



**VISHWAKARMA
UNIVERSITY**
Maximising Human Potential

COMMERCE & MANAGEMENT

Master Business & Digital Skills
with Real-World Industry Exposure



Programmes

- B.B.A. - Bachelor of Business Administration
- B.B.A. (IB) - Bachelor of Business Administration (International Business)
- B.B.A. (CA) - Bachelor of Business Administration (Computer Applications)
- B.B.A. (HT) - Bachelor of Business Administration (Hospitality & Tourism)
- B.C.A. (AI) - Bachelor of Computer Applications (Artificial Intelligence)
- M.B.A. - Master of Business Administration
- M.B.A. - Master of Business Administration (Pharmaceutical Management)
- M.C.A. - Master of Computer Applications (Management)



Approvals

- Government of Maharashtra - A State Private University
 - University Grants Commission (UGC)
 - Association of Indian Universities (AIU, New Delhi)
- (Authorized to Design Curriculum, Conduct Examinations, and Award Degrees)

Rankings and Recognition



USPs at VU

Curriculum

- Contemporary, holistic curriculum blending academic theory with industry practice.
- NEP 2020-aligned and multidisciplinary approach incorporating national and global education frameworks.
- Global orientation with emphasis on intercultural competence, regulatory understanding, and international perspective.
- Industry-relevant content, reviewed annually by academic and industry experts to ensure market readiness.
- Blend of foundational, functional, and elective courses tailored for diverse career pathways.
- Focus on advanced computing and emerging technologies.
- Interdisciplinary learning modules covering varied sectors, domains, tools and technologies.
- Hands-on curriculum incorporating mini-projects, case analysis, and simulation-based learning.

Pedagogy

- Experiential learning approach through labs, workshops, hackathons, and live projects.
- Career-centric teaching methodology integrating internships, global immersion, and industry exposure.
- Problem-solving assignments and collaborative group work to encourage analytical thinking and teamwork.
- Capstone projects providing real-world exposure to solve industry-specific challenges.
- Flipped classrooms and blended learning models for greater student engagement and self-paced study.
- Technology-enabled teaching tools.
- Entrepreneurship support via dedicated incubation center and innovation cell.

Industry Connection & Practical Exposure

- Strong industry linkages with recognized corporates.
- MOUs with leading companies facilitating internships, guest lectures, and collaborative learning.
- Robust placement infrastructure featuring live projects, industry internships, and assessment support.
- Workshops, certificate programmes, and industrial tie-ups embedded within the academic calendar.
- Regular industrial visits to manufacturing units, IT parks, and business incubators for experiential exposure.
- Corporate mentorship guiding students through projects and career readiness.
- Engagement through placement drives, mock interviews, and career development workshops.
- Panel discussions, conclaves, and expert sessions led by industry veterans and domain experts.
- Consistent recognition through industry awards and institutional rankings validating programme quality.

Specializations & Career Paths

- Programmes designed to nurture innovators and global problem-solvers equipped for dynamic business and tech

landscapes

- Strong career outcomes through structured placement support and entrepreneurial incubation
- Programme specific specializations offered in key domains
- Personalized career mapping and individual development plans aligned with student goals and industry needs

Infrastructure & Resources

- Classrooms equipped with interactive technology and modern teaching aids
- Dedicated IT labs with high-speed internet connectivity to support hands-on technical learning
- Extensive library and digital resources, including access to academic databases
- Learning Resource Centers offering remote access to e-content and academic support materials
- Equipped seminar halls and auditorium for conferences, guest lectures, and presentations
- Student engagement zones fostering a vibrant campus environment

Skill & Personality Development

- Communication labs and grooming workshops to enhance public speaking, presentation, and interpersonal skills
- Leadership bootcamps and personal branding sessions designed to build confidence and executive presence
- Soft skills and language clinics offering training in etiquette, and office communication.
- Emotional intelligence, conflict resolution, & team-building activities to foster workplace readiness.
- Mentoring and personal development initiatives.
- Supportive learning environment encouraging resilience and adaptability.

Global Exposure & Certifications

- Global immersion opportunities through exchange programmes.
- International study modules and foreign language options to enhance cross-cultural competence.
- Joint certification programmes in collaboration with international academic and industry partners.

Times 3 School
Your Roadmap to Success BBA Edition

BBA – Ranking Survey 2025

13th

Among Top 70
BBA Institutes

9th

Top BBA
Private University

- Global academic credentials.
- Online learning integration with global platforms for flexible, industry-relevant skills.
- Value-added certifications.
- Designed to enhance employability and global career readiness across disciplines.

Student Life & Campus Culture

- Vibrant campus life fostering holistic development through co-curricular and extracurricular engagement.
- Diverse student clubs and forums.
- Annual fests offering a platform for creativity and collaboration.
- Entrepreneurship summits, quizzes, hackathons, and competitions promoting innovation and strategic thinking.
- Regular campus events to engage with real-world ideas.
- Social immersion through partnerships for community engagement and civic responsibility.

Alumni & Success Stories

- Notable alumni placed in top companies, and international roles.
- Entrepreneurial success stories featuring startup founders nurtured through campus support and incubation.
- Student achievements including national-level recognitions,

medals, competition wins, and research publications.

- Student testimonials reflecting strong faculty support and effective career preparation.
- Alumni knowledge-sharing platforms, mentoring sessions and networking events.
- Active global alumni network supporting through internships, mentorships, and professional guidance.

Eligibility, Fees & Admission

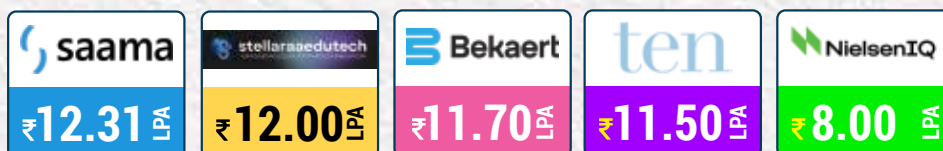
- Eligibility Criteria : 10+2 for undergraduate programmes; relevant undergraduate degree for postgraduate admissions.
- Transparent programme-wise fee structure with detailed breakdown.
- Merit-based scholarships to reward academic excellence.
- Admission through identified entrance scores for applicable programmes.
- Online and offline application options with dedicated helpdesk support.
- Assistance for document verification, hostel admissions
- Structured orientation for newly admitted students to familiarize with campus life and academics.

Internationalisation

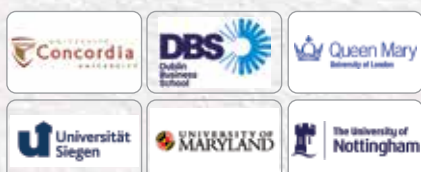


Educator Access | Experiential Learning Content | Funding for Education, Training, Youth and Sport | Immersive Programmes | Mentorship from faculty & Research staff | Research Projects | Satellite Centers | Scholarships | Student and faculty Exchanges | Think-Tanks

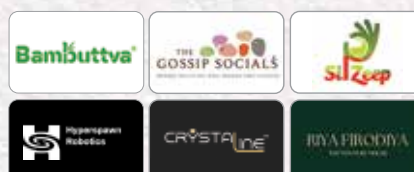
Placement



Higher Studies



Entrepreneurship



Career Opportunities

Business Administration

General Management & Strategy : Management Trainee, Business Development Executive / Manager, Operations Manager, Project Planner / Project Manager, Corporate Planning Executive, Business Analyst, Strategy Consultant, Multinational Manager, Administrator / Officer / Head.

Finance & Accounting : Financial Analyst, Investment Banker, Credit Analyst, Risk Analyst, Accounts Executive, Treasury Analyst, Investor Relationship Manager, Banking / Insurance Officer, Finance Manager / Controller.

Marketing, Sales & Communication : Marketing Executive / Manager, Brand Manager / Assistant Brand Manager, Product Manager, Digital Marketing Executive / Manager, Sales Executive / Manager, Customer Service Manager, Client Servicing Executive, Media Planner, Market Research Analyst, Communication Strategist.

Human Resource Management : HR Executive / Manager, Talent Acquisition Specialist / Recruiter, HR Business Partner, Job Analyst, Training & Development Specialist, Compensation & Benefits Analyst, Industry Relations Specialist, Human Resource Administrator.

Operations, Supply Chain & Logistics : Logistics Manager / Coordinator, Procurement Specialist, Inventory Control Analyst, Production Supervisor, Quality Control Auditor, Supply Chain Manager, Warehouse / Distribution Manager.

International Business : Importer / Exporter, International Business Advisor, International Marketing Director, International Trade & Customs Manager, Foreign Policy Advisor, Global Business Development Executive, Liaison Officer for MNCs / NGOs, Export-Import Executive.

IT & Business Analytics : Business Systems Analyst, IT Project Manager, ERP Consultant, Business Intelligence Analyst, CRM Analyst, Data Analyst / Consultant.

Public Sector, CSR & Sustainability : Administrative Officer (Govt./PSUs), Policy Analyst, CSR Executive / Manager, Sustainability Analyst, ESG Consultant.

Consulting & Advisory : Associate Consultant, Management Consultant, HR/IT/Finance Consultant, Strategy / Policy Advisor.

Entrepreneurship & Startups : Founder / Co-founder, Innovation Manager, Business Owner, Startup Consultant, Incubation Manager.

Computer Applications

Software Development & Engineering : Software Developer, Software Engineer, Full Stack Developer, Web Developer, Mobile App Developer, Frontend Developer, Backend Developer, UI/UX Developer, Game Developer.

Data Science & Analytics : Data Analyst, Data Scientist, Business Intelligence Analyst, Machine Learning Engineer, Data Engineer, AI/ML Specialist, Big Data Analyst.

Cybersecurity & Information Security : Cybersecurity Analyst, Information Security Analyst, Ethical Hacker, Penetration Tester, Security Operations Center (SOC) Analyst, Network Security Engineer, Risk and Compliance Analyst.

Cloud Computing & DevOps : Cloud Engineer, Cloud Administrator, DevOps Engineer, Site Reliability Engineer (SRE), Infrastructure Engineer.

System Administration & IT Support : System Administrator, IT Support Specialist, Network Administrator, Desktop Support Engineer, Technical Support Analyst.

Networking & Infrastructure : Network Engineer, Network Analyst, Telecom Engineer, Wireless Communication Analyst, VoIP Specialist.

Database Management : Database Administrator (DBA), SQL Developer, Data Warehouse Engineer, ETL Developer, Database Analyst.

Software Testing & Quality Assurance : QA Engineer, Manual Tester, Automation Tester, Test Analyst, Performance Tester.

IT Business & Functional Roles : Business Analyst (IT), IT Project Manager, ERP Functional Consultant, Product Manager (Tech), Technical Program Manager, Scrum Master, Agile Facilitator.

IT Services & Consulting : IT Consultant, Systems Analyst, Implementation Consultant, Technical Consultant, Technology Support Executive.

Web, App & Game Technologies : Web Application Developer, App UI Designer, Game Designer, Cross-platform Developer, Web Animator.

Digital Tools & Platforms : RPA Developer, No-code/Low-code App Developer, CRM/ERP Platform Specialist, Chatbot Developer.

Entrepreneurship & Startups : Tech Entrepreneur, Startup CTO, SaaS Product Founder, Freelance Developer, Technology Startup Consultant.



Admissions Office

📍 Vishwakarma University, Pune

Survey No. 2, 3, 4 Laxmi Nagar, Kondhwa (Bk.) Pune - 411048. Maharashtra, India.

✉️ admissions@vupune.ac.in ☎️ +91 9590300911 🌐 www.vupune.ac.in

