



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

- 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

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."

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

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

Who Can Join?

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

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