



**vedatya**  
INSTITUTE

# **Bachelor of Business Administration (Hons.) - BBA**

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**4 Year Programme (Including Internship)  
Degree Awarded by Gurugram University,  
Gurugram, Haryana**

# About the Program

The program aims to prepare students for a career in business and management or related areas. Students will examine and appraise management concepts and frameworks used and required by Managers, and understand the importance of key functional areas and transformational processes that contribute to the effective management of business resources to achieve strategic objectives. Students will apply business specific tools to a wide range of scenarios and problems, use and practice business specific communication techniques, and reflect on experiences leading to personal and professional development.

Throughout the program students will be encouraged to develop an analytical and enquiring mind so that they can respond creatively to the problems and opportunities facing business and society. The students will be constantly updated on new and emerging technological innovations and techniques that they will be able to integrate and employ in their studies and as a graduate.

The global exposure and workshops will give students a wider perspective of how specialized business domains like digital marketing, events planning and data analytics function and the opportunities they offer. The business and entrepreneurial inputs will stand the students in good stead to set up their own business venture and become entrepreneurs.

The NEP (National Education Policy 2023) compliant program structure also offers a research-focused year 4 for those interested in building research competencies and related career pathways.

## VEDATYA ADVANTAGES



### Applied Learning

Through Practical Implementation of Concepts



### Dedicated Industry Interface

Program Delivery by Practitioners



### Work Study Mode

Work While You Study



### International Degree

Opportunity to Earn a Degree from Leeds Beckett University, UK



### Sports Facilities

In Campus Sport Facilities

Basketball Court | Lawn Tennis Court | Cricket/Football Ground | Badminton Court | Volley Ball Court | Indoor Games

## ELIGIBILITY AND ADMISSION CRITERIA

- » Class 12 of the Indian School System/International school system with minimum 50% ( in best of 4 subjects) across boards or equivalent accreditation from any stream
- » Selection is based on a personal interview
- » A candidate can either fill online application form or download it from the website and send the duly fitted application form to the address mentioned on the form along with a draft of Rs. 1500 drawn in the favor of "Umak Education Trust" payable at Gurugram. Candidate can also obtain the application form from the institute's admissions office by depositing Rs. 1500 in cash



# Internship & Placement Highlights

## Previous Placement Record

Graduates across all programs were successfully placed, post-graduation.

## International Exposure Opportunity

Option of One year study with Leeds Beckett University, UK

## 25 years Of Academic Excellence

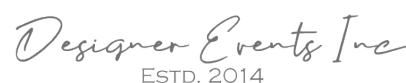
Strong alumni base across multiple continents.

## Our National and International Recruiters include some of the most renowned names in the industry:



## Successful Ventures by Vedatya graduates

Several graduates have gone on to develop successful entrepreneurial hospitality ventures, including El Diablo sauces, Narula Bakery, and Burgrill, to name a few.



# ALUMNI



## Arujn Jolly

Senior Principal at Athena Executive Search & Consulting (AESC)



## Pooja Sethi

Customer & Operational Excellence Manager at Novuna Business



## Himani Kaul

Consumer & Shopper Insights | Brand Research | Market Intelligence



## Siddharth Pal

Brand | Strategy | Commerce | Media | Ex-adidas, Under Armour



## Arjun Singh

Director at Grant Thornton Bharat LLP



## Anshita Ganjoo

Assistant Vice President Marketing at IDFC FIRST Bank



## Mainak Sen

Wiz Story Weaver | Ex-WPP, Publicis, Dentsu | Co-Founder - Deep Films

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