



*A world of*  
**OPPORTUNITY**



# BBA

**Bachelor of Business Administration**

# BBA PROGRAM AT APEX UNIVERSITY

The BBA program at Apex University is designed to build strong foundations in business management, leadership, entrepreneurship and human resource. The course combines theoretical knowledge with practical exposure through case studies, projects, internships, and industry interactions. Students can specialize in Human Resource Management, focusing on talent management and organizational

behavior; Marketing, emphasizing branding, consumer behavior, and digital marketing; Finance, covering financial analysis, investment, and corporate finance; and International Business, which develops understanding of global trade, international markets, foreign exchange and cross-cultural management. The program prepares students for successful careers in the corporate world and higher studies.

## BBA

HR | Marketing | Finance  
International Business

**ELIGIBILITY :** Passed in 10+2 or its equivalent examination in any stream conducted by a recognized Board/ University/Council obtained at least 50% for General, 45% for SC, ST, OBC & SBC

**DURATION :** 3 Years (6 Semesters)

**FEE :** ₹1,10,000 Per Annum



## BBA PLACEMENT AT APEX UNIVERSITY



**MOHIT HASRAJANI**  
Vikalp Outsourcing Services Pvt Ltd.



**ABHINAV MATHUR**  
Quant Institute of Financial Markets



**PRANAV PAREEK**  
Car Dekho



**BHAVESH GAUR**  
Pixelation Digital Media



**DHANANJAY SONI**  
Mattsenkumar Services Pvt Ltd.



**KHUSHAL SHARMA**  
Mahadev Constructions



**SHASHANK SWAMI**  
Mattsenkumar Services Pvt Ltd.

and many more...

# INDUSTRIAL VISIT

Apex University organizes regular industrial visits to provide students with practical exposure to real-world corporate environments. Visits to renowned organizations such as Zee Studio, Cipla, Parle, Bosch, and many more help students understand industry operations, production processes, corporate culture, and management practices. These visits bridge the gap between classroom learning and industry

expectations by offering firsthand insights into marketing strategies, manufacturing systems, quality control, and organizational structure. Interactions with industry professionals enhance students' practical knowledge and career awareness. Such industrial visits play a vital role in developing industry-ready skills and broadening students' perspectives for future professional growth.



# A GUARANTEE OF THE FINEST QUALITY IN EDUCATION

Is Your Future Secure With Us ?

**Well, These Marks of Excellence Speak For Us !**



## This is What CUET Means For You...

Apex University Made History By Becoming The Youngest University in India To Receive 5,90000 CUET Applications in UG & PG Programme.



Best Quality Infrastructure & Digital Resources



Quality in Teaching & Student Development



Relevant Curriculum on a Local, National & Global Levels



Highest academic degree value upon Graduation



Top quality research and innovation Initiatives

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