



vedatya
INSTITUTE

Bachelor of Business Administration - BBA

**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 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

Finance, HR, Digital Marketing, Event Management, Data Analytics etc.



Dedicated Industry Interface

Program Delivery Informed by Practitioners

Through industry visits, guest lecturers, workshops and demonstrations.



Enhanced Learning Experience

From Classrooms to Championships

Through participation in various internal and external, national and international level competitions.



Record Placement

Paid Internship(s) International as Well as Domestic

With global business and brands across a wide range of sectors

ELIGIBILITY AND ADMISSION CRITERIA

- » 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
- » Selection is based on a personal interview and aptitude test
- » 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

100% Placement Record

2022 graduates across all programs were successfully placed, post-graduation.

International Exposure Opportunity

Student Internships in locations such as France, Dubai and Malaysia.

20+ years Of Academic Excellence

Strong alumni base across multiple continents.

Cross-Continental Internships & Placements

Students have been placed in internships and jobs in France, the UAE, Mauritius, Malaysia, Thailand, and India.



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

Some recruiters include The Ritz-Carlton, Four Seasons Hotels & Resorts, The Intercontinental Hotels Group (IHG), and Conrad Hotels & Resorts.

 THE RITZ-CARLTON		 FOUR SEASONS <i>Hotels and Resorts</i>	
			
		 SUNWAY HOTEL	
 Building a better working world		 Limerick Strand Hotel *****	

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.



Phab Marketing

Designer Events Inc
ESTD. 2014

Suzie's



Societe Naturelle

ALUMNI SPEAK

“As 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

Bachelor of Business Administration, Batch 2008

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

Bachelor of Business Administration (Hons.) Retail Management, Batch 2010

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

Bachelor of Business Administration, Batch 2014

Area Manager – Sales (Grofers.com)

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