



**ITM** Business School  
ITM SKILLS UNIVERSITY



# BBA

## *iConnect*

Program

- 100% Placement Assistance
- 6 Months of Internship
- 1 Cr. Start-Up Seed Funds
- Learn From Industry Leaders
- Global Immersion Program in Dubai & Singapore

"From Classrooms to Boardrooms  
ITM B.School Where Tomorrow's CEOs  
Begin Their Journey."

**Ashok Suvarna** - Batch of 93-95  
Chief Executive Officer



Companies Hiring





## 100% Placement Assistance

At ITM Business School, we ensure you are 100% job-ready with a 6-month internship, 400+ top recruiters, and strong corporate tie-ups. Our comprehensive placement support focuses on profile building, networking opportunities, and 300+ hours of soft skills training, equipping you to excel in interviews and secure top packages.

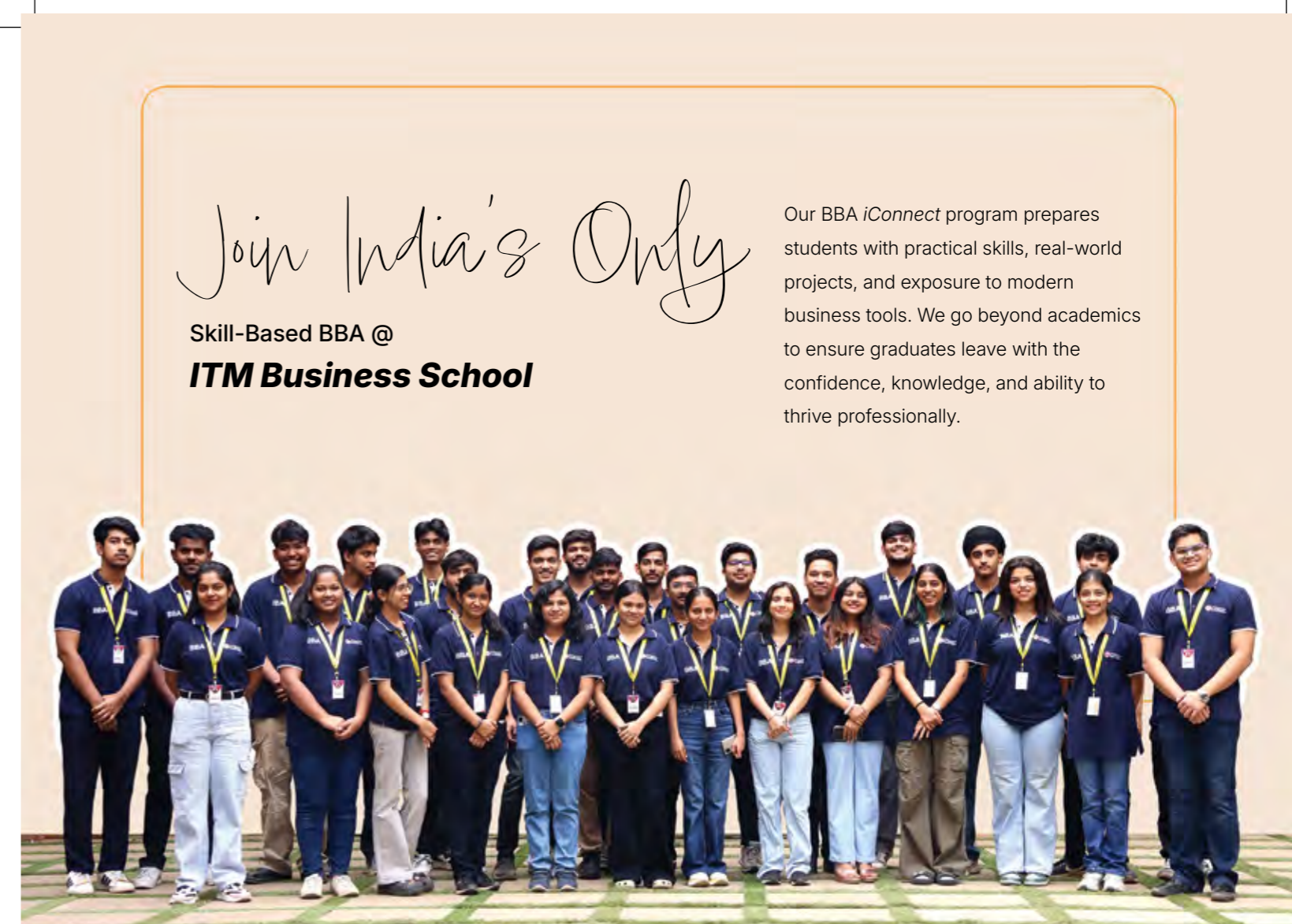
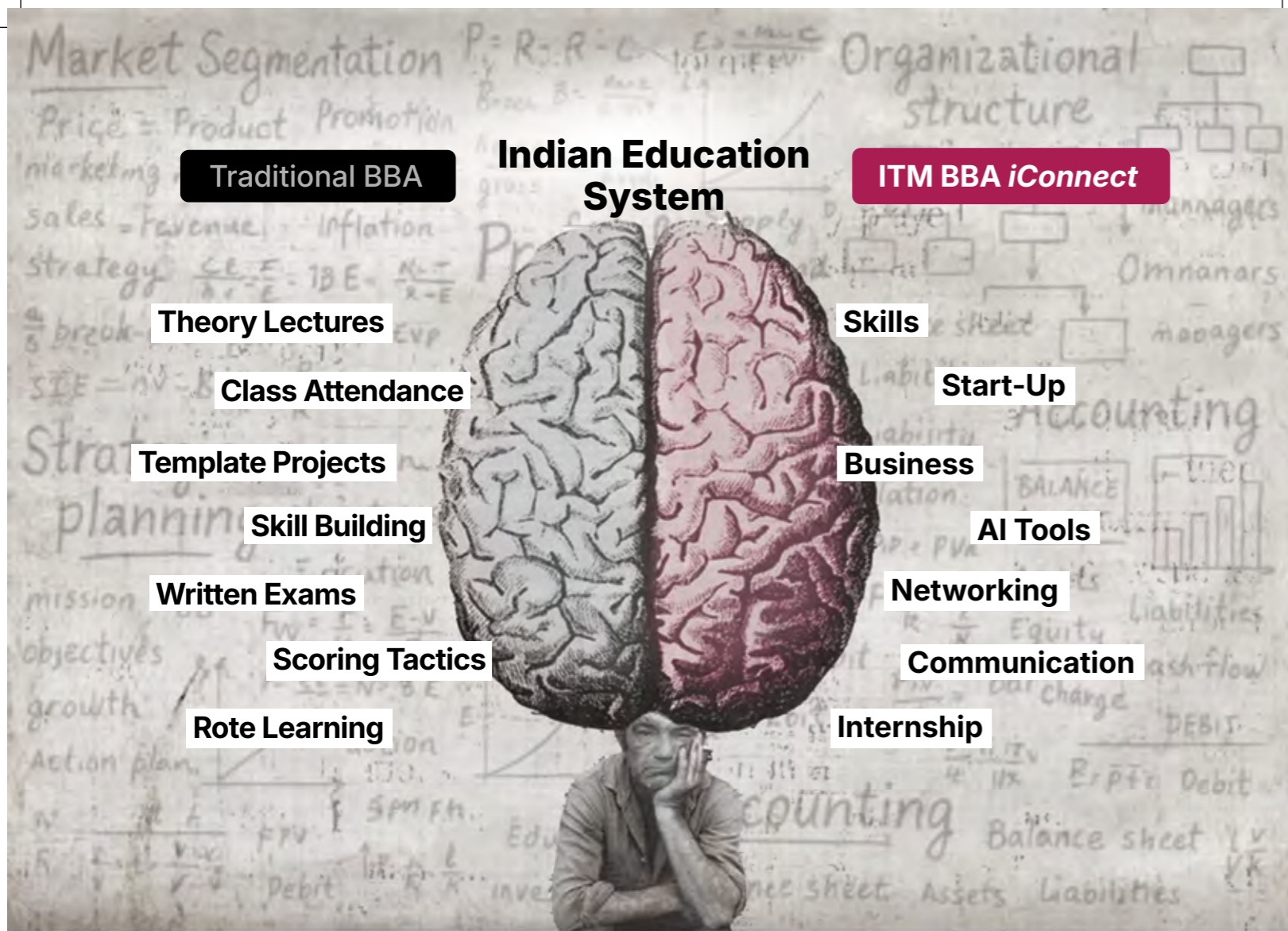


## Companies Hiring



## Why Choose the ITM BBA iConnect?

| Features                          | Conventional BBA                      | BBA iConnect at ITM Business School                                  |
|-----------------------------------|---------------------------------------|--|
| Course Duration                   | 3 Years                               | 3 Years + 1 Year Optional BBA Honors Degree                          |
| Internship                        | 3 Months Internship                   | 6 Months Internship  |
| Placement                         | Limited Placement Assistance Provided | 100% Placement Assistance  |
| Employability                     | Has to Undergo Training               | Ready to Work in Senior Job Roles                                    |
| Start-Up Incubator                | No Funding Support                    | On-Campus Incubator with Up To 1 Cr. Seed Fund and Tech Support      |
| Industry Certifications           | Hardly Any                            | 20+ Professionally Recognised Certifications at No Additional Cost   |
| Personal Professional Development | No Soft Skills Training               | Program Integrates 300+ Hours of Soft Skills & Placement Preparation |
| Hands-On Learning                 | Textbook Learning                     | Case Studies, Live Projects, Industrial Visits, and Conferences      |
| Instructor                        | Less Industry Experience              | Top Professional Faculties with Industry Experience                  |
| Curriculum                        | Outdated                              | Modern World Curriculum Handcrafted by Industry Experts              |
| Assignments                       | Traditional Written Papers            | 10 Live Projects in Each Specialization                              |
| Mentorship                        | No Dedicated Guidance                 | 1 on 1 Mentorship for Each Student                                   |
| Global Immersion                  | -                                     | 2 Global Immersion Programs (Dubai & Singapore)                      |
| National Immersion                | -                                     | 1 National Immersion Program (Himachal Pradesh)                      |
| Industry Visit                    | 3 Industrial Visits                   | 6 International and 8 National Industrial Visits                     |
| Foreign Language                  | -                                     | 2 Foreign Languages  |
| Welcome Gift                      | -                                     | MacBook Air  |
| Batch Size                        | 100+ Students                         | Only 60 Students   |

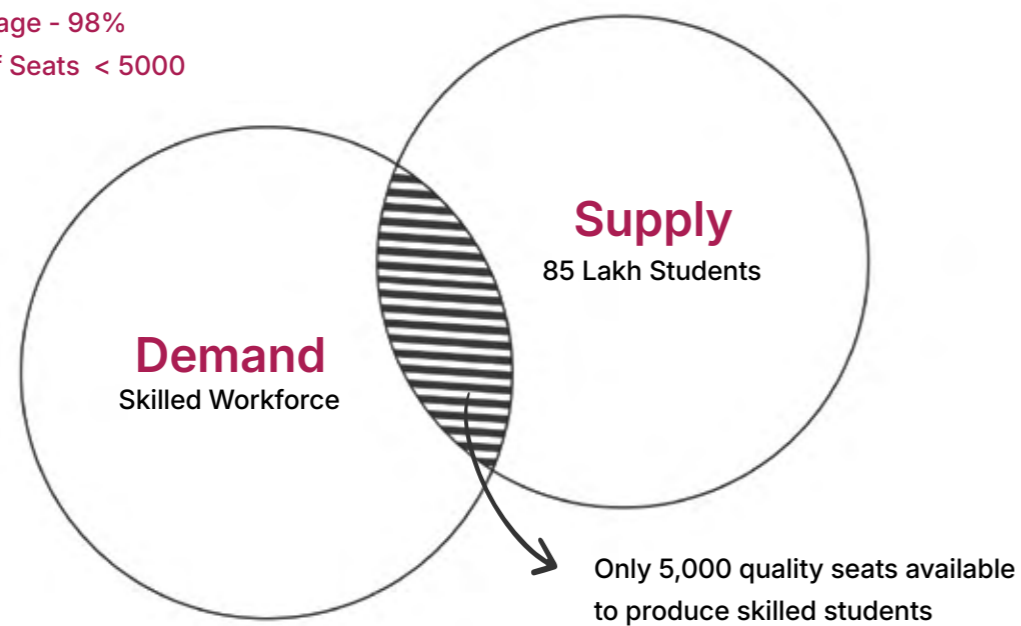


## Supply & Demand

Top 3 Indian Colleges for Commerce

Cut-off Percentage - 98%

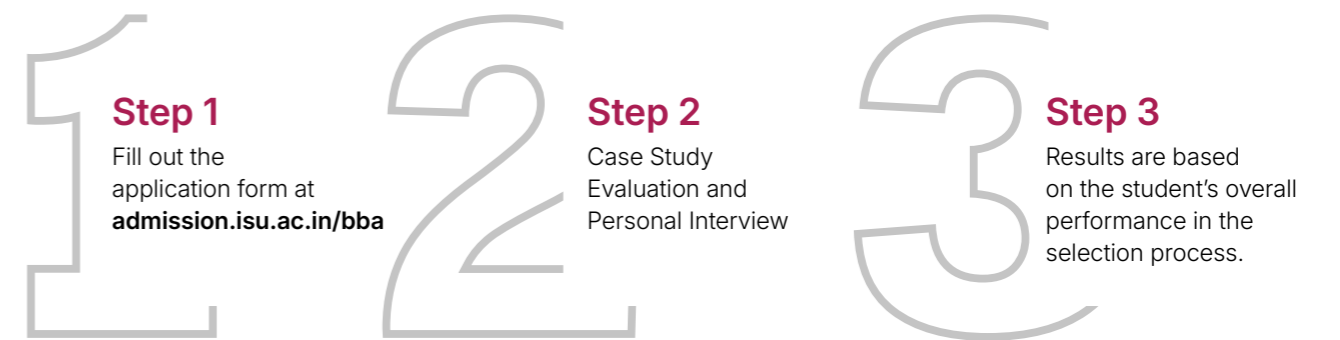
Total Number of Seats < 5000



Ranking - AAA+ in Top Private B-Schools in India Category by Career 360 Ranking 2023.

## Application Process

How To Apply



## We Offer Scholarships

- 1 **Minimum 60% marks** in 10th & 12th from a recognized board
- 2 Upto **100% waiver** on 1st year tuition fee
- 3 Complete the **application process**
- 4 The total scholarships awarded last year amounted to over **₹4.3 Cr.**

## This Is How You'll Build Real Skills



### Industry Leaders Built Curriculum

- Curriculum built by industry leaders
- Major focus on practical and case study-based learning
- Three specializations: Digital Marketing & E-Commerce, Finance, and Business Analytics



### Internships

- 6-month industry internship
- 15-day NGO project experience
- Impressive stipend and hands-on learning

### Leadership Masterclasses & Workshops

- Gain insights directly from industry leaders
- Sessions conducted by senior industry experts
- Build powerful professional networks



### Professional Certifications

- 20+ industry-relevant certifications
- Integrated at no extra cost
- Boost employability and career growth



### Live Projects

- 10 live projects offered
- Real-world, skill-based challenges
- Strengthen your portfolio and employability



### One-on-One Mentorship

- Personalized faculty mentorship
- Guidance throughout your academic journey
- Supportive and encouraging environment

### Hackathons & Competitions

- Participate in dynamic hackathons
- Network with industry professionals
- Sharpen critical thinking and problem solving skills



### Soft Skills Development

- 300 hours of soft skills training
- Resume writing and interview preparation
- Alumni interactions for industry insights



### Global Industry Visit

- International industry visits
- Cross-border cultural exposure
- Broader perspective on global industries



### Placement Assistance

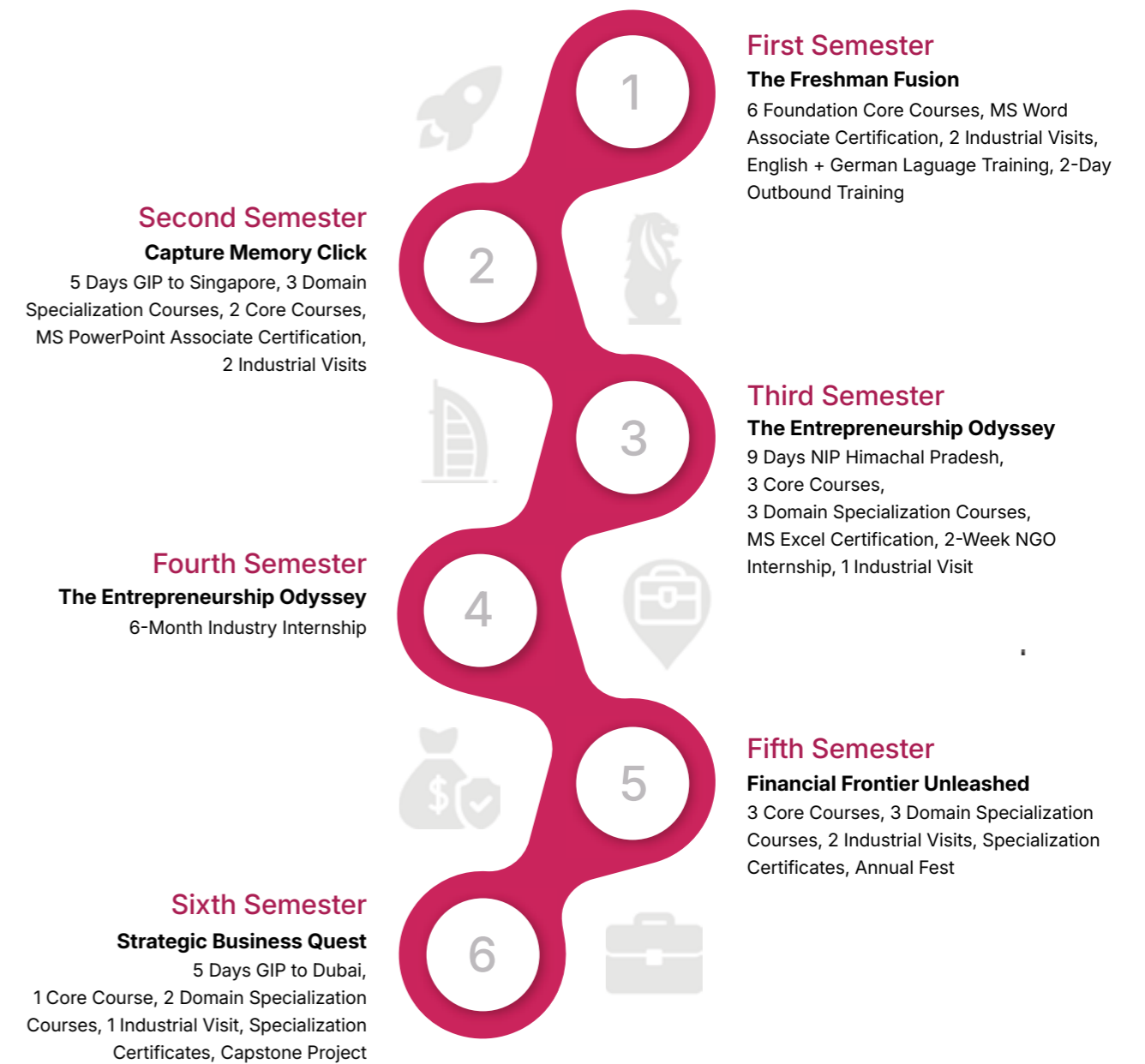
- 100% placement assistance
- On-campus recruiters
- Strong alumni network



### Foreign Language

- Learn French and German
- Familiarize yourself with new cultures
- Confidently ace international placements

## Program Curriculum



## Our Specializations



# Digital Marketing & E-Commerce

## Industry Growth and Potential

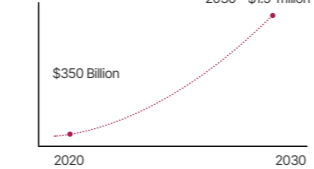
### Fields

Digital Brand Management  
Online Advertising  
Social Media Strategies  
E-Commerce Platforms

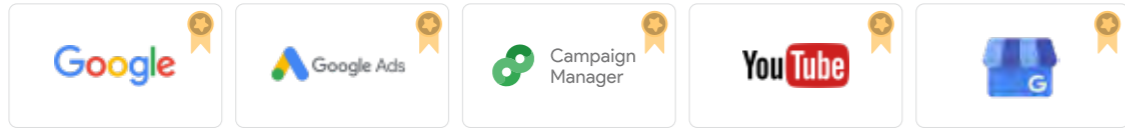
### Skills



### Growth



## Professional Certifications



20+ Value Added *Certifications*

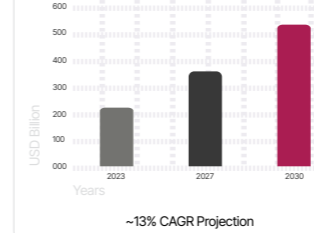
## Indicative Job Roles and Highlights

|  |   |
|--|---|
| <p>Digital Marketing Strategist<br/>₹7,40,000 to ₹15,00,000 pa<br/>Full-time <a href="#">Apply Now</a></p>     | <p>Search Engine Optimisation Expert<br/>₹5,70,000 to ₹12,00,000 pa<br/>Full-time <a href="#">Apply Now</a></p> |
| <p>Performance Marketing Specialist<br/>₹6,50,000 to ₹17,00,000 pa<br/>Full-time <a href="#">Apply Now</a></p> | <p>E-Commerce Marketing Manager<br/>₹4,00,000 to ₹9,00,000 pa<br/>Full-time <a href="#">Apply Now</a></p>       |
| <p>Social Media Specialist<br/>₹4,50,000 to ₹8,00,000 pa<br/>Full-time <a href="#">Apply Now</a></p>           | <p>Social Commerce Specialist<br/>₹5,00,000 to ₹12,00,000 pa<br/>Full-time <a href="#">Apply Now</a></p>        |
| <p>Digital Marketing Analyst<br/>₹4,00,000 to ₹10,00,000 pa<br/>Full-time <a href="#">Apply Now</a></p>        | <p>Brand Manager<br/>₹5,90,000 to ₹13,00,000 pa<br/>Full-time <a href="#">Apply Now</a></p>                     |

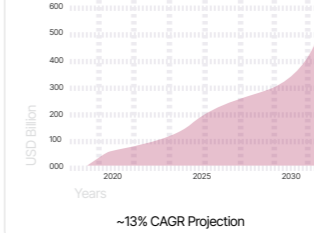
# Business Analytics

## Industry Growth and Potential

### Market Size



### Job Growth

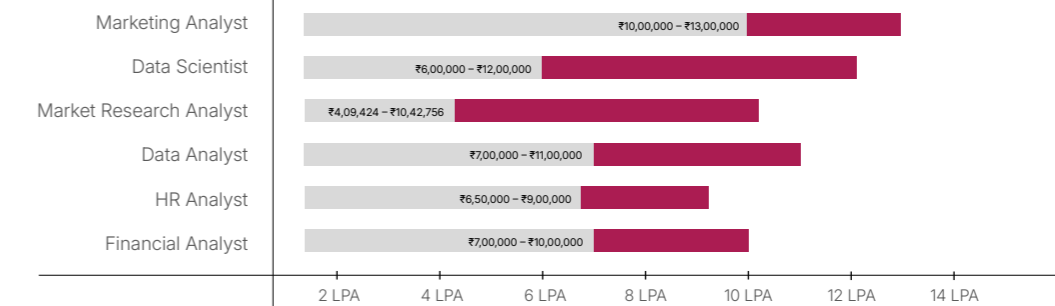


### Company Adoption



### Job Title

### Salary Range (INR)



## Value-Added Professional Certifications

|   |   |  |
|---|---|--|
| <p><b>SAP</b><br/>SAS Certified Advanced Analytics Professional</p>   | <p><b>SAP</b><br/>Statistical Business Analyst</p>                          | <p><b>Microsoft</b><br/>Designing &amp; Implementing</p> |
| <p><b>Microsoft</b><br/>Enterprise-Scale Analytics Solutions</p>      | <p><b>Microsoft</b><br/>Using Microsoft Azure</p>                           | <p><b>Microsoft</b><br/>Using Microsoft Power BI</p>     |
| <p><b>Lets Upgrade</b><br/>Building Modern Python App on AWS / LU</p> | <p><b>tableau</b><br/>Tableau Desktop Qualified Associate Certification</p> | <p><b>Google</b><br/>Google Analytics 4</p>              |

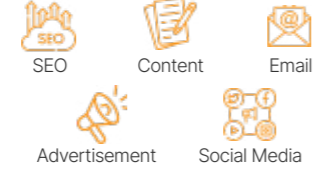
# Digital Marketing & E-Commerce

## Industry Growth and Potential

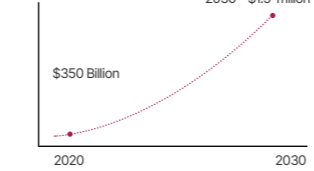
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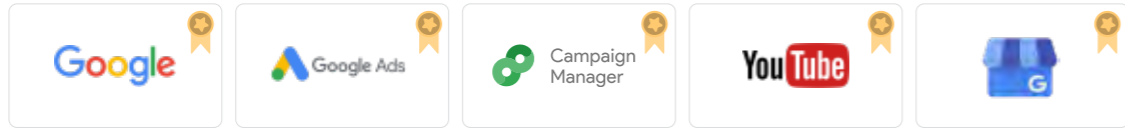
### Skills



### Growth



## Professional Certifications



20+ Value Added **Certifications**

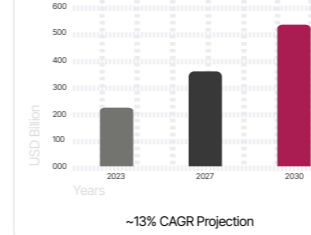
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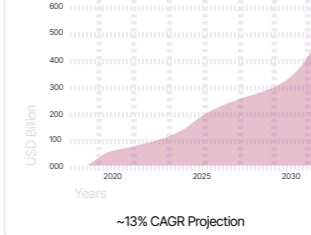
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## Industry Growth and Potential

### Market Size



### Job Growth

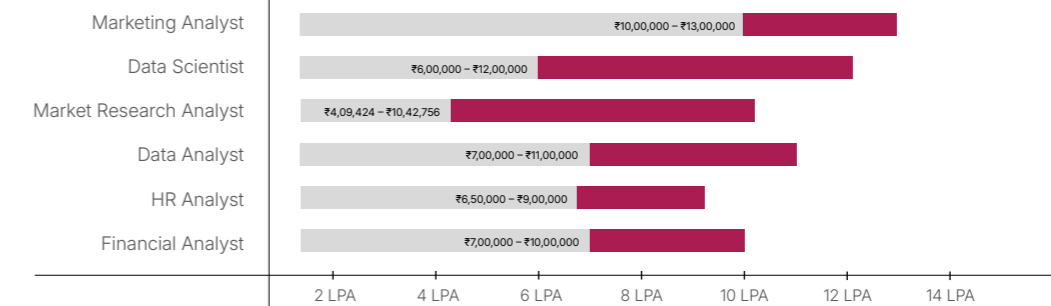


### Company Adoption



### Job Title

### Salary Range (INR)



## Value-Added Professional Certifications

|   |   |  |
|---|---|--|
| <p><b>SAP</b><br/>SAS Certified Advanced Analytics Professional</p>   | <p><b>SAP</b><br/>Statistical Business Analyst</p>                          | <p><b>Microsoft</b><br/>Designing &amp; Implementing</p> |
| <p><b>Microsoft</b><br/>Enterprise-Scale Analytics Solutions</p>      | <p><b>Microsoft</b><br/>Using Microsoft Azure</p>                           | <p><b>Microsoft</b><br/>Using Microsoft Power BI</p>     |
| <p><b>Lets Upgrade</b><br/>Building Modern Python App on AWS / LU</p> | <p><b>tableau</b><br/>Tableau Desktop Qualified Associate Certification</p> | <p><b>Google</b><br/>Google Analytics 4</p>              |

# Finance & Banking

### The Future of Finance

**\$400 trillion+** assets managed globally making finance world's biggest profit sector  
*McKinsey & Company Global Banking Report*

AI is set to boost banking industry profits by **\$2 trillion** by 2028  
*Deloitte. Future of Banking 2024*

Digital payments will reach **\$15.5 trillion** in global transaction value by 2028  
*statista Future of Banking 2024*

Nearly **1 million** business and finance job openings are projected each year  
*BLS U.S. Bureau of Labor Statistics, 2024*

Finance careers offer median salaries **60% higher** than other jobs  
*BLS U.S. Bureau of Labor Statistics, 2024*

Over **\$30 trillion** is invested globally in sustainable finance (ESG assets)  
*GLOBAL SUSTAINABLE INVESTMENT ALLIANCE Global Sustainable Investment Alliance, 2023*

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*GLOBAL SUSTAINABLE INVESTMENT ALLIANCE Global Sustainable Investment Alliance, 2023*

**Value-Added Certifications**

- NISM Mutual Funds (VA)
- NISM Investment Advisor Level 1 (XA)
- NSE Certificate in AML & KYC

**Jobs Available**

| Role                     | Average Salary        |
|--------------------------|-----------------------|
| Financial Analyst (FINA) | ₹4,81,300 /- (+42.7%) |
| Portfolio Manager (PORT) | ₹5,50,000 /- (+41.9%) |
| Tax Planner (TXPL)       | ₹4,50,000 /- (+36.2%) |
| Corporate Finance (CFM)  | ₹6,00,000 /- (+43.6%) |
| Financial Planner (FPLN) | ₹4,00,000 /- (+35.3%) |
| Risk Analyst (RISK)      | ₹5,00,000 /- (+39.8%) |

**Value-Added Certifications**

- NISM Equity Derivatives (VIII)
- IIF Insurance Sector Module
- NSE Banking Sector Module

# Learn from Top 1% Leaders

**Dr. Lakshmi Mohan**  
Pro Vice Chancellor

**Dr. Namita Soni**  
HOD - BBA Department

**Devvrat Arya**  
Co Founder & CEO  
pepperfry.com

**Deep Gandhi**  
Management Consultant  
Infosys

**Jai Daga**  
VP Technology

**Sundeep Mehta**  
Sr Vice President  
ERGO

**Piyush Gandhi**  
Associate Vice President  
HDFC Life

**Prashanth Kumar**  
Head of Commercial Digital India

**Mr. Maikant Epari**  
Founder  
reveza

**Mr. Anand Daga**  
Partner/ Investment Banking  
intellectap

**Mukesh Marfatia**  
EVP Corporate Strategy  
MindCraft

**Mehmood Mansoori**  
MD & CEO  
ERGO

**Ajay Maru**  
CTO  
boom

**Abhijit Petkar**  
Founder  
INFIBRAM AVENUES

**Ramakant Raju**  
ex- Head of Marketing  
turno

## On Campus **Start-Up Incubator**

Seed Funding: Rs. 1 Crore

### Why?

Not everyone wants to take up a job at the end of the program. Some want to explore their strengths or build their start-up!

### How?

The On-Campus Start-Up Incubator provides students with access to resources to develop their start-up ideas. Students may opt to work on their start-up idea instead of taking up the 6-month Internship. ITM has a vast array of talent in the fields of Tech, Design, Finance, and Supply Chain, among others, and incubatees will have access to their time and knowledge.

### What?

This isn't just a temporary run! You actually can get Rs.1 Crore Seed Funding. This is going to be just a start. Have consistent support from industry leaders and power through your future.

### Where?

Events such as hackathons, industry masterclasses, business conferences, start-up boot camps, and yatras ensure that ideas grow beyond a business plan and feasibility study into an actual start-up.

## ACCESS TO ANGEL INVESTORS / VC

**SEED FUNDING** **MENTORING**

INEXPENSIVE WORKPLACE

# En

Entrepreneur

[en-tre-pre-neur]

TECHNICAL ASSISTANCE

INTELLECTUAL PROPERTY MANAGEMENT

SHARED OPERATIONAL COSTS

## NETWORKING

FINANCE / ACCOUNTING SERVICES

**MARETING EXPERTISE**

## Go From **Idea to IPO**



## Global Immersion Program

Fly Emirates

Mumbai — ✈️ — Dubai

### Academic Visit



University of Dubai

### Industry Exposure



Al Tayer Motors Intel Innovation Center Intermetal LLC

### Cultural & Leisure Excursions

- Brief introduction to UAE's history and culture
- Visit to Al Bastakiya (Al Fahidi Historic District)
- Explore The Palm Jumeirah
- Dubai Harbour & Marina Walk
- Tour of Dubai International Financial Center (DIFC – Gate Village, Gate Avenue)
- Visit to Museum of the Future
- Desert Safari Adventure

SINGAPORE AIRLINES

Mumbai — ✈️ — Singapore

### Academic Visit



James Cook University

### Industry Exposure



Singapore Stock Exchange KPMG Digital Village Singapore Land Transport Authority

### Cultural & Leisure Excursions

- Singapore City Tour
- Marina Bay Sands
- Gardens by the Bay
- Sentosa Island
- Merlion Park
- Wings of Time Show





**Always available for you**

- We talk to each and every student personally
- Coordinators track each student performance
- University gets access to the Mental Health Counsellors
- WhatsApp groups for students instant support
- We support beyond classroom hours
- Cheer-up sessions and constant motivation to help them grow
- Building attitude and approach through wholesome interactions

"Education is not just about exams; it's about nurturing a curious and balanced mind."

We Support You Beyond Classroom Hours

Encouragement to ask questions and learn freely.

Active community participation with industry connections.

We Care for Your Growth & Well-Being

**360**  
Student Support System

Focus on mental health & emotional wellness.

Building attitude and approach through wholesome interactions.

Cheer-up sessions and constant motivation from mentors and leadership.

A Network That Goes Beyond Classrooms

"I'm truly happy with ITM's BBA iConnect program. From global exposure in Dubai and Singapore to hands-on internships and industry mentorship, it's preparing my son not just for a degree, but for life. I've seen a real, positive change in him-more confident, focused, and future-ready. As a parent, that's all I could ask for."



Prashanth Choradia,  
Parent of Siddharth Choradia

"The BBA iConnect program at ITM is setting a strong foundation. From industry visits to international exposure, and a focus on real-world skills like Excel and presentations-it's truly professional. My daughter is more confident and career-focused now. I'm impressed with ITM's commitment to shaping future-ready professionals."



Pawan Rana,  
Parent of Pushp Rana

"The opportunities at ITM truly stand out. My daughter is not just studying-she's exploring international exposure, industry internships, and even entrepreneurial options. The support from faculty is amazing, and practical learning is prioritized. I've seen her grow more confident and clear about her future. I'm genuinely happy with our decision."



Madhuri Bhaite,  
Parent of Mahek Baheti

# Testimonials

"ITM's BBA program blends theory and real-world learning, giving us a strong foundation and great industry exposure."  
- Hrishikesh Menon

"ITM Business School's BBA program is a wonderful blend of strong academics, internships, and extracurriculars that shape us into confident and career-ready professionals."  
- Puhsp Rana

"Live and Change enhances adaptability, leadership, and critical thinking through interactive sessions, effectively preparing BBA students for real-world challenges."  
- Kshitija Mahajan

"The environment at ITM has helped me grow not just academically, but personally. With amazing faculty, regular industry visits, and interactive sessions, I feel more prepared for a career in business. I especially appreciate the global exposure and encouragement for entrepreneurship."  
- Kanishk Gandhi

"My experience at ITM Kharghar has been unforgettable! From meaningful internships and industry sessions to a lively campus atmosphere, everything here promotes holistic growth. I've made friends, gained confidence, and discovered my true career interests."  
- Akanksha Kuchekar

"I love the individual involvement of students - it's pushing everyone to grow. The program gives equal opportunities to all."  
- Mahek Baheti

"The experience of industrial visits, expert sessions, cultural activities, and a comprehensive overview of each subject across terms has been enriching."  
- Siddharth Jain

"At ITM, we don't just learn from books - we learn from experience. Through presentations, projects, and expert talks, I've gained clarity and confidence about my future. The foreign language program and extracurriculars add so much value."  
- Rahilla Nakhwa

"The ITM BBA iConnect Program offers hands-on learning through real-world projects, events, and competitions. Students gain valuable networking opportunities with industry experts and peers, while exploring creativity in marketing, content creation, and event management. Expert talks provide industry insights, and activities like presentations and debates help build strong communication, confidence, and leadership skills essential for future success."  
- Shreyasee Desai

"ITM's focus on innovation and career skills through diverse certifications and hands-on projects makes it a standout institution."  
- Ayush Patil

"I value the BBA program for its industry-focused curriculum, practical learning, and emphasis on business analytics."  
- Ashish Jena

"Transformed by ITM Skills University's practical, industry-oriented curriculum, professional approach from day one, and mentorship from leaders, I've gained confidence, insights, and achieved remarkable project deployment within the first year."  
- Hanshika Anchan

"The BBA (Bachelor of Business Administration) program offers a lot to love! It provides a solid foundation in business concepts like marketing, finance, management, and economics. One of the best aspects is how it combines both theoretical knowledge and practical skills, preparing students for real-world challenges. It also promotes critical thinking, problem-solving, and leadership abilities - essential in any career. Plus, it's versatile, offering opportunities across various industries, from corporate to entrepreneurship."  
- Chirarg Agarwal



**ITM** Business  
School  
ITM SKILLS UNIVERSITY

## About ITM Skills University

ITM Group of Institutions, with 35 years of leadership in higher education, skill development, and employment generation, unites its expertise under one banner with the launch of ITM Skills University. Since 1991, ITM has created a robust legacy by offering diverse employment-oriented programs across various domains, including Management, Hospitality, Design, and Healthcare.

Committed to delivering world-class skill education, ITM Skills University aims to cultivate innovation, entrepreneurship, leadership, and social responsibility.

Its mission is to establish a dynamic ecosystem that nurtures comprehensive student development and prepares professionals for the industry.



ITM Skills University, Navi Mumbai



ITM University, Raipur



ITM Vocational University, Vadodara

## About Business School

ITM Business School, located in Kharghar, Navi Mumbai, has been a leader in management education since 1991. Recognized as a "Premier Institution for Academic Excellence" and ranked in the Diamond Band - A+ Grade in the OBE Rankings 2023, ITM is known for its future-focused education, strong industry connect, and rigorous student training.

In 2023, ITM expanded its reach by launching ITM Skills University, a UGC-approved private state university. In 2024, the PGDM Connect evolved into an MBA *iConnect* program, alongside the introduction of the BBA *iConnect* program both reflecting our commitment to innovation and industry alignment.

Our modern, Wi-Fi enabled green campus in Navi Mumbai's Smart City ecosystem offers state-of-the-art infrastructure, access to digital resources, and on-campus hostels, fostering academic excellence and holistic development.

### Contact Us

#### ITM Skills University

Plot 25 & 26, Institutional Area,  
Sector 4, Kharghar, Navi Mumbai,  
Maharashtra 410210

+91 77387 09280 / +91 86577 60468



Apply Now