



**KK MODI**  
UNIVERSITY

"A World Class Career  
University with a Soul"

**MBA**



## **MASTER OF BUSINESS ADMINISTRATION (MBA)** **A Future-Ready Postgraduate Management Degree**

*The Master of Business Administration (MBA) at KK Modi University (KKMU) is a rigorous, industry-integrated postgraduate programme designed for graduates who aspire to build leadership careers in Business, Management, Entrepreneurship, Analytics, and Emerging global domains. With 70% experiential learning, paid corporate internships, live consulting projects, global certifications, and mentorship from industry leaders, the KKMU MBA prepares students to step into mid-management and leadership roles from day one.*

# PROGRAMME HIGHLIGHTS:

## EXPERIENTIAL LEARNING @ KKMU

LEARNING BY DOING IS CENTRAL TO THE KKMU MBA PHILOSOPHY.

- 100% Internship Embedded Programme
- 5 Month Industry Internship / Corporate Residency
- Average Internship Stipend: 12,000 – 25,000
- 50+ Live Industry Projects & Harvard Business School (HBS) Case Studies
- 10+ Industry & Global Certifications
- 600+ Hours of Hands-On Practical Learning
- Final-Year Capstone Consulting Project with Real Companies



# **MBA DEGREE SPECIALISATIONS & DUAL FOCUS OPTIONS**

STUDENTS CAN CHOOSE FROM HIGH-DEMAND,  
CAREER-ORIENTED MBA PATHWAYS:

**MBA (GENERAL MANAGEMENT)**

**BUSINESS ANALYTICS**

**DIGITAL MARKETING**

**MARKETING**

**FINANCE**

**FINANCIAL ANALYSIS AND INVESTMENT**

**FINTECH AND RISK MANAGEMENT**

**BANKING & WEALTH MANAGEMENT**

**HUMAN RESOURCE MANAGEMENT**

**ENTREPRENEURSHIP**

**SUPPLY CHAIN MANAGEMENT**

**HOSPITAL MANAGEMENT**

**HOTEL MANAGEMENT**

**MASS MEDIA**



# WHY STUDY MBA AT KKMU?

## 5 REASONS TO CHOOSE KKMU

- **INDUSTRY-ALIGNED CURRICULUM**

*Continuous input from industry leaders ensures relevance, employability and leadership readiness.*

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- **PRACTICAL; PROJECT-BASED LEARNING**

*Internships, live consulting projects and co-op opportunities are embedded into academics.*

- **GLOBAL EXPOSURE & CERTIFICATIONS**

*International immersion opportunities, Harvard certifications and global business perspectives.*

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- **MENTORSHIP-DRIVEN LEARNING**

*Small class sizes, leadership mentoring, and personalised career guidance.*

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- **WORLD-CLASS MODERN CAMPUS**

*Internationally designed infrastructure, AC & Wi-Fi classrooms, safe fully modern environment*

# WHY CHOOSE MBA @KKMU?

DESIGNED KEEPING CAREER OUTCOMES AND PARENTAL EXPECTATIONS IN MIND

## WHAT STUDENTS GET

- Leadership-focused curriculum with real-world relevance
- Hands-on exposure to analytics, strategy, consulting & management tools
- High-impact internships & corporate projects
- Strong communication, decision-making & executive presence

## WHAT PARENTS VALUE

- Clear employability & leadership outcomes
- Safe, fully residential, disciplined campus
- Strong Modi Group legacy & ethical foundation
- Structured mentoring and academic governance

## PROGRAMME OVERVIEW

- Degree Awarded: Master of Business Administration (MBA)
- Duration: 2 Years | 4 Semesters
- Mode: Full-Time | On-Campus
- Eligibility: Bachelor's Degree (Any Discipline)

## LIBERAL ARTS, LEADERSHIP & LIFE SKILLS FOUNDATION

KKMU'S MBA DEVELOPS THINKING LEADERS, NOT JUST MANAGERS.

- Art of Conversation II
- Business Communication
- Business Mathematics and Logics
- Critical and Creating Thinking Skills
- Indian Traditions and Value
- Art of Being Happy
- Design Thinking
- Production and Operations Management



## CORE MBA SUBJECTS (ALL STUDENTS)

- Accounting for Managerial Decision Making
- Entrepreneurship and Venture Management
- Human Resource Management
- Corporate Finance
- International Business
- Business Transformation
- Strategic Business Marketing
- Quantitative Methods for Decision Making
- Marketing Research
- Story Telling & Influencing
- Positive Organisational Psychology

## BUSINESS ANALYTICS HIGHLIGHTS

- Business Analytics
- Data Analytics using R/Python
- Database Management Systems
- Visualization with Power BI
- Business Analytics for Decision Making with Python

**Careers: Business Analyst, Strategy Analyst, Analytics Consultant**

## MARKETING

- Influencer Marketing
- Sales Force Management
- Marketing Analytics with Generated AI
- Service Marketing

**Careers: Marketing Manager, Brand Manager, Growth Lead**

## PROFESSIONAL CORE & GLOBAL CERTIFICATIONS

- Skills for Lifelong Learning
- Data Visualization and Business Intelligence
- Data Analysis Using Ms-Office
- Digital Marketing Certification
- Harvard Certification - Ethics at Work
- Positive Intelligence

## DIGITAL MARKETING

- Digital Journey with Brand Management
- Social Media Optimization
- Web and Test Analytics
- E-Commerce Analytics

**Careers: Digital Marketing Manager, Growth Manager, Brand Strategist Marketing**

## FINANCE

- Security Analysis and Portfolio Management
- Financial Statement Analysis
- Financial Modelling and Decision Making
- Equity Research

**Careers: Financial Analyst, Investment Executive, Corporate Finance Manager**

## **BANKING AND WEALTH MANAGEMENT**

- Introduction to Banking Products & Functions (Deposits & Advances)
- International Banking, Risk & Treasury
- Management Financial Statement Analysis
- Financial Modelling and Decision Making

**Careers: Banking Officer, Relationship Manager, Credit Analyst, Financial Analyst**

## **FINANCIAL ANALYSIS AND INVESTMENT**

- Security Analysis and Portfolio Management
- Financial Statement Analysis
- Financial Modelling and Decision Making
- Financial Risk Management

**Careers: Financial Analyst, Investment Executive, Corporate Finance Manager**

## **SUPPLY CHAIN MANAGEMENT**

- Supply Chain Business Process Design
- Supply Chain Inventory Management
- Supply Chain Management Operations
- Financial Management II

**Careers: Operations Manager, Supply Chain Analyst**

## **HOSPITAL MANAGEMENT**

- Healthcare Environment & Management
- Health Care Laws, Ethics and Medical Terminology
- Hospital Operations Management
- Patient Care Management

**Careers: Hospital Administrator, Healthcare Operations Executive, Patient Care Manager**

## **FINTECH AND RISK MANAGEMENT**

- Financial Statement Analysis
- Financial Risk Management
- Derivatives and Risk Management
- Blockchain & Cryptocurrency

**Careers: Financial Analyst, Risk Analyst, Credit & Market Risk Analyst**

## **HUMAN RESOURCE MANAGEMENT**

- Change Management
- Industrial Relations and Labor laws
- Performance Management
- Compensation & Benefit Management

**Careers: HR Manager, Talent Partner, People Analytics Executive**

## **ENTREPRENEURSHIP**

- International Economics
- Growth Strategies for Emerging Companies
- Growth Strategies for Emerging Markets
- Business Plan for the New Venture

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

## **HOTEL MANAGEMENT**

- Hospitality & Tourism Management
- Conference & Event Management
- Food & Beverage Management and Control
- Hospitality Brand Management

**Careers: Hotel Operations Executive, Front Office Manager, Food & Beverage Manager, Event & Conference Manager**

## **MASS MEDIA**

- Data Journalism
- Investigative Reporting
- Public Relations and Events
- Media, CSR & Sustainable Development

**Careers: Data Journalist, Investigative Reporter, News & Digital Media Analyst**



## **STUDENT CLUBS & CAMPUS LIFE**

- *Consulting & Analytics Club*
- *Entrepreneurship & Startup Cell*
- *Finance & Investment Club*
- *HR & Leadership Forum*
- *Cultural, Sports & International Events*

<b>Feature</b>	<b>KKMU MBA</b>	<b>Traditional MBA</b>
<i>Degree Structure</i>	<i>MBA with Specialisation &amp; Dual Focus</i>	<i>Single-track MBA</i>
<i>Curriculum</i>	<i>70% Practical, Experiential</i>	<i>Theory heavy</i>
<i>Practical Exposure</i>	<i>600+ hours with real companies</i>	<i>Limited</i>
<i>Certifications</i>	<i>10+ global &amp; industries certifications</i>	<i>1-2 or none</i>
<i>Internships</i>	<i>5 months</i>	<i>6-8 weeks</i>
<i>Global Exposure</i>	<i>International pathways &amp; Harvard</i>	<i>Rare</i>
<i>Class Strength</i>	<i>30 students per class</i>	<i>60+ students</i>
<i>Career Growth</i>	<i>Leadership &amp; fast-track roles</i>	<i>Slow Progression</i>



# KKMU MBA STAR PLACEMENT

Highest Package

Average Package



## Shivani Khandelwal

Indofil India Ltd  
Management - Trainee  
8 LPA

*“KKMU shaped my business foundation with hands-on learning and strong industry links. An internship at Godfrey Philips India Ltd. and placement at Indofil Industries Ltd. Led ISB, Hyderabad today”*

Class XII – MGM Senior Secondary School, Bhilai  
BBA - St. Thomas College, Bhilai



## Siddhant Sevy Scott

Zomato  
Key Account Manager  
4.50 LPA

*“This MBA programme gave me deep industry exposure, strategic thinking skills, and leadership confidence through live projects and internships.”*

Class XII – DAV Public School, Kirandul  
BE Mechanical - Christian College of Engineering, Bhilai

# KKMU MBA STAR PLACEMENT



## Akriti Xalxo

Hike Education  
Business Development Manager  
7.02 LPA

*“KKMU’s MBA marketing programme emphasised practical learning through live campaigns, brand strategy projects, and internships. The hands-on exposure and mentoring prepared me for fast-paced corporate marketing roles.”*

*Class XII – Caramel Convent Sr. Secondary School, Amlai, M.P.  
BBA - St. Aloysius Institute of Technology, Jabalpur*



## Mohd Taushif

ABIS Export India Pvt. Ltd.  
Senior Finance Executive  
3.60 LPA

*“The MBA finance curriculum at KKMU combined strong conceptual foundations with practical exposure to financial analysis, corporate finance and investment decision-making. This balance played a key role in securing my placement.”*

*Class XII- Kendriya Vidyalaya, Bhilai  
B.Com-St. Thomas College Bhilai*



## Ashutosh Verma

Strat View Research  
Research Associate  
3.07 LPA

*“The MBA in Business Analytics at KKMU gave me strong exposure to real-world data, strategy projects, and decision-making frameworks. Live industry projects and analytics tools helped me transition confidently into a business analyst role.”*

*Class XII - Shri Shankracharya Vidhyalaya, Bhilai  
B.E-Mechanical – CSVTU, Bhilai*

# KKMU MBA STAR INTERNSHIP



**Harsh Kumar Mishra**

Godfrey Philips India  
Pvt. Ltd., Goa  
MBA- Marketing

*“My MBA internship provided hands-on exposure to strategy, analytics and real business problem-solving, preparing me for leadership roles.”*



**Sakshi Agrawal**

Newleaf Enterprises,  
Raipur  
MBA- Business Analytics

*“My MBA internship provided hands-on experience in data analysis, dashboard creation, and business insights. Working on live projects helped me understand how analytics drives strategic decision-making in organisations.”*



**Rahul Pandit**

Indofil Industries Ltd,  
Dahej, Gujrat  
MBA – Digital  
Marketing

*“Through my MBA digital marketing internship, I gained real-world exposure to performance marketing, social media analytics, and campaign optimisation. The experience strengthened my strategic and execution skills.”*



**Laxmi Sahu**

Augtech NextWealth IT  
Services Pvt. Ltd., Bhilai  
MBA – Human Resource  
Management

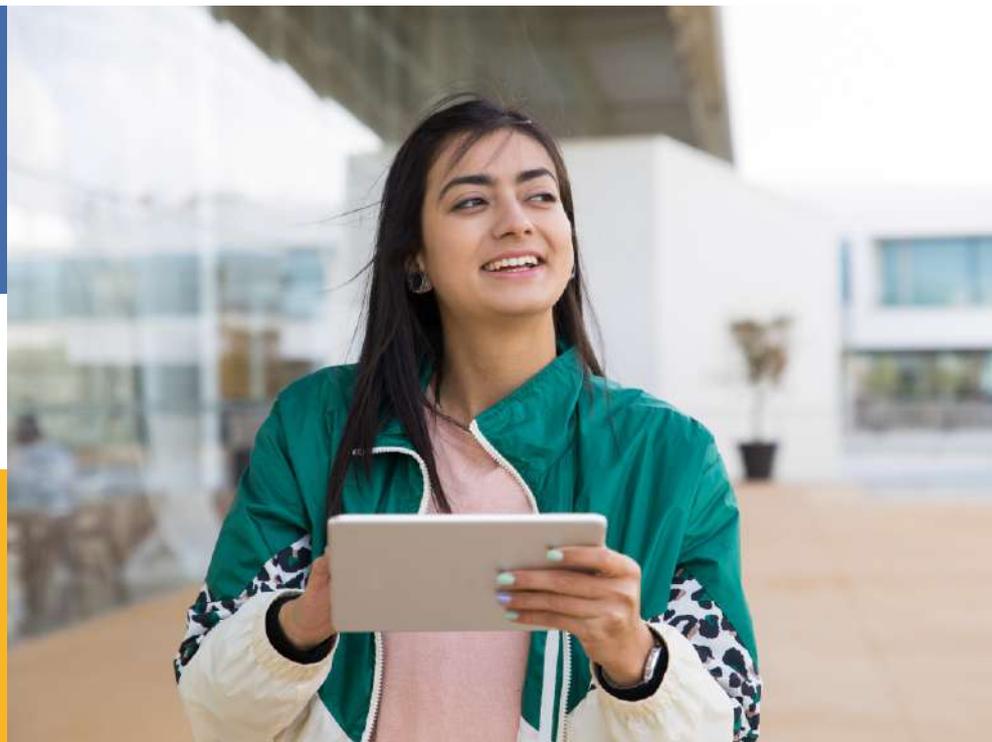
*“This MBA HR internship gave me practical exposure to recruitment processes, employee engagement initiatives, and HR operations. It helped me understand people management in a professional corporate environment.”*

# CAREER OUTCOMES AFTER MBA @KKMU

- *Management Consultant*
- *Business Analyst / Strategy Analyst*
- *Marketing / Growth Manager*
- *Finance Manager / Analyst*
- *HR Manager / Talent Partner*
- *Operations & Supply Chain Manager*
- *Entrepreneur / Family Business Leader*

## CAREER PATHWAYS

- *Corporate Leadership Roles*
- *Consulting & Analytics Careers*
- *Startups & Entrepreneurship*
- *Family Business Leadership*
- *Doctoral Studies / Global 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](https://admissions.kkmu.edu.in)

### Free Harvard ManageMentor® Access

Certification in Leadership / Decision Making / Presentation Skills

### Registration

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

### Scholarships

- Merit-Based Scholarships
- Need-Based Financial Assistance

### Why Parents Trust KKMU

- Safe, fully residential campus
- Strong academic governance
- Industry-linked MBA curriculum
- Ethical foundation & values
- Proven internship & placement outcomes





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*KK Modi University is promoted by the KK Modi Group, known for its long-standing contribution to education, industry and ethical leadership in India.*