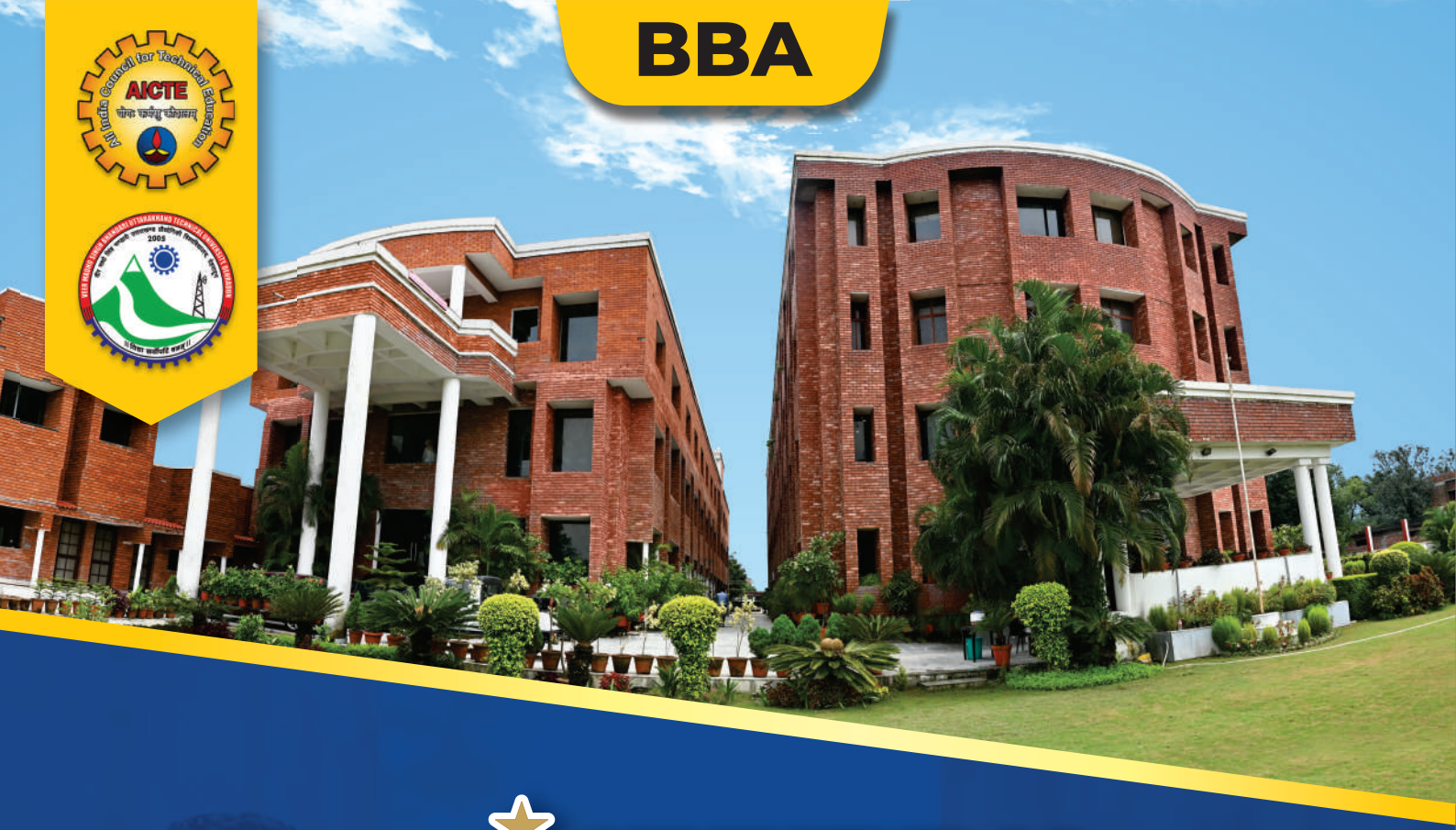
BBA



KUKREJA INSTITUTE

AN ISO 9001:2000 INSTITUTE

(Established - 2005 - An unmatched legacy of 20 years)

- Approved by AICTE, Ministry of HRD, Government of India,
- Affiliated with VMSB Uttarakhand Technical University
- Choice-Based Credit System (CBCS),
- New Education Policy (NEP) enabled syllabus

- **Value Added Programs**
- **100% Placement Assistance**

Hotel Management | Fashion Designing | BBA | BCA

75790 70000

bba.kukrejainstitute.co.in

Dharampur Chowk, Mata Mandir Road, Ajabpur Khurd, Dehradun

About the BBA Program

Bachelor of Business Administration (BBA) at Kukreja Institute is a 3-year undergraduate program designed to develop strong managerial, analytical, and leadership skills in students preparing for careers in business and entrepreneurship.

The program combines theoretical learning with practical exposure, enabling students to understand modern business practices, corporate strategies, and digital business environments. Students gain hands-on learning through industry visits, internships, workshops, and real-world business case studies.

BBA Specializations / Skills Covered

Students gain knowledge in multiple business domains including:

- Soft Skills & Personality Development
- Marketing & Digital Strategy
- Data Analytics & Advance Excel
- E-commerce & Digital Presence
- Project Management (PMP/CAPM)
- Banking and Finance

These subjects prepare students for careers in corporate management, startups, marketing, and consulting.

Why Choose Kukreja Institute for BBA?

- **Industry-Relevant Curriculum**
  Our program focuses on modern business practices, digital marketing, entrepreneurship, and business analytics.

- **Experienced Faculty**
  Learn from qualified faculty members who bring industry knowledge and practical experience into the classroom.

- **Practical Learning Approach**
  Students participate in workshops, live projects, and industry visits to gain real-world exposure.

- **Placement Assistance**
  The institute provides career guidance, interview preparation, and placement support to help students start their professional journey.

- **Skill Development Programs**
  Special training in communication, leadership, and personality development prepares students for corporate environments.

- **Modern Learning Environment**
  Smart classrooms, computer labs, and advanced learning resources enhance the academic experience.

Experiential Learning Programs

At Kukreja Institute, students learn beyond the classroom through:

- **Internships**

Work with companies to gain real industry exposure.

- **Industry Visits**

Understand how businesses operate through visits to corporate offices and organizations.

- **Workshops & Seminars**

Learn from industry experts and guest speakers.

- **Project Work**

Work on real business problems through practical projects.

- **Case Studies**

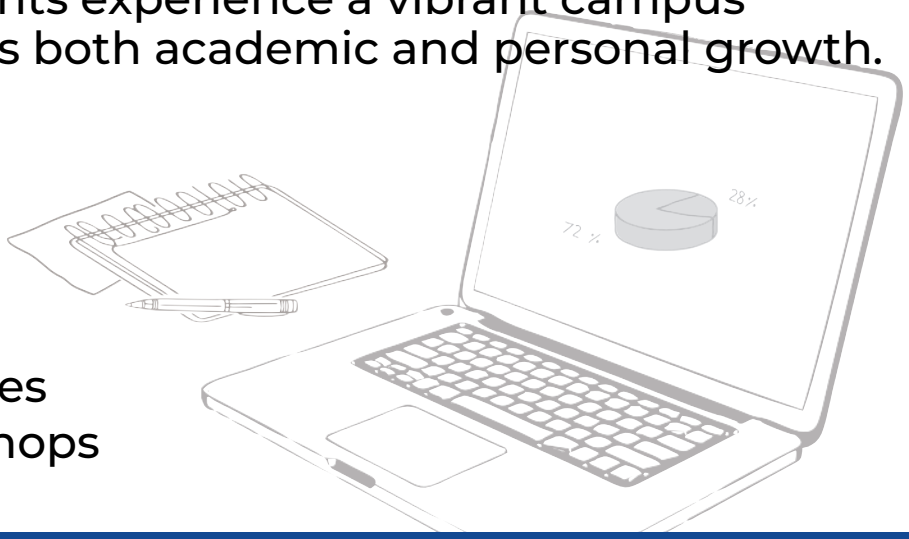
Analyse real-world business scenarios and develop strategic solutions.

Student Development & Campus Life

At Kukreja Institute, students experience a vibrant campus environment that supports both academic and personal growth.

Activities include:

- Business competitions
- Leadership programs
- Cultural events
- Entrepreneurship activities
- Skill development workshops



FAQ

What is the duration of the BBA program?
The BBA program is a 3-year undergraduate degree.

What is the eligibility for BBA admission?
Students must have completed 10+2 from a recognized board.

Does the institute provide placement assistance?
Yes, Kukreja Institute provides placement guidance and career support.

Are internships included in the program?
Yes, students gain industry exposure through internships and projects.