



**KK MODI**  
UNIVERSITY

"A World Class Career  
University with a Soul"

# BACHELOR OF BUSINESS ADMINISTRATION

*BBA at KK Modi University is an industry-aligned undergraduate programme designed to shape future-ready business leaders. With 70% practical learning, a 5-month immersive industry internship, and exposure to global certifications and industry experts, the programme prepares students to become confident professionals from Day One.*

# EXPERIENTIAL LEARNING @ KKMU



Learning by Doing is at  
the core of the KKMU

**BBA**  
*Experience*

- **92% Internships - 5-Month Industry Internship / Co-op Program.**
- **Average Internship Stipend: ₹8,000 – ₹13,000.**
- **40+ Live Industry & HBS Case Studies across domains.**
- **8+ Industry Certifications during the program.**
- **500+ Hours of hands-on practical experience.**
- **Capstone Project in final year.**

# UNIQUE BBA DEGREE SPECIALISATIONS & DUAL DEGREE OPTIONS

Students can choose from a wide range of career-focused BBA pathways:

- *BBA (General)*
- *Business Analytics*
- *Digital Marketing*
- *Direct Sales & Marketing*
- *Entrepreneurship*
- *Family Business*
- *Finance*
- *Hotel Management*
- *Hospital Management*
- *Human Resource Management*
- *International Business*
- *Marketing*
- *Mass Media*
- *Supply Chain Management*

**BBA + MBA (4 Year Degree)**





# BBA AT KKMU?

## 5 Reasons to join us

### Industry-Integrated Curriculum:

*Programs designed with continuous industry input, ensuring relevance & employability.*

### Co-op & Internship Embedded Learning:

*Internships, live projects and co-op opportunities form a core part of the academic journey.*

### International Exposure:

*Global immersion opportunities, international collaborations and transfer pathways.*

### Student-Centric Learning:

*Small class sizes, mentoring, and personalised academic guidance.*

### World-Class Campus:

*Modern infrastructure designed by international architects, AC & WIFI digital classrooms, and a safe residential environment.*



# WHY CHOOSE BBA @ KKMU?

A career-driven BBA programme designed to meet student aspirations and parental expectations.



## WHAT STUDENTS GET -

- Industry-aligned curriculum
- Choice of future-ready specialisations
- Live projects, tools & internships
- Strong communication & leadership skills



## WHAT PARENTS VALUE -

- Employability-focused education
- Trusted Modi Group legacy
- Safe, fully residential campus
- Strong mentoring & academic discipline



## PROGRAMME OVERVIEW -

Degree: BBA  
Mode: Full-Time | On-Campus

Duration: 3 Years | 6 Semesters  
Eligibility: 10+2 (Any Stream)

# LIBERAL ARTS & LIFE SKILLS

At KKMU, business education is supported by strong communication, thinking & life skills

- Art of Conversation I & II
- Critical & Creative Thinking
- Indian Values & Well-being
- Business Communication
- Business Mathematics & Logic

## CORE BBA SUBJECTS

- Financial Accounting
- Business Economics
- Human Resource Management
- Introduction to Business
- Organizational Behaviour
- Production & Operations Management
- Quantitative Methods for Decision Making
- Management Information Systems using
- Generative AI
- Cost & Managerial Accounting
- Financial Management
- Business Law
- International Business
- Sales & Marketing
- Design Thinking
- Business Research
- Storytelling & Influencing

## PROFESSIONAL CORE & CERTIFICATIONS

- Data Analysis using MS Office
- Skills for Lifelong Learning
- Digital Marketing Certification
- Harvard Certification – Ethics at Work
- Environmental Science &
- Corporate Sustainability
- Positive Intelligence



# SOME SPECIALISATION HIGHLIGHTS

## Business Analytics

- Data Analytics Fundamentals
- Data Science & Business Strategy
- Consumer Behaviour Analytics
- Product & Strategy Analytics

**Careers:** Business Analyst, Data Executive, Strategy Analyst

## Digital Marketing

- Fundamentals of Digital Marketing
- Digital Advertising Landscape
- Importance of Listening: Social Analytical Tools
- Managing the Value of Customer Relationships

**Careers:** Digital Marketer, Social Media Manager, Growth Executive

## Finance

- Financial Markets & Institutions
- Financial Statement Analysis
- Investment Management
- Personal Financial Management

**Careers:** Financial Analyst, Banking Executive, Accounts Manager

## Entrepreneurship

- New Venture Creation
- Financing for Entrepreneurship
- Project Management
- Entrepreneurship Leadership

**Careers:** Entrepreneur, Startup Manager, Family Business Leader

## Hospital Management

- Hospital Service Relations
- Hospital Quality Management & Audit
- Information Technology in Hospitals
- Emerging Trends in Healthcare Systems

**Careers:** Hospital Administrator, Healthcare Operations Manager

## Family Business

- Fundamentals of Entrepreneurship in the Family Business
- Financing for Entrepreneurship
- Leadership in Family Business
- Entrepreneurial Mindset

**Careers:** Entrepreneur, Startup Manager, Family Business Leader

## Hotel Management

- Front Office Operations and Management
- Food, Service and Catering Operations
- Housekeeping Operations
- Event Management

**Careers:** Hotel Operations Executive, Event Manager

## Human Resource Management

- Managing People
- Diversity in the Workplace
- Staffing & Employment
- Labour Management Relations

**Careers:** HR Executive, Talent Acquisition Associate



# SOME SPECIALISATION HIGHLIGHTS

## Marketing

- Service Marketing
- Buyer Behaviour
- E-Marketing
- Retail Management

**Careers:** FMCG, Retail, Media, Startups, Corporates and Service Industries

## Mass Media

- Communication Research
- Media Laws and Ethics
- Principles of Public Relations
- Print & Electronic Media

**Careers:** Media Houses, Advertising Agencies, PR Firms, Digital Platforms, OTT Companies, Corporate Communication Teams and Startups

## International Business

- International Marketing
- International Trade & Export-Import Management
- International Financial Management
- Global Supply Chain & Logistics Management

**Careers:** Multinational Corporations, Export Houses, Logistics Firms, International Trading Companies, Consulting Firms and Global Startups

## Supply Chain Management

- Supply Chain Service Management
- Supply Chain Risk Management
- Warehouse Control & Material Management
- Logistic Information Systems

**Careers:** Manufacturing Firms, FMCG Companies, E-Commerce Platforms, Logistics Providers, Retail Chains and Global Supply Organisations.

## Integrated BBA + MBA Programme

A unique accelerated pathway for high-performing students.

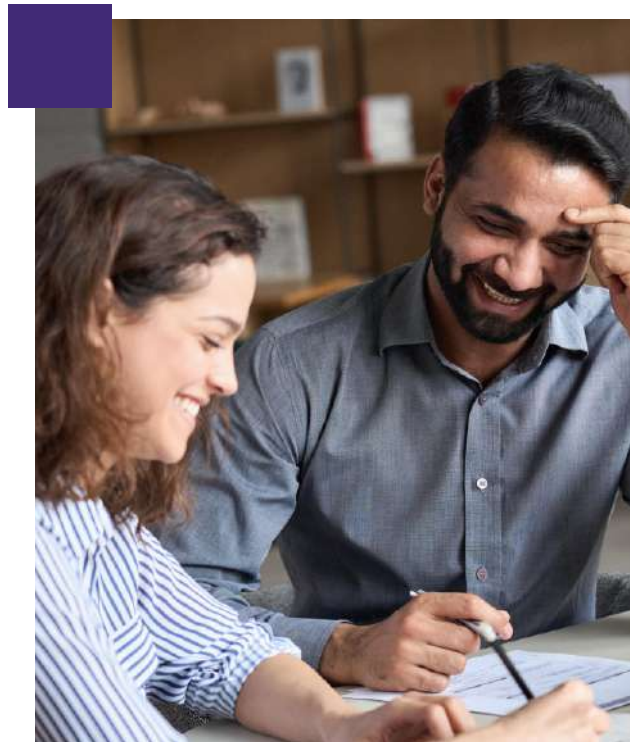
### **BBA Phase**

Strong foundation in accounting, management, marketing, operations, and analytics.

### **MBA Phase**

- Business Fundamentals
- Marketing Research
- Strategic Business Marketing
- HR Management powered by AugTech
- Accounting for Managerial Decision Making

**Outcome:** Faster career growth with dual qualification advantage.





# KKMU BBA vs TRADITIONAL INSTITUTES

Feature	KKMU Program	Traditional
Degree	BBA with specialization, Dual Degrees & BBA + MBA (4 Year)	BBA traditional, No Dual or Integrated Degrees
Curriculum	70% Practical, Project based, experiential	Theory - heavy, exam focused
Practical Hours	500+ hours with real brands	Limited
Certifications	8+ professional certifications	Single or none
Internships	5 Months	1 - 2 months
Global Exposure	International pathways and courses Harvard Certifications	Rare
Industry Exposure	Active across industries	Rare guest lectures
Class Strength	30 students per class	60+ large classes
Career Growth	Clear path to management	Limited advancement



# **STUDENT CLUBS & CAMPUS LIFE**

**A career-driven BBA programme designed to meet student aspirations and parental expectations.**



**ENVIRONMENT &  
CSR CLUB**



**CULTURAL, SPORTS &  
INTERNATIONAL EVENTS**



**INTERNSHIP & CAREER  
SERVICES CELL**



**RESEARCH & TECH  
HACKATHONS**



**DIGITAL MEDIA CLUB**

# KKMU BBA STAR PLACEMENT

## HIGHEST PACKAGE



### Priyanshu Khandelwal

*Hike Education*

*Business Development Executive*

*6.18 LPA*

*"My BBA entrepreneurship role provided hands-on exposure to client interaction, market development and sales strategy execution, helping me build strong professional, communication and business development skills."*

## AVERAGE PACKAGE



### Samiksha Agarwal

*ABIS*

*MIS Executive*

*2.70 LPA*

*"This role marked a significant milestone in my BBA finance journey by offering practical exposure to data management, MIS reporting and organizational processes, strengthening my analytical and professional skills"*



# KKMU BBA STAR PLACEMENT



**Jasneet Kaur Trehan**

Munchbox Frozen Food, Bangalore

*"My BBA internship provided hands-on experience in business operations and marketing, helping me understand real-world business dynamics and corporate processes." Class XII – Delhi Public School, Bhilai*

**BBA – Mass Media**



**Hasti Jethwa**

Sangya PR, Raipur

*"This BBA internship strengthened my event management and corporate communication skills while giving me practical exposure to public relations and brand management." Class XII – Mile Stone Academy, Bhilai.*

**BBA – Digital Marketing**



**Diksha Shukla**

SharePal, Bangalore

*"This BBA entrepreneurship internship offered hands-on industry exposure, helping me develop professional skills and understand real business and industry practices." Class XII – Delhi Public School, Bhilai.*

**BBA – Digital Marketing**



**Animesh Chandrakar**

DIFD Ind. Pvt. Ltd, Gujarat

*"This BBA entrepreneurship internship offered hands-on industry exposure, helping me develop professional skills and understand real business and industry practices." Class XII – Shri Sankara Vidyalaya, Bhilai.*

**BBA – Entrepreneurship**



**Amaan Ali**

Aura Excellente Pvt. Ltd, Pune

*"My BBA entrepreneurship internship delivered practical exposure to business operations, corporate workflows, and professional work culture." Class XII – Shri Sankara Vidyalaya, Bhilai.*

**BBA – Entrepreneurship**



**Bhumika Lahare**

Shubham K Mart, Raipur

*"This BBA digital marketing internship helped me build strong skills in customer handling, inventory management, and professional retail operations." Class XII – Shri Sankara Vidyalaya, Bhilai.*

**BBA – Digital Marketing**

# ELIGIBILITY & ADMISSION

## How To Join KK Modi University In 2 Simple Steps

### Application

Apply online and pay the ₹450 application fee. [admissions.kkmu.edu.in](https://admissions.kkmu.edu.in)

### Harvard ManageMentor® Access

Free certification to Harvard Presentation Skills or Harvard Decision Making

### Registration

Confirm admission with ₹10,000 registration fee. [admissions.kkmu.edu.in](https://admissions.kkmu.edu.in)

### Who Can Join?

12<sup>th</sup> Pass from any stream – Science / Commerce / Arts / Vocational

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