



# School of

# Management (UG)

Prepare for success in the corporate world at Renaissance University's School of Management. Practical curriculum, expert faculty, and real-world applications empower students for career success. Choose from a variety of courses tailored to your interests & aspirations.

**Join Us & Unlock Your Potential at Renaissance University.**

# About BBA Advance Programme

Experience transformative learning with our 15-day research program in Pune, offering hands-on exposure, industry connections, and critical thinking development. With all curriculum expenses covered, students gain invaluable insights into their chosen fields.

Expand your horizons with a fully-funded one-week international research project. Explore global expertise, innovative methods, and diverse perspectives while fostering academic and professional growth through cultural exchange and networking.

- Mentorship from international experts and industry leaders.
- Hands-on learning & cultural immersion to broaden your global perspective.

This experience ensures personal and professional development, preparing you for a successful global career. Aspiring entrepreneurs benefit from startup support, including mentorship and business incorporation services, ensuring a seamless journey to launch and grow their ventures successfully.



Prepare for global opportunities with IELTS/TOEFL and CAT/MAT preparation. Open doors to top universities and scholarships, turning aspirations into achievements.

# Course Highlights

- **Super Specializations** : Digital Branding, Investment Banking, or Human Behavior & Psychology.
- **Skill Development** : Elevate your growth through skill development programs in Influencing, fashion, psychology, fitness, nutrition, mannerism and etiquettes.
- **Global Opportunities** : Prepare for IELTS/TOEFL or CAT/MAT and access top global admissions.
- **Global Exposure** : Earn an all-expenses-paid research week in Dubai, Hong Kong, or Singapore (8+ CGPA, 85%+ attendance required).
- **Research Tour** : 15-day all-expenses-paid corporate project in Pune.
- **Startup Support** : Get guidance and funding support for your business ideas.
- **AI Expertise** : Learn AI tools for business applications.
- **Hands-On Learning** : Gain real-world insights with case studies.
- **Networking Opportunities** : Connect with alumni, industry leaders, & professionals.

**ELIGIBILITY** : Candidates must have scored 50% (for SC/ST/OBC 45%) marks in aggregate in 12th Standard or an equivalent examination, recognized by State or Central Education Board.

## Fees for the Program

BBA Advanced Programme - Rs. 1,25,000/- Per Year  
Payable in 2 Equal Installments Of Rs. 62,500/- Each

(Zero Cost EMI Option also Available), Course Duration- 3 Years

# Specialization

The BBA Advance program at Renaissance University's School of Management offers specializations in:



**Finance**



**Human  
Resources**



**Marketing**

# Super Specialization

The BBA Advance program at Renaissance University's School of Management offers super specializations in:



**Digital  
Branding**



**Investment  
Banking**



**Human Behaviour  
& Psychology**

# About BBA Plain Programme

At Renaissance University, we nurture individuality through vibrant clubs in drama, music, dance, and fashion. These platforms empower students to explore their passions and develop unique personas.

We prepare students for global opportunities with IELTS/TOEFL or CAT/MAT prep, paving the way to prestigious universities and scholarships. Gain the skills and confidence to excel in competitive exams and unlock doors to international education.

- **Comprehensive IELTS/TOEFL and CAT/MAT training.**
- **Access to global scholarships and admissions to top universities.**
- **Startup mentorship and funding guidance.**
- **Hands-on AI training with industry-relevant tools.**

Aspiring entrepreneurs receive startup support with mentorship, resources, and guidance for business incorporation, ensuring smooth and successful ventures.

Dive into the future with our AI fundamentals program, mastering top tools and real-world applications to build and deploy innovative models.



# Course Highlights

- **Specializations Offered:** Finance, HR, and marketing: Focus your studies on the area of business that interests you the most.
- **Global Admissions & Test Prep:** Boost your career with IELTS/TOEFL prep, global admissions, scholarships, or CAT/MAT training for top institutes.
- **StartUp Support:** Turn your entrepreneurial ideas into reality with professional guidance on funding strategies and support for business incorporation.
- **Guest lectures and seminars :** Stay up-to-date with the latest trends and developments in the business world.
- **AI Expertise:** Master AI in business with expert-led tools training.
- **MS Excel & PowerPoint:** Master data analysis and effective communication.
- **Industrial Visits :** Experience real-world business operations.
- **Q&A with Leaders :** Gain insights from successful professionals.

**ELIGIBILITY :** Candidates must have scored 50% (for SC/ST/OBC 45%) marks in aggregate in 12th Standard or an equivalent examination, recognized by State or Central Education Board.

## Fees for the Program

BBA Plain/Hons. - Rs. 85,000/- Per Year  
Payable in 2 Equal Installments Of Rs. 42,500/- Each

(Zero Cost EMI Option also Available), Course Duration- 3 Years

# Specialization

The BBA Advance program at Renaissance University's School of Management offers specializations in:



**Finance**



**Human  
Resources**



**Marketing**

## Specialize Your BBA Degree at Renaissance University

**Finance Specialization:** Master Money Management, Investments, & Financial Analysis for success in Corporate Finance, Investment Banking, Portfolio Management, Financial Consulting.

**Marketing Specialization:** Explore consumer Behavior, Market Research, Branding, And Strategic Communication. Gain hands-on experience in Digital Marketing, Social Media Management, & Product Development for careers in Advertising, Brand Management & Market Research.

**HR Specialization:** Master the art of managing people. Develop expertise in HR Management, Talent Acquisition, Employee Development, & organizational behavior for roles in HR Departments, Talent Acquisition Firms, & Consulting Firms.

**"Unleash Your Inner Trailblazer: Specialized BBA Program  
Paves the Way for Innovation & Entrepreneurship"**

# Life at Renaissance

## Ambassadors of Renaissance

Ambassadors of Renaissance a thrilling six-day program that will ignite your passion and challenge you like never before.

Join our esteemed chancellor as he takes the stage for six consecutive days, delivering captivating talks and thought-provoking lectures. Forget the ordinary syllabus - we're here to explore topics that truly matter in your life.

But it doesn't stop there. Get ready for an adventure that will test your intellect, push your limits, and unlock your emotional intelligence. Engage in a range of exciting activities designed to sharpen your mind, boost your physical abilities, and deepen your understanding of yourself and the world around you.

And that's not all! We believe in recognizing exceptional talent. Participate in our Q&A session and receive valuable feedback from our panel of judges. **The best performers will be rewarded with incredible prizes, like a fully sponsored trip to Dubai or an unforgettable trip to Mumbai.**

The Ambassadors of Renaissance program is your ticket to personal growth and success. Discover the power of hard work, shift your mindset, and embrace your true potential. Renaissance and Abhyuday University are dedicated to providing you with a holistic education that prepares you for a brilliant future.

**Get ready to embark on a transformative journey that will shape your life. Are you ready to become an Ambassador of Renaissance?**

# Ambassadors



# Life at Renaissance

## Indradhanush

Experience the thrill of Indradhanush at Renaissance University! Join us for 3 days of non-stop excitement, competitions, and unforgettable fun.

Indradhanush is not just an event; it's a chance for you to unleash your leadership potential. Engage in thrilling group challenges, conquer obstacles, and discover the power of teamwork with our talented faculty.

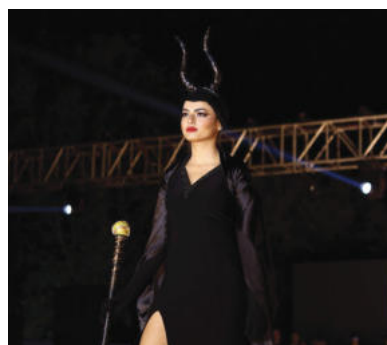
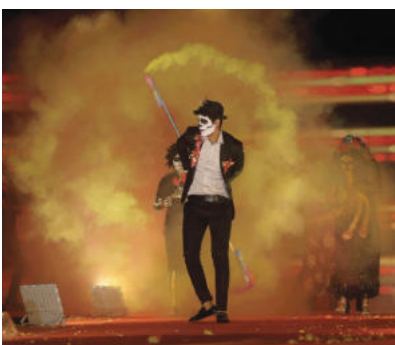
Prepare to be dazzled by our incredible student talent! From music and dance to poetry and painting, Indradhanush showcases the vibrant creativity and diversity of our student body.

But Indradhanush is about more than just entertainment. It's an opportunity to forge lifelong friendships, connect with fellow students, and create memories that will last a lifetime.

At Renaissance University, we believe in a well-rounded education that fuels personal growth. Indradhanush embodies our commitment to providing an environment where exploration, talent, and FUN come together.

**Don't miss out on this epic celebration of student spirit! Join us at Indradhanush and get ready for a day filled with laughter, thrills, and endless possibilities.**

# Indradhanush



# Life at Renaissance

## Sportzilla

Experience the ultimate adrenaline rush at Sportzilla, hosted by Renaissance University! **Get ready for 3 Days Packed with Thrilling Sports, Epic Showdowns, & Non-Stop Excitement.**

Sportzilla is where the action unfolds, bringing together our talented students from all disciplines in a display of athletic prowess. From heart-racing football matches to intense basketball battles and so much more, it's an adventure that will keep you on the edge of your seat. Imagine the roar of the crowd, the cheers of your peers, and the electric atmosphere as you showcase your skills and compete against the best. This is your chance to shine, to prove that you're a true sports champion!

But Sportzilla is more than just games; it's an opportunity to forge lifelong friendships, create memories, and build lasting connections. It's a day where the spirit of sportsmanship reigns supreme, where you'll find camaraderie and support from your fellow athletes.

Experience the transformative power of sports at Renaissance University's Sportzilla. Discover your strengths, push your limits, and unleash your potential in an environment focused on personal growth, teamwork, and resilience. Join us for an unforgettable adventure filled with excitement, camaraderie, and the exhilaration of being part of something extraordinary.

**At Renaissance University, champions are made, memories are created, & the spirit of Sportzilla thrives.**

# Sportszilla



# They Made Us Proud (BBA + MBA/PGDM)



**Paritosh Jaiswal**  
Willis Dubai  
16 LPA



**Kenny Jain**  
Willis Dubai  
16 LPA



**GAURAV YADAV**  
Orient UNB Takaful  
12 LPA



**Chirag Harkawat**  
New Shield Dubai  
9.6 LPA



**Urvashi Parmar**  
European Broker Dubai  
9.6 LPA



**Shubham Jaiswal**  
Cosmos Dubai  
8.4 Lac PA



**Abhijeet Singh**  
Global Insurance  
8 LPA



**ROBIN RAJU**  
Pioneer Insurance  
7.5 LPA



**Khushi Jain**  
IIFL wealth  
7 LAC + INCENTIVE LPA



**Sonali Mishra**  
Beacon  
6.5 LPA



**Manthan Khatri**  
ICICI Lombard  
5.8 LPA



**Parineeta Verma**  
ICICI Lombard  
5.8 LPA



**Tanisha Upadhyay**  
PINC  
5.5 LPA



**Matra Shrestha**  
Bajaj Allianz  
4.5 LPA



**Mansi Malaiya**  
Edelwiess Wealth  
4.25 LPA



**Ashish Namdeo**  
Tech Data  
4 LPA

# About — **Renaissance** University



The philosophy that we at Renaissance University believe in is “To create Nation Builders”. Time is changing. India is marching ahead to become a Superpower. Credulously, Education is going to play an important role in it. Every progress has an education as a base. Be it any profession, it all emerges through a teacher and the education he/ she imparts. Also, the core concept of creating Great Humans, who are Great Professionals is very important. At Renaissance University our philosophy is to resuscitate Education in such a way that it in turn creates professionals with human touch and none of the denominations eclipse the other.



**UGC  
APPROVED**



**350+  
RECRUITERS**



**INDUSTRY ALIGNED  
CURRICULUM**



**EMI OPTIONS  
AVAILABLE**

Renaissance University embraces innovation and fosters a culture of newness. We aim to cultivate students who embody the philosophy of nation-building, emphasizing the importance of togetherness and global thinking. Our goal is to develop well-exposed, deep thinkers who can transcend boundaries and make a significant impact on our nation and the world.



**Scan for Virtual Tour!**

—— **UNIVERSITY CAMPUS** ——

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Indore - 452015 | Tel : (0731) 66884150 / 151**

—— **OFFICE ADDRESS** ——

**201-202, HeadQuarter Building,  
IDA Plot No. 54, Satya Sai Square, Indore (M.P.) - 452010**



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