



VISHVESHWARYA GROUP OF INSTITUTIONS

Affiliated to AKTU, Lucknow (U.P.) | CCS University, Meerut (U.P)
Technical Campus, Approved by AICTE / UGC / PCI / BTE / BCI
Approved by Ministry of Education, Govt. of India



**PAID INTERNSHIP
PROGRAM***

GET **100%** **ASSURED
PLACEMENT***

Get **₹5.5 LAKH** **MINIMUM
PACKAGE***

*Under Placement Guarantee Agreement

BBA+

EMPLOYABILITY PROGRAMME



ENGAGE • EMPOWER • EMPLOY

BACHELOR OF BUSINESS ADMINISTRATION

INDUSTRIAL & SKILL PARTNER



KNOWLEDGE PARTNER



AFFILIATION CCS University, Meerut (U.P)
NAAC A++ Grade University
Code - 812

DURATION 3 Years

ELIGIBILITY 12th Passed (any stream) with aggregate 45% for Gen/OBC, 40% for SC/ST or eligibility criteria as per University norms

A Bachelor in Business Administration is the first step into the business world. This cutting-edge program is in great demand as it equips students with professional business management qualifications and skills that help them towards take up top leadership roles.

Being an industry-oriented course, BBA+ Employability at **Vishveshwarya Group of Institutions** will open the doorway to a plethora of job opportunities in varied sectors such as,

**SALES | MARKETING | EDUCATION | FINANCE
GOVERNMENT SECTOR**

It trains students in practical and theoretical knowledge, offering them real-world experience.

Value Addition Certifications from Top Global Institutes/Agencies

Google Project Management

Business Analytics

Management Information System (MIS)

Project Management

Google Digital Marketing & E-commerce

Foundations of Business Intelligence (Google)

Financial Analysis

Creating Financial Statement and Budget using MS Excel



Basics Technical Training & Certification

- » Microsoft Excel Expert
- » Effective Business Communication
- » Enhancing Soft Skills and Personality
- » Statistics for data analysis

Industrial Interaction

- » Industrial Visits
- » Expert Lectures from Industry Experts
- » Industry Mentor-Mentee Model
- » Pre-Placement Interaction



USP's of BBA+ Employability Program

- » Student shall be offered industry oriented Study Module
- » Industry specific & job Oriented certifications along with University Degree program
- » Training by Industry experts and Academicians
- » Holistic development program with CQ- Career Quotient Advantage
- » Project based case studies
- » Paid Internship program to make them industry ready professionals.
- » Students shall be offered training by academicians and Industry experts in the areas of English Communication & other traits of Confidence building measures

Finance

Finance

Bank Branch Manager

Commercial Lender

Financial Analyst

Security Analyst

Trust Manager

Portfolio Manager

Marketing

Marketing

Market Research Analyst

Marketing Executive

Advertising Executive

Event Manager

Social Media Manager

Brand Manager

Human Resources

HR Specialist

HR Recruiter

HR Coordinator

HR Assistant

Operations

Logistics Manager

Project Manager

Supply Chain Executive

Operation Manager

Career Prospects After BBA+ Employability

WHY VGI ?



- » Teaching methodology based on the principles of **3Es- Engage, Empower & Employ**
- » Industry specific **career centric method of study**
- » Industry endorsed curriculum having **global acceptance**
- » Holistic development program including **English communication, IT & Soft Skill Development**
- » Value added certifications from top Industries & statutory bodies like **NASSCOM, CDAC, ASDC, ESSCI, IGMPI, LSSSDC** etc.
- » **Paid Internship** in Final Yr/semester
- » **Industry relevant capstone project** to gain industry insights
- » Career profiling of students through Scientific set parameters, which helps in **placement of higher package**
- » Three ways of teaching pedagogy- class Room teaching, Practical in the lab and practical training inside the plant for **Job assured Employability Program**
- » Vast network of ALUMNI placed in **top global companies**
- » Focus on Research based **training & case studies**
- » **Integrated campus** with more than 25 courses of different streams
- » Training & Development program like “**Dakshta, Peer to Peer , DID- Do it Daily**” for personal grooming

SOME OF OUR RECRUITERS						

