



**vedatya**  
INSTITUTE

# EXCITING CAREERS IN BUSINESS MANAGEMENT

## BBA

**BACHELOR OF BUSINESS  
ADMINISTRATION**

**(4 YEAR PROGRAM INCLUDING INTERNSHIP)**

DEGREE AWARDED BY GURUGRAM UNIVERSITY, GURUGRAM, HARYANA

# About Vedatya Institute

Vedatya Institute is an initiative of IIT & the Wharton School alumni who wish to replicate their own quality educational experience for the benefit of students in India. It was established with the active support of corporations such as - The Radisson Hotel Group, USA and the Edwardian Group, UK. The institute is funded by the holding entity of Radisson Blu Plaza Delhi Airport, Radisson Blu Varanasi and a restaurant chain called The Great Kabab Factory. The institute's campus, located on Gurgaon-Sohna road, is fully integrated with academic, recreational and residential facilities for students.

The institute was established in the year 2000 as higher learning institution in India that offers internationally recognized, undergraduate and post graduate programs of study in hospitality, design, culinary arts and business management.

## VEDATYA HIGHLIGHTS

- » A self-sustainable "Green Campus" with academic, recreational, residential accommodation for students
- » Recreational facilities including football field, tennis courts, volley ball court, basketball court and an upcoming student centre
- » Unconventional design of spaces, on campus organic farms, fish pond and poultry farm
- » Mazes & Puzzles to foster team work, sharpen minds & critical thinking
- » Student designed and operated "Food Truck" to foster applied learning and entrepreneurial thinking
- » Ranked amongst the premier hotel management institutions of India by the Education Times, Times of India
- » Academic partnership with SEG (Swiss Education Group, Switzerland) and industry partnership with IHG, a global hotel company, in the form of an IHG Academy
- » UK trained faculty with International work experience
- » Management focused career path in the hospitality industry
- » 100% placements assistance for graduating students
- » Demonstrated record of placement at global hospitality chains like Crowne Plaza, Four Seasons, Ritz Carlton, Taj Hotels, J. W. Marriott, The Radisson Hotel Group etc.
- » Record of merit based full year paid internships in France, Thailand, England, Australia, Dubai, Malaysia, Singapore and Germany

			
			
			

# Bachelor of Business Administration

## 4 year Full Time Programme (Including internship) Degree Awarded by Gurugram University

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 practise 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.

### PROGRAMME HIGHLIGHTS

- » Applied learning through practical implementation of concepts across a wide range of courses like digital marketing, events, data analytics and many others
- » Dedicated industry interface through industry visits, guest lecturers, workshops and demonstrations
- » Program delivery informed by practitioners, clear employability link through specializations like data analytics, digital marketing and events management.
- » Participation in various internal and external, national and international level competitions for an enhanced learning experience
- » Paid internship(s) international as well as domestic with global business brands across a wide range of sectors

### ELIGIBILITY & ADMISSION PROCESS

- » Class 12 of the Indian School System with minimum 50% (in best 4 subjects) in CBSE, ISC or equivalent accreditation
- » Test to establish aptitude and an interview will be conducted
- » A candidate can either fill online application form or download it from the website and send the duly filled application form to the address mentioned on the form along with a draft of Rs. 1500 drawn in the favour of "Umak Educational Trust" payable at Gurugram. Candidate can also obtain the application form from the Institute's Admission Office by depositing Rs. 1500 in cash
- » Selection is based on personal interview and aptitude test

## ALUMNI SPEAK

A sports enthusiast and a marketing professional with over 7 years' experience, I've built my career in a variety of roles and industries, including advertising agencies. My career began in London in a multi-cultural environment which had helped me grow as a professional and attain global exposure in managing accounts and payment processes.

With 2.5 years of experience in advertising, where I learnt the basics of brand management. Having worked in global agencies like Publicis and TBWA helped build my career in Brand communications. The last four years at adidas India have been thrilling, having worked in key categories across Running, Cricket, Football and seen the company experience year-on-year growth in all the three has proved to be an extensive learning experience for me. The opportunity to work on Football world cup and as well as the Cricket World

Cup campaign has provided great exposure across all levels. The Combination of advertising and Sport has been a dream come true, playing it like a game.

### Siddharth Pal

*BBA - 2008 Graduate*

*Marketing Manager - Brand Activation, Adidas.*

My experience at Vedatya Institute has been a memorable one. The college has excellent faculty and exceptional teaching methodology that helps you build confidence and gain right exposure. The knowledge gained and the personality developed during the program gave me the confidence to take up technically challenging roles and walk through different facets of life and career with ease and satisfaction.

### Akansha Lamba

*BBA (Hons.) Retail Management 2010 Graduate*

*Director at Aramis Clan Pvt. Ltd. – Franchise Partner with Kidzee Preschool*

Vedatya was a turning point in my life. Thanks to the grading system, it got me more focused on developing skills rather than just simply scoring good marks in exams. This college made me realize that a degree is just a piece of paper and the skill set developed and polished during the course of this degree will be the real driver of success in the industry.

### Piyush Gupta

*BBA 2014 Graduate*

*Area Manager – Sales (Grofers.com)*



## vedatya INSTITUTE

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