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Awarded as the Best  
Coaching Institute in  
Eastern India

**ERUDITE**

BROCHURE ON  
BBA

# About Us

Since 1998, Erudite has built a brand that provides the most comprehensive coaching to the students to help them crack entrance exams and to gain admissions into the Top PG & UG Institutes and Universities in India.



Being the leader in providing quality test preparation to the students for the last 22 years and with a track record of success year on year proves the effectiveness of our Teaching Methodology. Erudite has been offering coaching to prepare students for UG competitive exams like CLAT, IPM(BBA), IIHM, SAT, and also for PG competitive exams like CAT, SNAP, XAT. We have helped students realize their dreams and achieve their goals.

## Why Erudite?

- Rated by students as the best for Personalized attention.
- Faculty from prestigious institutes like IIM and XLRI.
- 22 Years' of Industry experience.
- Engaging and effective Teaching Methodology.
- Toppers of Kolkata always from Erudite
- Trained more than 2.5lac students over the years
- Only institute to provide State of the art Blended learning
- Regular doubt clearing sessions
- Weekly classes to help students prepare extensively for the exams.
- Flexible schedules to give students a break for their school exams.
- Video recordings of Concept videos as well as solutions
- Regular Mocks and test series to make students familiar with test pattern in advance

# About BBA

BBA is a three years degree course. Its an undergraduate course that helps develop entrepreneurship skills of the candidates with a combination of business related subjects and generic subjects. BBA courses also offers specialization in marketing, finance and HR management. The average starting salary of a BBA graduate is on an average Rs 3 lakh and upwards.

India has a lot of undergraduate colleges offering BBA programs. However, only a handful of them is worth joining from the point of view of return on investment (ROI), the richness of the experience of the faculty pool, quality of the peer group, academic rigor, etc.

## How do you get into the BBA course?

There are various reputed institutes with proven track records of placement and academics which induct class 12th students for their BBA courses. The eligibility of the majority of these courses is a 50% to 60% aggregate mark in class 12th. For each of the institutes which are mentioned subsequently an entrance test is conducted from where selected candidates are chosen on the basis of merit alone.

The shortlisted candidates are chosen to appear for a group discussion and personal interview where they are further assessed by a specialized panel of people from the institution to which they are applying. Typically the exams that are conducted are kept on dates after the board examinations are complete. Some institutes prefer the first week of May while others prefer the first week of June depending on the completion of state board and central board examinations.



# TOP BBA COLLEGE LIST

Top BBA College and University in India	Programme Name	No. of seats	BBA Entrance Exam
Indian Institute of Management (IIM), Indore	5 year - IPM	150	IPM Aptitude Test
Indian Institute of Management (IIM), Rohtak	5 year - IPM	160	IPM <u>Altitude</u> Test
Indian Institute of Management (IIM) Ranchi	5 Year IPM (BBA+MBA)	120	IPM AT 2021 conducted by IIM Indore; SAT
Indian Institute of Management (IIM) Jammu	5 Year IPM (BBA+MBA)	60	JIPMAT 2021 by NTA
Indian Institute of Management (IIM) Bodh Gaya	5 Year IPM (BBA+MBA)	60	JIPMAT 2021 by NTA
Shaheed Sukhdev College of Business Studies, Delhi University	3 Year Bachelor of Management Studies (BMS) & BBA-FIA	200+	DU JAT
Anil Surendra Modi School of Commerce, NMIMS University, Mumbai	3 Year BBA	600	NPAT
Symbiosis Centre for Management Studies, Pune, Symbiosis International University	3 year BBA	240	Symbiosis Entrance Test (SET)

Christ University, Bangalore	3 year BBA	450	Entrance Test (ET) + Presentation & Personal Interview + Past Academic Performance
Deen Dayal Upadhyay College, Delhi University	3 Year Bachelor in Management Studies (BMS)	60	DU JAT
Narsee Monjee College of Commerce & Economics, Mumbai	3 year BBA	600	NPAT
Madras Christian College (MCC), Chennai	3 year BBA	125	Merit of class 12 board exam score
Loyola College, Chennai	3 year BBA	100	12th merit based + interview
Maharaja Agrasen Institute of Management Studies, (GGs-IPU), Delhi	3 year BBA	360	GGsIPU CET
Institute of Management, Nirma University, Ahmedabad	5 Year Integrated BBA+MBA	150	IPM AT 2021 conducted by IIM Indore
Keshav <u>Mahavidyalay</u> , Delhi University	3 Year Bachelor of Management Studies (BMS)	59	DU JAT

# BBA Entrance Exam Syllabus

## English Proficiency / Verbal Ability

Vocabulary	Fill in the blanks	Analogies
Synonyms & Antonyms	Idioms and Phrases	Spelling Mistakes
English comprehensions	One word substitution	Rearrangement of word in sentences
English Usage errors	Spotting errors	Inappropriate usage of words

## Logical Reasoning / Data Interpretation

Number Test	Series Test	Alphabet Test
Analogy Test	Data Arrangement Test	Cubes and Cubical Dice Test
Insert Missing Sequence Test	Raking Test	Time Sequence Test
Direction and distance Test	Logical Diagram (Venn Diagram)	Statement Conclusion
Classification (Odd Man Out) Test	Relationship Test	Data Sufficiency Test
Coding & Decoding Test	Alpha Numeric Symbol Sequence	Statements Assumptions

## General Knowledge / Awareness

Business and General Awareness	Science
Business	Computer Science
Trade awareness of world and India	Sports
Geography	Awards
Economic Study	Current Events
General polity	History

## Quantitative Aptitude

Number Theory	Simplification	Fraction and Decimals
Square Roots	Percentage	Commercial Math
HCF and LCM	Approximation	Ratio and Proportion
Data Sufficiency Test	Quantitative Comparison	Data Interpretation
Profit And Loss	Average	Compound and Simple Interest
Surds and Indices	Logarithms	Discounts

# Overview of BBA Entrance Exams

<b>No. of Questions</b>	100-150
<b>Duration</b>	2-2.5 hours
<b>Eligibility Criteria</b>	12th with a minimum of 50%- 60% aggregate.

## IPM Test

The Five-Year Integrated Programme in Management (IPM) was started by the prestigious Indian Institute of Management Indore, in 2011. Indian Institute of Management Rohtak was the second IIM to follow suit. From 2021 three more IIMs are initiating their own Integrated Programme in Management (IPM). IIM Ranchi, IIM Bodhgaya & IIM Jammu. It imparts 5 years of extensive training in Management, post which the students get absorbed in the industry into various managerial positions.

It has established itself as one of the most sought-after avenues for students looking for a career in Management. The programme is targeted at students who have just completed or are about to complete their 10+2 from various boards in the country.

On successful completion of the academic rigor of five years, the participant would be awarded Master of Business Administration (MBA) by the respective IIM. If any student intends to exit after successfully completing the program requirement at the end of three years, he/she will be awarded a degree of Bachelor of Business Administration (BBA). There are many reasons why this programme would excite a student fresh out of school.

- The brand value of being an IIM graduate
- Enhanced employment opportunities as compared to traditional graduation options
- Better training in Management, thanks to the world-class IIM faculty and a five-year training period compared to two years of regular MBA programs.



# SET

Symbiosis Entrance Test (SET) 2021 BBA is a common entrance exam conducted by Symbiosis International University (SIU). The exam is conducted for admission to the BBA program offered by the colleges falling under the university. The scorecard of SET is valid for all the campuses of Symbiosis Centre for Management Studies offering BBA. Here are the highlights of the SET BBA exam.

# CUET

**DU JAT** is a common entrance exam conducted at the national level for admission to the undergraduate programs at all the colleges affiliated with Delhi University. The exam is conducted by the National Testing Agency (NTA) on behalf of Delhi University for admission to 18 colleges. If you are planning to pursue a Bachelor of Business Administration (Financial Investment Analysis), BA (Hons) in Business Economics, or Bachelor of Management Studies (BMS) at DU, then you will have to appear for this entrance exam. Colleges offering BBA, BMS, BFIA programs affiliated by the University of Delhi

# GGSIPU CET

**GGSIPU CET exam** is conducted by Guru Gobind Singh Indraprastha University for admission to its undergraduate programs such as BBA (Banking and Insurance) and BBA (Computer-Aided Management). Students who are planning to pursue an undergraduate course will have to appear for this entrance exam. Check out the highlights of the GGSIPU BBA entrance exam.

# DU JAT

Christ University Entrance Test is conducted for admission to various undergraduate courses including BBA programme. Christ University is deemed to be university situated in Bangalore, Karnataka, India. The college offers admission in BBA, BCA, B.Com, BHM, M.Com, MCA, MSW, MBA and many other undergraduate and postgraduate courses. Admission to the BBA program offered by Christ University will be offered by the entrance exam conducted by the college.

# NPAT

NMIMS NPAT is an online entrance exam conducted for admission to the BBA and BBA-MMS courses offered by Anil Surendra Modi School of Commerce. The scorecard of NMIMS NPAT is valid for all the campuses of the university including Bangalore, Navi Mumbai, Indore, and Mumbai. You will have to appear for this entrance exam in order to apply for BBA admission at the university. Check out the highlights of the NMIMS NPAT entrance exam.

## What after BBA?

**Finance:** A specialization in finance can land you a role as a junior analyst in any of the several financial services firms

**Marketing-** One of the core areas of any corporate house which deals with the primary operations of sales and branding. An exciting opportunity for young people looking to experience challenges and competition

**Operations and logistics-** The primary goal of this area of functioning is to ensure that every process, every system of the organization's machinery works smoothly

**Banking-** A multi-specialty industry where you can afford to be associated to any department. With time banking has become a diversified industry where multiple opportunities of growth are possible.

**Consulting-** A lucrative opportunity for people who provide advisory services to every domain and vertical to a corporate houses and entrepreneurs or anyone in general.

# AIMA UGAT

AIMA Graduate Aptitude Test (UGAT) is conducted by the All India Management Association (AIMA) every year for admission to undergraduate programs such as BCA, BBA, BHM, Integrated MBA, and B.Com. AIMA UGAT will cover questions from Logical Reasoning, English, General Knowledge, and Numerical & Data Analysis. There are many colleges available in the country that accept AIMA UGAT scores. Check out the highlights of the AIMA UGAT entrance exam.



**Entrepreneurship**- Probably the most precise way to become the next "Mark Zuckerberg" or "Bill Gates." You have an idea; you develop the idea and then watch it grow along with yourself.

**Hospitality**- India being a fast developing nation has opened up hitherto unseen opportunities for this sector. Tourism, 5 star hotels, specialty health clinics and a host of such domains all require specialized managers to handle day to day workings

## Some of the top Recruiters offering jobs to BBA Graduates

Tata Consultancy Services (TCS)	Hindustan Unilever
International Business Machines (IBM) Corp	Ernst & Young (EY)
Hewlett-Packard	ICICI Bank
Microsoft	Mc Kinsey and Company
Deloitte	Sony
Byju's	KPMG

# How Erudite helps you?

## BEST CLASSROOM TRAINING

- Extensive Classroom Training
- Faculty With 17+ years of experience.
- Refresher Classes to Build Fundamentals
- Sessions to identify Areas of Difficulty
- Workshops on High-Frequency Topics

## SPECIAL FEATURES

- Focus on Short Cut Techniques.
- Comprehensive & Revised Study Material
- BBA Mocks with Detailed Analysis
- GD-PI Sessions by IIM alumnus
- Sessions on Positive & Negative Body Language

## PERSONALIZED ATTENTION

- Study Planning & Strategy Counselling
- Strength & Weakness Assessment
- One-to-one Mentoring
- Individual Doubt Clearing Sessions
- Performance Evaluation at Every Step

## COMPLETE ONLINE SUPPORT

- 20 Mocks, 75 Sectional Tests & Video Solutions
- 12,000 Questions to practice
- 6,000+ Videos of Concepts & Solutions
- 24x7 Online Support for any Question Analysis
- Personalized Online Result Analysis & Feedback

# What the Students say about us?

*Student feedback says it all...*

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The Unmatched Mentorship, Systematic approach towards Personality Development Training with the Video Recorded PIs & GDs helped me to build my confidence immensely. ERUDITE has a perfect combination of faculty and curriculum. I could not have made a better decision than to join ERUDITE. It's simple,  
You Need The Best To Get The Best.

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AKSHAT VATSAL

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ERUDITE helped to groom my personality and boost my self confidence through their Exclusive Personalized Mentoring and PEP training. The elaborated feedback sessions from the panel members has helped me to identify my areas of improvement and have paved my way towards success. Added to these, their Form Filling Sessions, Institute Counselling and Motivational Sessions encouraged me in every step to move ahead and not to succumb under stress.

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TUHIN ROY