCA

ELIGIBILITY

Passed Bachelor's Degree of minimum 3 years duration with Mathematics at 10+2 level or at Graduate Level. Obtained at least 50% marks (45% in case of candidates belonging to reserved category) in the qualifying In case the seats are not filled then the minimum required percentage rnay be lowered by 5% for candidates from both categories with the permission of Vice-Chancellor.

HOW TO APPLY

Candidates can apply online as well as collect the offline application form from the Admission office.

SELECTION PROCESS

Appear in the KKMU Admission Test and NIMCET or PI at the University Campus, Durg.

# 5 Ways to Reduce Tuition Fees

## Transfer of Credits

The KKMU  policy is designed to facilitate the transfer of students and credits from one college or university to another, assure maximum utilization of prior learning, and encourage students to advance as far through the educational system as they can in pursuit of their goals.

## Prior Learning Assessment and Recognition for Working Professionals

The KKMU  policy is designed to facilitate the transfer of students and credits from one college or university to another, assure maximum utilization of prior learning, and encourage students to advance as far through the educational system as they can in pursuit of their goals.

## Earn While You Learn

The executive education at KKMU enables to pursue studies along with your work. The University also facilitates internships to its students.

## Education Loans

Most Banks in the country offer attractive education loans for students of KKMU as per RBI guidelines . The loans include tuition fees , books cost and tuition fees. The educational loans are at concessional rate of interest.
For details please refer www.kkmodi.edu.in

## Scholarships

KKMU offers qualifying students upto 100% scholarship to make your education affordable. The regulations governing these scholarships can be amended from time to time. Students who have extraordinary academic records and show promise that their talent will enrich our highly transformative environment are welcome to apply.

# KK MODI UNITED UNIVERSITY

**KK MODI UNIVERSITY**

(Map showing roads: RAJNANDGAON ROAD, AH46, ANJORA ROAD, PARTHIVI PALACE, JAYSHREE GRAIN, JALBANDHA ROAD, SHIVNATH RIVER, BRIDGE, SHIVNATH RIVER, ROMAN PARK, PULGAON CHOWK, KK MODI UNIVERSITY)

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Durg, Chhattisgarh 491001

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## WEBSITE

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