



"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*

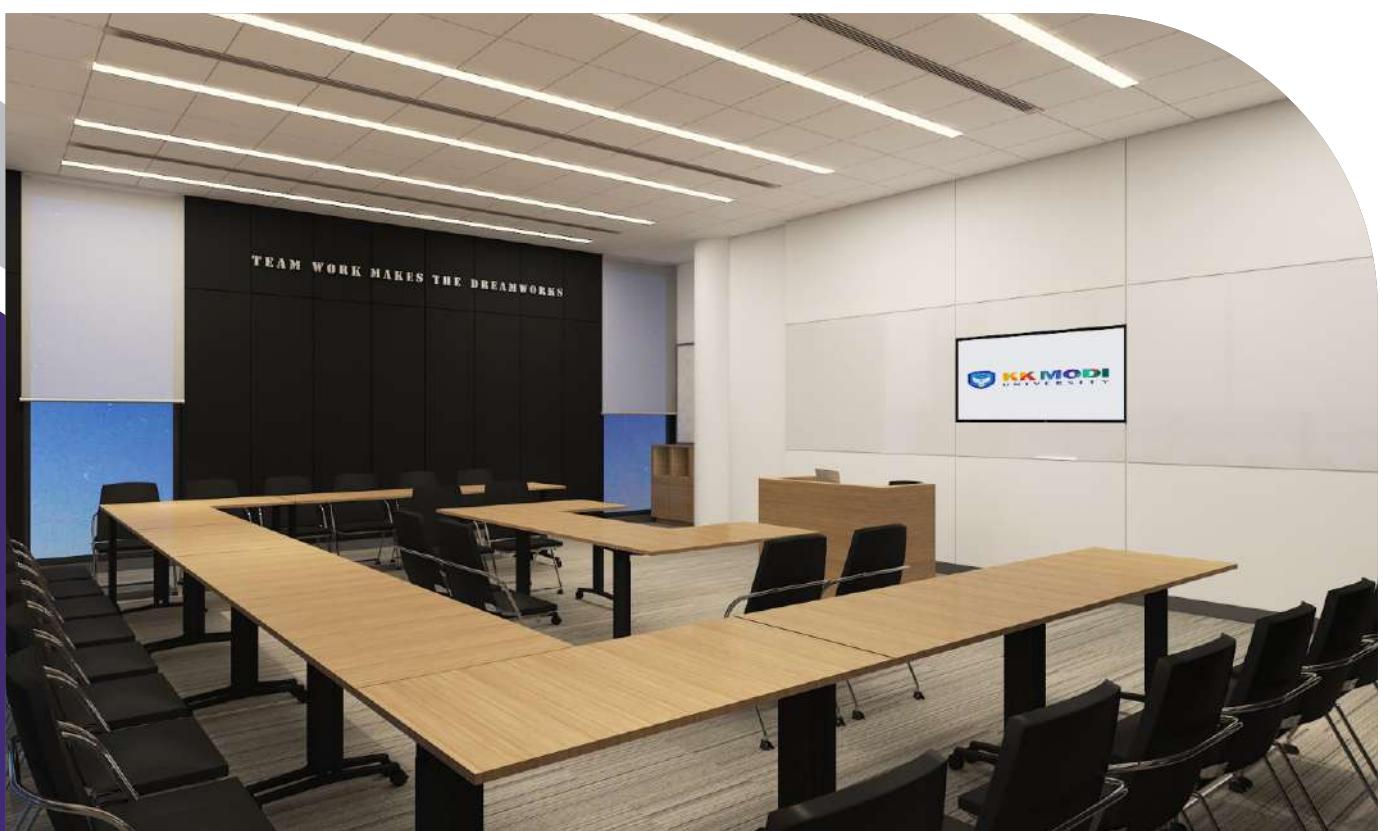
- **100% Placement and Internship Assistance - 5 Month Industry Internship / Co-op Program.**
- **Average Internship Stipend:**  
₹8,000 - ₹13,000.
- **40+ Live Industry & HBS Case Studies across domains.**
- **8+ Industry Certifications during the program.**
- **500+ Hours of hands-on practical experience.**
- **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 modern 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 KK Modi Group Legacy
- Safe modern 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 Traditions & Values

- Business Communication
- Business Mathematics & Logic
- Art of Being Happy

## 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

## Hospital Management

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

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

## 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

## 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

## Finance

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

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

## Hotel Management

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

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

## Entrepreneurship

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

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

## 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.

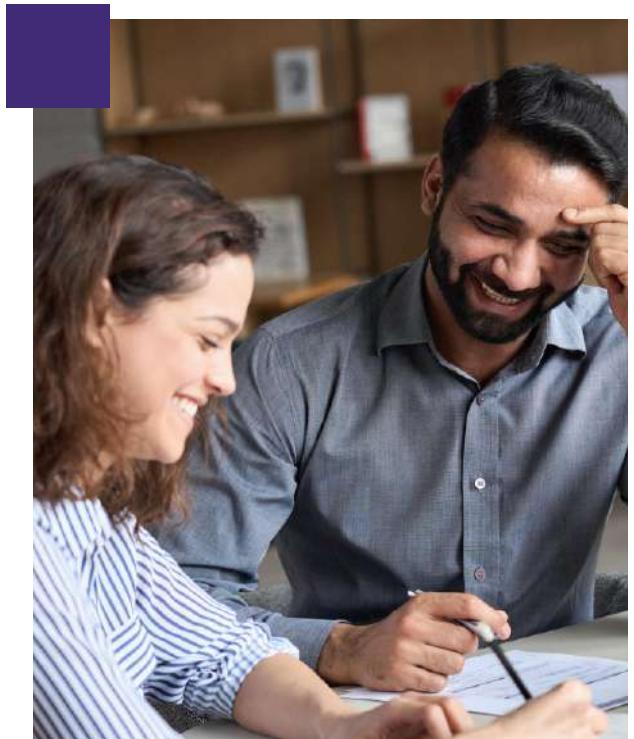
### **BBA Phase**

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



# 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.*

*Class XII - Neeraj Public School,  
Rajnandgaon*

## AVERAGE PACKAGE



### Samiksha Agarwal

*ABIS Protein Pvt. Ltd.  
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”*

*Class XII - JLM Gayatri Vidya Peeth,  
Rajnandgaon*

# KKMU BBA STAR INTERNSHIP



## 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**

# CAREER OUTCOMES AFTER BBA @KKMU

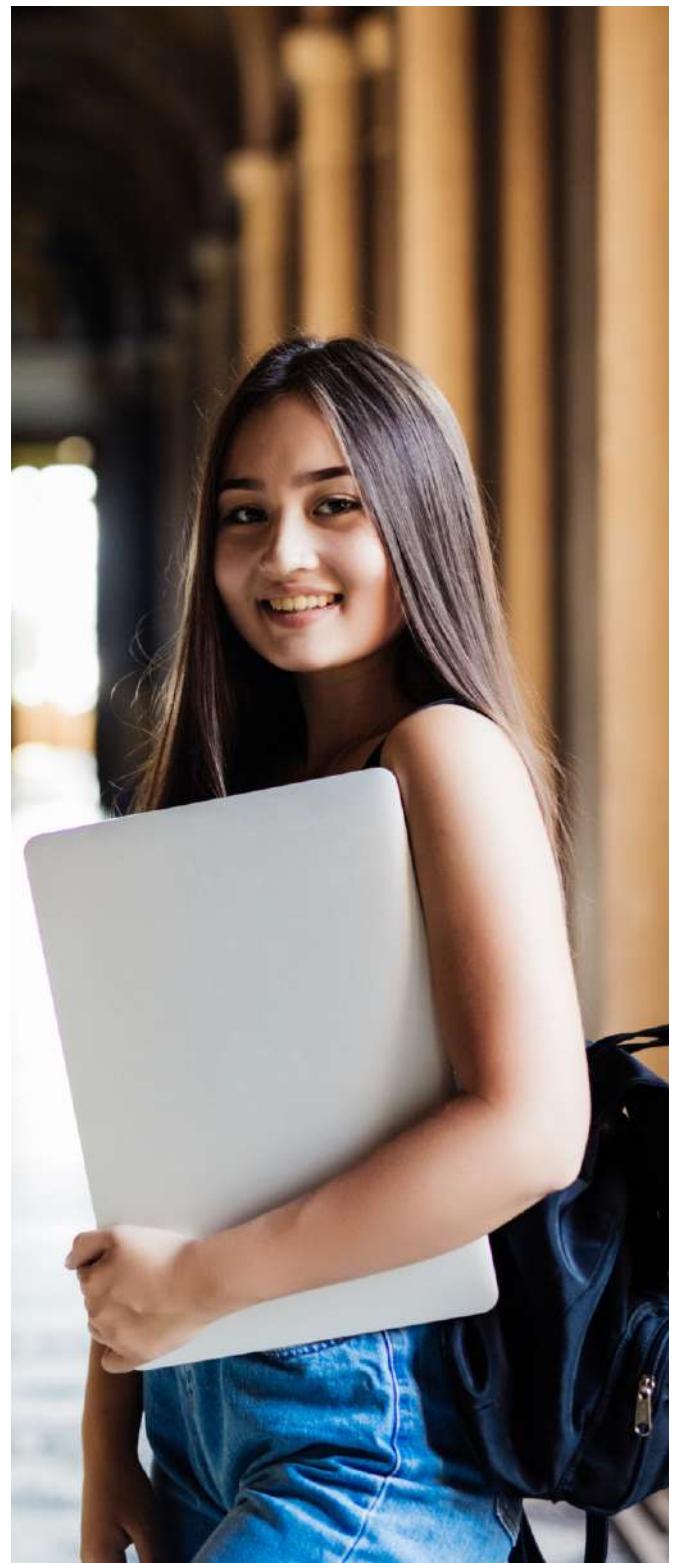
Graduates are prepared for diverse role across industries.

## CAREER ROLES

- Management/Marketing / Digital Marketing
- Business Development Executive
- Marketing & Digital Executive
- HR Executive / Talent Associate
- Operations & Supply Chain Executive
- Business Analyst
- Family Business & Entrepreneur / Start Up

## CAREER PATHWAYS

- Corporate Employment
- Startups & Entrepreneurship
- Family Business Leadership
- Higher Studies ( MBA / Integrated BBA + MBA / Global Masters )
- Professional Certifications



# 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](http://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](http://admissions.kkmu.edu.in)

### Who Can Join?

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

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