LATERAL ENTRY PROGRAM

SWITCH TO SUCCESS AT KK MODI UNIVERSITY

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

Call/WhatsApp: 7880057570
www.kkmu.edu.in
info@kkmu.edu.in

THE PROBLEM YOU FACE

Thousands of students across India feel trapped in programs that don't match their aspirations, learning style, or career goals. You're dealing with
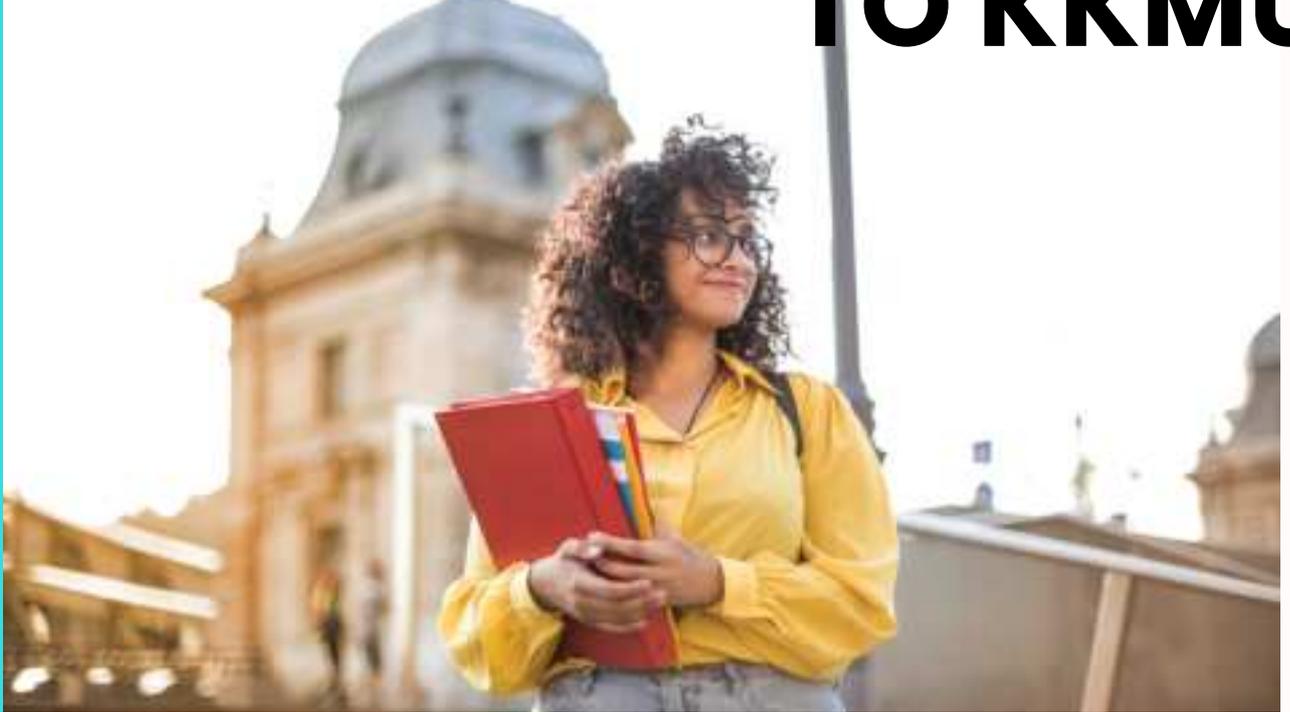
01 Outdated curriculum that doesn't reflect industry needs

02 Poor faculty mentorship and personalized guidance

03 Weak placement support and career preparation

04 No practical, project-based training or real-world experience·

05 Lack of growth opportunities and motivation

YOU DESERVE BETTER AND YOUR CREDITS SHOULDN'T GO TO WASTE.

WHY TRANSFER TO KKMU

At KK Modi University—Chhattisgarh's No. 1 Career-Focused University—we help ambitious students transition smoothly into a future-ready learning ecosystem. Continue your degree. Don't restart it.

WHAT SETS KKMU APART

- Fast-Track Admission – Credit transfer evaluation in just 7 working days

- Personalized Mentorship – Faculty mentors provide one-on-one guidance

- Global Exposure – Harvard-certified workshops and international partnerships

- Real-World Experience – Corporate internships, industry training, and guaranteed placement support

- UGC-Recognized Programs – Transfer credits that count toward your degree

WHO CAN APPLY

KK Modi University welcomes ambitious students eager to elevate their qualifications. Our lateral entry programs are designed for students with recognized prior coursework.

Eligibility Criteria

✓ Students with 1+ years of relevant coursework at a recognized university
✓ Candidates from AICTE/UGC approved institutions
✓ Students from all fields: Engineering, Management, Sciences, Design and Hospitality
✓ Bachelor's or Master's degree pursuers

DOCUMENTS REQUIRED

Submit these documents via email to your admission counselor or upload them during online registration
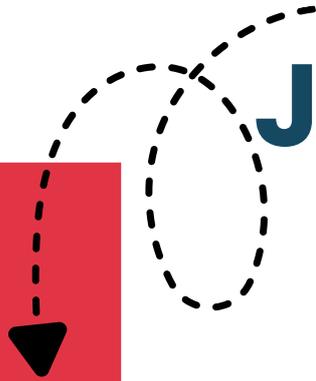
Mandatory Documents
- 10th and 12th Marksheet
- College Marksheet (if applicable)
- Aadhar Card
- Passport-size Photograph
- Entrance Examination Scorecard (if applicable)
- Migration Certificate
- Transfer Certificate
- Character Certificate
- ABC/Apaar ID

Additional Documents
- Medical Certificate
- Anti-Ragging Certificate
- Caste Certificate (if applicable)

THE TRANSFER PROCESS JUST 2 SIMPLE STEPS

01 **Step 1: Apply Online**

Complete the lateral entry application form with your academic details and preferred program. Pay Rs. 450 application fee.
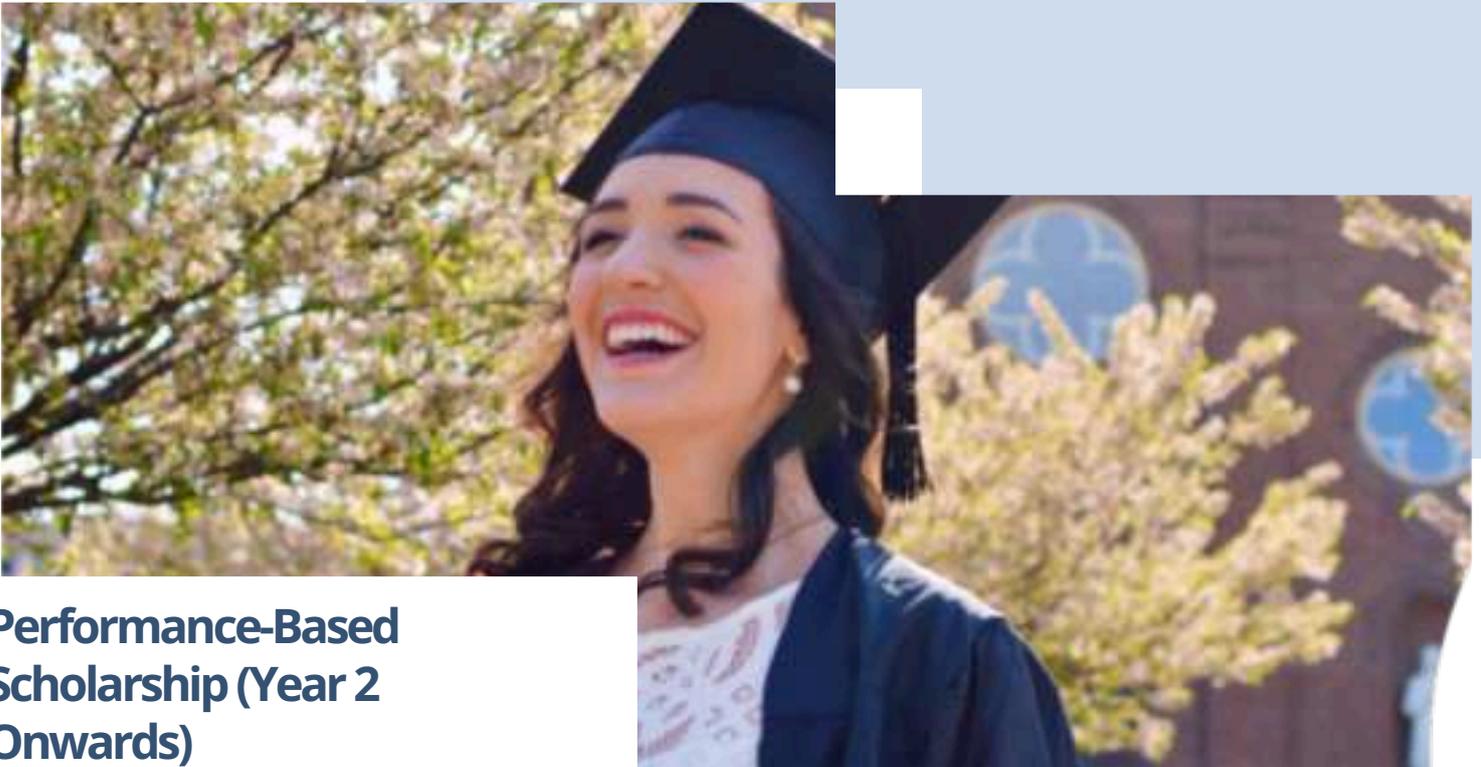
02 **Step 2: Register & Succeed**

Upon approval, register for your program with payment of Rs.10,000 and claim your spot in the Harvard ManageMentor workshop at enrollment.

SCHOLARSHIPS FOR LATERAL ENTRY STUDENTS

We believe your talent shouldn't be limited by financial barriers. KKMU offers comprehensive financial support with multiple pathways to affordability.

Performance-Based Scholarship (Year 2 Onwards)

CGPA 9.01+ — 100%

CGPA 8.51–9.0 — 75%

CGPA 8.01–8.50 — 50%

CGPA 7.5–8.0 — 25%

20% Scholarship on Tuition Fee For The Entire Program Is Applicable For Categories:

Sibling, Single Girl Child, KK Modi Group Company Employees, Employees of Navratna Company and units of SAIL, Serving and Ex-Service Personal of (Army, Navy, Air Force),including Central Paramilitary Forces. SC/ST/OBC

HEAR KKMU LATERAL STUDENTS SUCCESS STORIES

Kuldeep Verma
BCA, 2nd Year Entry | 100% Scholarship
Joining KK Modi University has been transformative. The world-class faculty, innovative curriculum, and vibrant campus life have helped me grow both academically and personally. I feel job-ready.

Ishant Sahu
B.Tech (2nd Year Entry) | 100% Scholarship
This was the best decision for my B.Tech journey. Faculty bridge theory with real-world learning, and internships gave me the industry exposure I needed to feel truly prepared for a career.

Leepanshi Limje
BCA, 2nd Year Entry | 75% Scholarship
KKMU made my lateral entry smooth and rewarding. With practical learning, supportive faculty, and modern facilities, it's the perfect place to grow. Highly recommended

Rahul Gautam
B.Com (H), 2nd Year Entry | 75% Scholarship
I switched to KKMU through lateral entry when my previous university wasn't helping me grow. KKMU's clarity, guidance and hands-on learning rebuilt my confidence and upgraded my career path.

Sanskar Mishra
BBA, 2nd Year Entry | 75% Scholarship
At my previous university, the environment and exposure weren't right. Joining BBA Digital Marketing at KK Modi University through lateral entry gave me supportive faculty, hands-on learning, and a modern campus that boosted my growth.

UG LATERAL ENTRY PROGRAMS

Business & Commerce

Business Analytics, Digital Marketing, Entrepreneurship
Finance, Human Resource Management, Marketing,
Mass Media, Supply Chain Management, Hospital & Hotel
Management, Family Business, Direct Sales & Marketing,
Banking & Financial Analysis, Practical Accountancy,
Financial & Stock Market Analysis, Accounts

Engineering & Technology

AI&ML, Cloud Computing & Virtualization, Cyber Security & Digital
Forensic, Computer Science Engineering, Data Analytics, Mobile
Computing, Full Stack Development, IoT, DevOps, UI/UX , Information
Technology, Image Processing, Healthcare Informatics

Design & Media

Fashion Design, Interior Design, Jewellery Design, Communication
Design (Graphics , Animation & VFX, UI/UX Design)

Other Popular Fields

Tourism & Travel Management, OB and HRM, Production &
Operations Management Quality Control Lean Management, Six
Sigma

10th + 3 years Diploma or 1st year from UGC/AICTE recognised University/College

PG LATERAL ENTRY PROGRAMS

Business & Commerce

Business Analytics, Banking & Wealth Management, Digital Marketing, Entrepreneurship, Hospital Management, Finance, Financial Analysis & Investment, FinTech & Risk Management, Hotel Management, Human Resource Management, Marketing, Mass Media, Supply Chain Management, Commerce, Accounts, Financial & Stock Market Analysis, Business Analytics, Finance, Marketing, OB & HRM, Production Operations

Engineering & Technology

AI&ML, Computer Science Engineering, Cloud Computing & Virtualization, Cyber Security & Digital Forensics, Data Science, Full Stack Development, UI/UX , Computer Application, Data Analytics, Mobile Computing

Hospitality & Design

Hotel Management, Travel & Tourism Management, Fashion Design, Interior Design, Jewellery Design, Design Communication

KKMU CUET Exam and Personal Interview (PI) or any other National/State-Level exams for MBA / M.Com (H).

COMPARE YOUR CURRENT PATH VS. KKMU

Factor	Traditional University	KKMU Lateral Entry
Credit Recognition	Limited evaluation	Fast 7-day credit evaluation
Faculty Mentorship	Minimal guidance	Dedicated personal mentors
Curriculum	Theory-heavy	Industry-relevant, practical focus
Internships	Occasional opportunities	Guaranteed internship placement
Placement Support	Generic job fairs	Personalized career coaching + 100% placement support
Global Exposure	None	Harvard workshops & international partnerships

QUICK SELF-ASSESSMENT SHOULD YOU SWITCH?

Answer honestly to see if KKMU is right for you.

Are you satisfied with the quality of teaching and learning in your current university?

Does your course prepare you for the real-world job market?

Have you received meaningful career guidance or placement support?

Do you have access to hands-on learning, live projects, or internships?

Are you motivated to attend classes and actively engage in learning?

Your Result

If you answered "No" to 3 or more questions: It's time to explore better options.

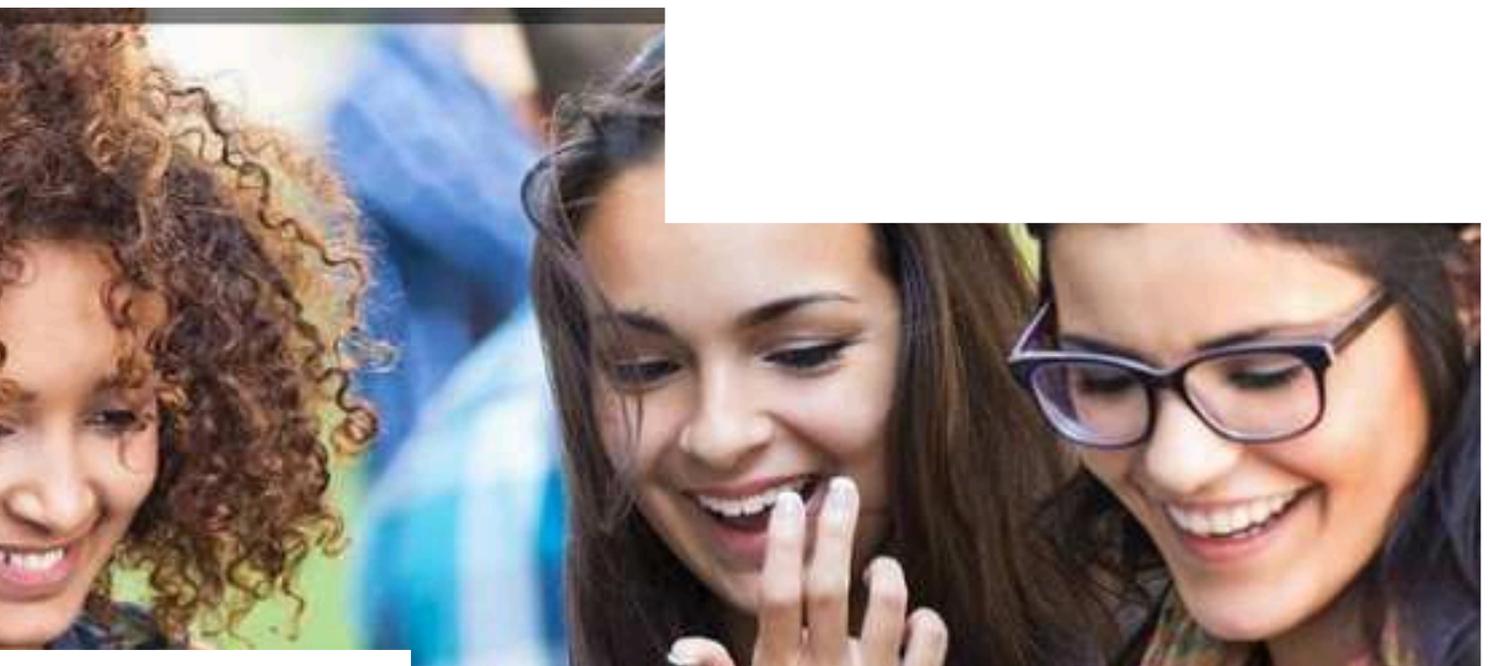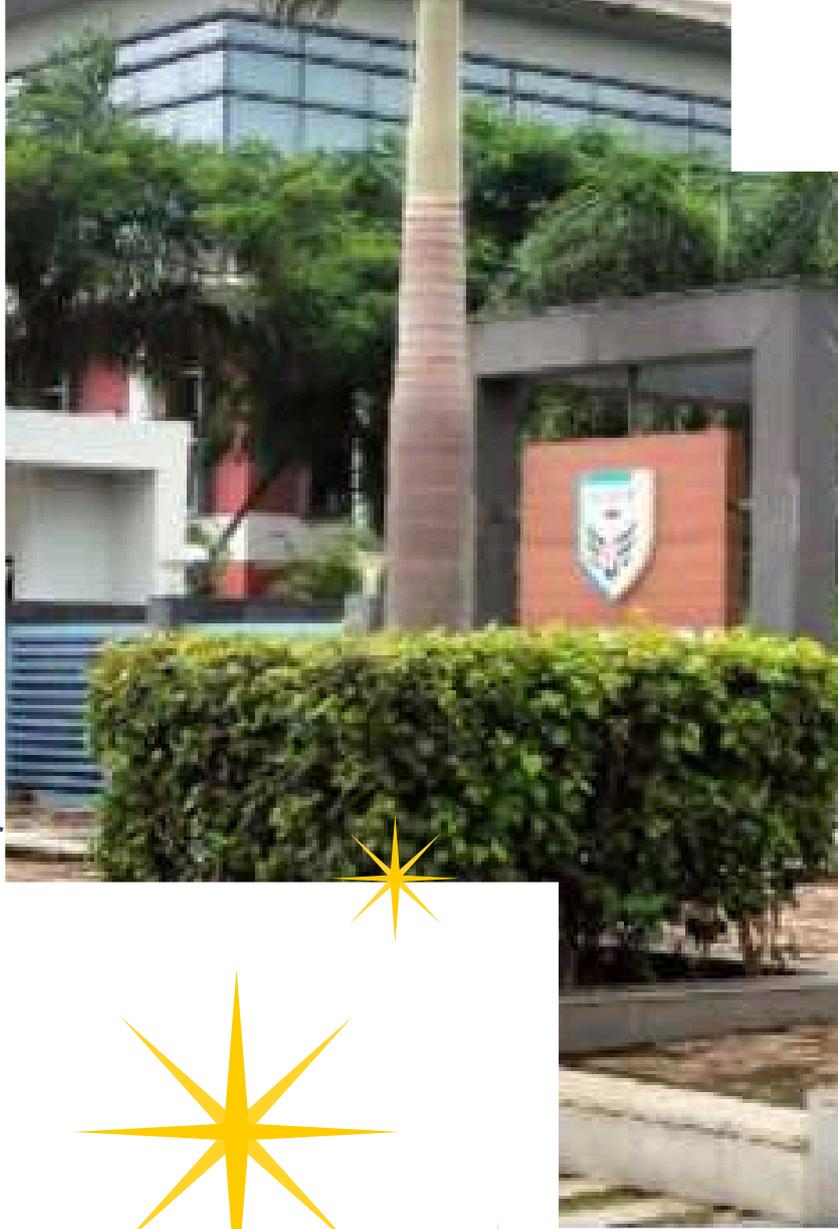**KKMU IS THE RIGHT PLACE FOR YOUR FUTURE.**

YOUR FUTURE REIMAGINED @KKMU

At KKMU, you're not just changing universities— you're unlocking your potential. Join hundreds of successful lateral entry students who transferred to success.

Take Your Next Step!

Contact KKMU Admissions Team today! Reach us at 📞 7880057570 or info@kkmu.edu.in.

KK MODI
UNIVERSITY

ADDRESS

MAHMARA, JALBANDHA ROAD

DURG, CHHATTISGARH 491001

✉ **info@kkmu.edu.in**

📞 **+91 7880057570**

@ **www.kkmu.edu.in**

STAY CONNECTED