



ESHAN COLLEGE

OF ENGINEERING & MANAGEMENT



Approved by AICTE, New Delhi &
Affiliated to AKTU, Lucknow



ADMISSIONS OPEN 2026

BBA

Bachelor of Business Administration



With Advanced Certification in

DIGITAL MARKETING WITH GEN AI TOOLS



AI-Powered
Learning



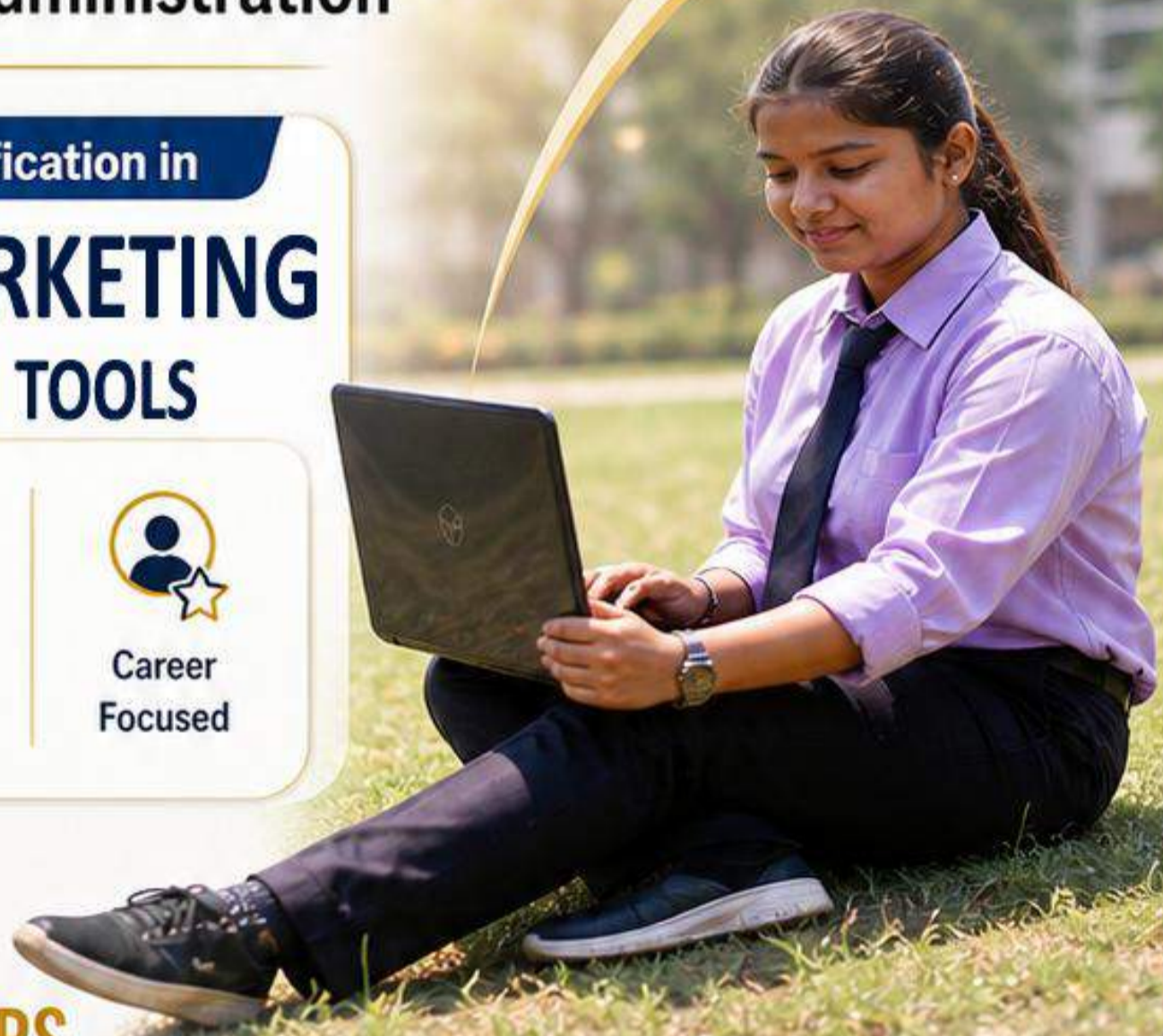
Future-Ready
Skills



Industry
Relevant



Career
Focused



Empowering
FUTURE BUSINESS LEADERS
with AI-Driven Skills



EXPERT FACULTY
Learn from
Industry Experts



GLOBAL EXPOSURE
Broadening Horizons,
Building Leaders



TOP RECRUITERS
Strong Placement
Support



HOLISTIC GROWTH
Shaping Personality,
Building Confidence



NH-2 Agra-Mathura Road,
Near Raipura Jaat, Agra



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BACHELOR OF
BUSINESS
ADMINISTRATION



WITH ADVANCE CERTIFICATION IN

DIGITAL MARKETING WITH AI TOOLS



Industry-Ready Certifications
to Accelerate Your Career

Technologies Covered



WordLift



Copymatic



Hootsuite



Buffer



Zoho Social



Sprout Social



SocialPilot



Mailchimp



Ahrefs



SEMrush



ManyChat
ManyChat



Dialogflow



Google
Analytics 360



Mixpanel



AspireIQ



Meta
Meta

WHY THESE CERTIFICATIONS MATTER



INDUSTRY-RELEVANT SKILLS

Learn tools used by industry leaders and employers.



HANDS-ON PRACTICAL EXPOSURE

Work on real-world projects and gain practical experience.



GLOBAL CAREER OPPORTUNITIES

Build a global skillset and open doors to exciting career paths.



FUTURE-READY LEARNING

Stay ahead with future-ready skills in AI and digital technologies.

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BBA

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COURSE PREREQUISITE



EDUCATIONAL QUALIFICATION

Passed 10+2 or equivalent examination from a recognized board.



MINIMUM MARKS

At least 45% aggregate marks (40% for reserved category candidates).



PROGRAMME & CURRICULUM STRUCTURE

The BBA program is meticulously structured to cover essential aspects of business management with **AI Powered Tools**.

YEAR 1



FOUNDATION

- Fundamentals of Management
- Business Economics
- Financial Accounting
- Business Mathematics

YEAR 2



CORE MANAGEMENT

- Marketing Management
- Financial Management
- Human Resource Management
- Operations Management

YEAR 3



ADVANCED & STRATEGY

- Strategic Management
- International Business
- Business Ethics and Corporate Governance
- Entrepreneurship Development



INDUSTRY-INTEGRATED LEARNING

Practical exposure that prepares you for the real world.



AI TOOLS INTEGRATION

Learn & apply AI-powered tools in business.



INTERNSHIPS

Gain real-world experience and industry insights.



LIVE PROJECTS

Work on real-life business challenges and projects.



FINAL YEAR CAPSTONE PROJECT

Culminating project to showcase your skills and knowledge.

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ABOUT BBA DEPARTMENT

The Department of Business Administration at Eshan College is committed to nurturing future leaders and entrepreneurs. With a focus on holistic education, we blend theoretical knowledge with practical and innovative skills, ensuring our students are **industry-ready**. We strive to foster an environment of **academic excellence** and **innovation**, preparing our students for the dynamic business world.



 <p>AICTE APPROVED Approved by All India Council for Technical Education</p>	 <p>AKTU AFFILIATED Affiliated to Dr. A.P.J. Abdul Kalam Technical University, Lucknow</p>	 <p>NAAC ACCREDITED Recognized for quality education and overall excellence</p>
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ABOUT THE PROGRAM

Eshan College is proud to be the **first college in the Agra-Mathura** region to have its BBA program affiliated with AKTU, Lucknow. The program is approved by **AICTE**. BBA is an esteemed undergraduate degree program that delves into fundamental aspects of business & management.



- ✔ Strong Academic Foundation
- ✔ Practical & Experiential Learning
- ✔ Industry-Oriented Curriculum
- ✔ Leadership & Ethics
- ✔ Career-Ready Graduates

DISTINCT FEATURES

 <p>AICTE APPROVED & AKTU AFFILIATED Recognized by premier regulatory bodies for quality education.</p>	 <p>NAAC ACCREDITED Accredited institution ensuring high academic standards.</p>	 <p>INDUSTRY INTERACTION Regular interactions, expert sessions and industry exposure.</p>	 <p>STATE-OF-THE-ART FACILITIES Modern classrooms, smart labs, library and digital resources.</p>	
 <p>SOFT SKILLS TRAINING Personality development, communication & leadership training.</p>	 <p>ENTREPRENEURIAL DEVELOPMENT Encouraging innovation, startups and business mindset.</p>	 <p>INNOVATION AND STARTUP CULTURE Support for ideas, incubations and real-world solutions.</p>	 <p>INDIVIDUAL ATTENTION TO EACH STUDENT Personalized mentoring for overall growth and success.</p>	 <p>INDUSTRY & CORPORATE COLLABORATIONS Strong tie-ups for internships, placements and live projects.</p>

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SEMINARS & WORKSHOPS

Bridging Classroom Learning with Industry Insights



EXPERT TALKS & GUEST LECTURES



ENGAGING SESSION WITH INDUSTRY EXPERTS



INTERACTIVE WORKSHOPS



KNOWLEDGE SHARING SESSIONS



INDUSTRY INTERACTION & NETWORKING



PRACTICAL LEARNING & CASE STUDIES



GUEST LECTURES



INDUSTRY SEMINARS



SKILL WORKSHOPS



CORPORATE TRAINING



ENTREPRENEURSHIP SESSIONS

LEARNING OUTCOMES



INDUSTRY EXPOSURE
Understand real-world business dynamics.



PRACTICAL KNOWLEDGE
Apply concepts through hands-on learning.



SKILL ENHANCEMENT
Build analytical, communication and leadership skills.



CONFIDENCE BUILDING
Develop self-confidence and professional attitude.

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Learn Business. Lead Tomorrow.



TRAINING & DEVELOPMENT

Empowering Students with Practical Skills & Professional Excellence



250+
TRAINING SESSIONS CONDUCTED

50+
INDUSTRY EXPERTS

100%
PRACTICAL & EXPERIENTIAL LEARNING



CLASSROOM TRAINING SESSIONS



INDUSTRY COLLABORATION PROGRAMS



CERTIFICATION & ACHIEVEMENTS



TECHNICAL & COMPUTER LAB TRAINING



SKILL DEVELOPMENT WORKSHOPS



PRESENTATION & COMMUNICATION SKILLS



SKILL DEVELOPMENT PROGRAMS



CORPORATE TRAINING



TECHNICAL & COMPUTER LABS



PERSONALITY DEVELOPMENT



PRESENTATION & COMMUNICATION SKILLS

WHAT STUDENTS ACHIEVE



PROFESSIONAL SKILL ENHANCEMENT
Upgrade skills for real-world challenges.



PRACTICAL KNOWLEDGE APPLICATION
Apply concepts through hands-on learning.



CONFIDENCE & COMMUNICATION
Build confidence for effective interaction & leadership.



CAREER READINESS
Prepare for successful career opportunities.

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INDUSTRIAL EXPOSURE

Learning Beyond Classrooms through Real-World Industry Experience



INDUSTRY VISITS



CORPORATE INTERACTION



FACTORY & PLANT VISITS



LEARNING BEYOND CLASSROOMS



INDUSTRY EXPERT SESSIONS



PRACTICAL INDUSTRY EXPOSURE



INDUSTRIAL VISITS



CORPORATE INTERACTION



LIVE INDUSTRY LEARNING



PRACTICAL EXPOSURE



PROFESSIONAL NETWORKING

WHAT STUDENTS GAIN



REAL-WORLD UNDERSTANDING

Gain insights into actual business operations.



INDUSTRY INSIGHTS

Understand market trends, challenges & opportunities.



PRACTICAL SKILL DEVELOPMENT

Apply classroom learning in real scenarios.



CORPORATE EXPOSURE

Build confidence and professional readiness.

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CAMPUS PLACEMENT DRIVES

Connecting Talent with Opportunities and Building Successful Careers



OUR PLACEMENT ACTIVITIES



PRE PLACEMENT TALKS

Industry interactions and career guidance



APTITUDE & SKILL TESTS

Evaluating potential and technical skills



HR INTERVIEWS

Personal interaction and assessment



TECHNICAL INTERVIEWS

Domain knowledge and problem solving



GROUP DISCUSSIONS

Assessing communication and leadership



PLACEMENT OFFERS

Dream offers. Bright futures.

TOP RECRUITING PARTNERS



& Many More...

BENEFITS FOR OUR STUDENTS



CAREER OPPORTUNITIES

Access to top recruiters and diverse career paths.



SKILL ENHANCEMENT

Industry ready skills and practical exposure.



CONFIDENCE BUILDING

Stronger self-belief through interviews and assessments.



PROFESSIONAL NETWORKING

Connect with industry leaders and experts.



SUCCESSFUL FUTURES

Step closer to your dream career with the right start.



500+

Placement Opportunities Every Year



100+

Top Recruiters Visit Our Campus Every Year



90%+

Students Placed in Reputed Organizations



HIGHEST PACKAGE

10.5 LPA And Counting...

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OUR RECENT PLACEMENTS

WE ARE PLACED BATCH 2026



TATA
CONSULTANCY
SERVICES



Ankit Kumar



Jatin Sharma



Saurabh Yadav



Priya Sharma



Aman Verma



Rohit Singh



Vivek Patel



Mohit Chauhan



Aditya Raj



Sneha Gupta



Deepak Yadav



Harsh Rathore



Shubham Tiwari



Rishabh Jain



Karan Malhotra



Our milestones are touchstones



Harshit Arora



Vikas Kumar



Amit Kumar



Sandeep Singh



Piyush Yadav



Gaurav Rna



Rahul Verma



Rahul Kumar



Neha Singh



Vishal Gupta



Manish Sharma



Sweta Kumari



Arjun Rawat



Neha Verma



Abhishek Singh



Ravi Kumar



For assured Rightier returns



Pooja Sharma



Aakash Gupta



Muskan Rai



Ritika Singh



Nikhil Yadav



Anjali Verma



Sumit Tiwari



Kavya Singh



Shivani Gupta



Yash Patel



Himanshu Singh

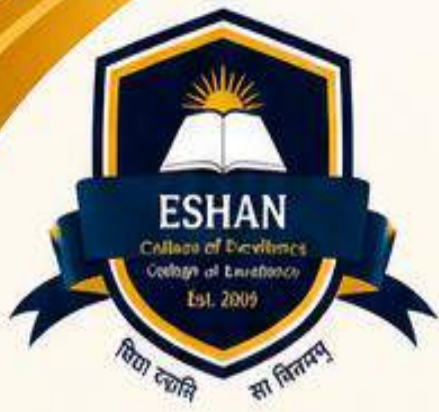


Prachi Yadav



Vivek Raj

BUILDING CAREERS.
SHAPING FUTURES.



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OUR PROUD ALUMNI



16
L.P.A.

Shashank Sharma




15
L.P.A.

Akash




15
L.P.A.

Nitul Verma




15
L.P.A.

Deepak Kumar




14
L.P.A.

Devesh Kumar




14
L.P.A.

Kanishk Bhardwaj




14
L.P.A.

Shivam Chauhan




11
L.P.A.

Rohitash Verma




11
L.P.A.

Ram Pratap S. Chauhan




10
L.P.A.

Deeksha Sharma




10
L.P.A.

Muitash Gupta




10
L.P.A.

Sonya Katara




10
L.P.A.

Hitesh Kumar





10
L.P.A.

Neha Sharma





10
L.P.A.

Pankaj Sisodiya


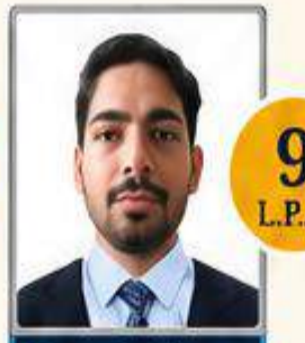
10
L.P.A.

Shubham Sharma


10
L.P.A.

Rajat Verma

9
L.P.A.

Yatendra Kumar




9
L.P.A.

Sandeep Raj




8.5
L.P.A.

Ritu




8
L.P.A.

Chanchal



WHY OUR ALUMNI SHINE



STRONG FOUNDATION

BBA builds the knowledge and confidence to lead.



INDUSTRY EXPOSURE

Real-world learning through projects, internships & experts.



CAREER SUCCESS

High placements with top recruiters across industries.



LIFELONG NETWORK

A strong alumni network that grows together.

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FEE STRUCTURE

Affordable Education with Maximum Value

ANNUAL COMPOSITE FEE

₹ 55000 /-

PER YEAR

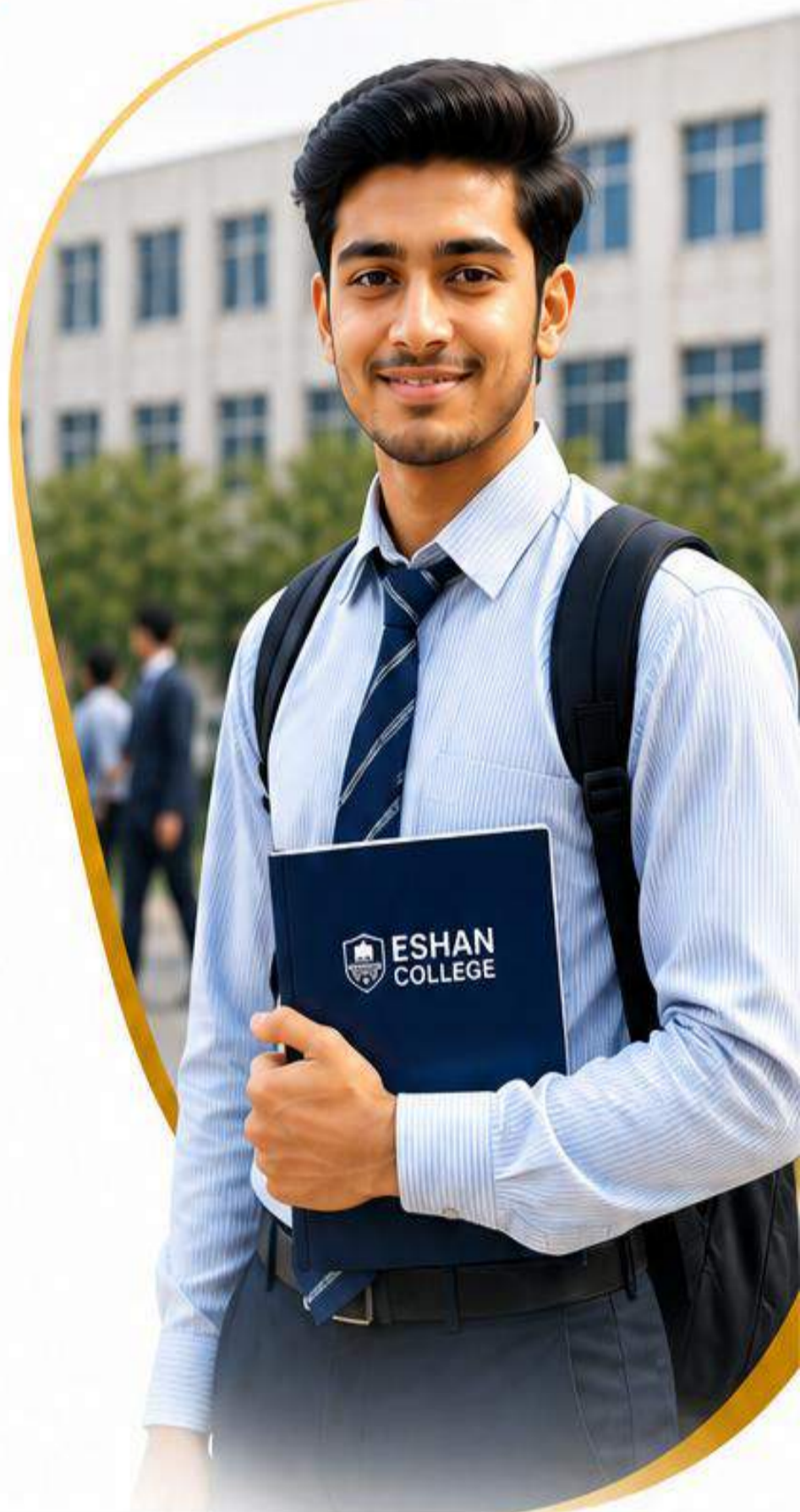


MERIT SCHOLARSHIP

₹ 20000 /-

PER YEAR

★ For Candidates securing
60% and above
(On Annual Composite Fee)



INCLUDES

- Tuition Fee
- Book Bank
- Uniform / PDP
- Seminars & Workshops
- Training & Placement
- Practical & Internal Exams
- Examinations
- Miscellaneous Expenses



UNIVERSITY FEE

As per
University Norms

PER YEAR

OPTIONAL FACILITIES



BUS FEE

₹ 18000 /-

PER YEAR



HOSTEL FEE

₹ 65000 /-

PER YEAR

WHY OUR FEE STRUCTURE STANDS OUT



TRANSPARENT &
NO HIDDEN CHARGES



ALL-INCLUSIVE
ACADEMIC SUPPORT



VALUE FOR MONEY
EDUCATION



CAREER-ORIENTED
INVESTMENT

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A DEGREE THAT TRANSFORMS POTENTIAL Into Success

At Eshan College, we don't just educate—we empower. Our BBA program builds future leaders, entrepreneurs and changemakers who are ready to excel in a dynamic business world.



“Your Journey Today, Your Success Tomorrow.”

Empowering **FUTURES**
Inspiring Excellence
★★★

100+
Faculty Trained

500+
Students Inducted Every Year

100%
Participation Certificates

Stronger Skills. Stronger Careers. Stronger Tomorrow.

WHY CHOOSE ESHAN COLLEGE FOR BBA?

QUALITY EDUCATION
Industry-oriented curriculum with practical learning.

EXPERT FACULTY
Learn from experienced mentors and industry experts.

INDUSTRY EXPOSURE
Real-world exposure through visits, projects & internships.

CAREER FOCUSED
Placement support, skill development & career guidance.

HOLISTIC DEVELOPMENT
Focus on overall growth, leadership & personality.

STRONG NETWORK
Connect with alumni, industry & global opportunities.



BE THE LEADER OF TOMORROW START YOUR JOURNEY WITH BBA

ADMISSIONS OPEN

Take the first step towards a bright, successful and rewarding future.



WHAT OUR STUDENTS SAY



“BBA at Eshan College has given me the confidence, knowledge and exposure to achieve my dreams.”
– Ankit Sharma



“The faculty, practical learning and placement support are truly exceptional.”
– Priya Verma



“A perfect blend of academics, industry exposure and personal growth.”
– Sakshi Agarwal



Campus
28km mile stone, Agra-Delhi Highway, NH-2, Near Raipura Jaat, Agra (U.P)India



Admission Helpline



E-mail
admission@eshancollege.com
helpdesk@eshancollege.com



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City Office
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WE LOOK FORWARD TO WELCOMING YOU TO THE ESHAN COLLEGE FAMILY.

Thank You!

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