



# 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



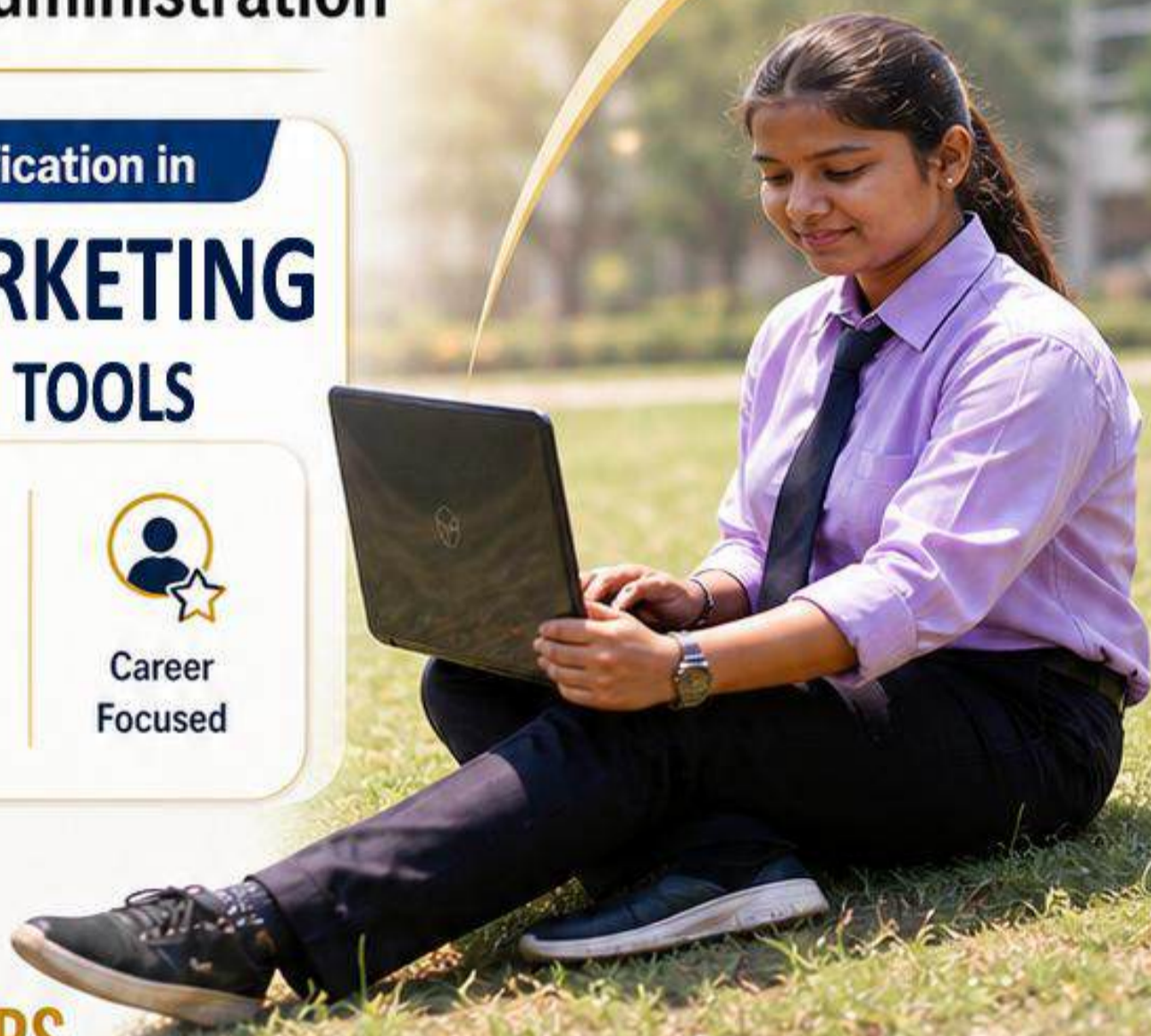
Future-Ready  
Skills



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



9639234234 | 8477088883  
8475088883 | 8979626348



[www.eshancollege.com](http://www.eshancollege.com)

FOLLOW US ON



/EshanCollege



# BBA

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.

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

9639234234  
8475088883

8477088883  
8979626348

www.eshancollege.com

FOLLOW US ON /EshanCollege



# BBA

## BACHELOR OF BUSINESS ADMINISTRATION

Learn Business. Lead Tomorrow.



### 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.

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

9639234234, 8477088883 | 8475088883, 8979626348

www.eshancollege.com

FOLLOW US ON /EshanCollege



# BBA BACHELOR OF BUSINESS ADMINISTRATION

Learn Business. Lead Tomorrow.



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

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

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

9639234234, 8477088883  
8475088883, 8979626348

[www.eshancollege.com](http://www.eshancollege.com)

FOLLOW US ON    /EshanCollege



# BBA BACHELOR OF BUSINESS ADMINISTRATION

Learn Business. Lead Tomorrow.



## 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.

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

9639234234, 8477088883  
8475088883, 8979626348

[www.eshancollege.com](http://www.eshancollege.com)

FOLLOW US ON /EshanCollege



# BBA BACHELOR OF BUSINESS ADMINISTRATION

Learn Business. Lead Tomorrow.



## TRAINING & DEVELOPMENT

Empowering Students with Practical Skills & Professional Excellence



**CERTIFIED TRAINING PROGRAMS**

**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.

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

9639234234, 8477088883  
8475088883, 8979626348

www.eshancollege.com

FOLLOW US ON /EshanCollege



# BBA BACHELOR OF BUSINESS ADMINISTRATION

Learn Business. Lead Tomorrow.



## 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.

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

9639234234, 8477088883  
8475088883, 8979626348

[www.eshancollege.com](http://www.eshancollege.com)

FOLLOW US ON /EshanCollege



# BBA BACHELOR OF BUSINESS ADMINISTRATION

Learn Business. Lead Tomorrow.



## 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...

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



9639234234, 8477088883  
8475088883, 8979626348



www.eshancollege.com

FOLLOW US ON



/EshanCollege

# OUR RECENT PLACEMENTS

WE ARE PLACED BATCH 2026

tcs

TATA  
CONSULTANCY  
SERVICES



Jatin Sharma



Vijay Bajaj



Ritik Kumar



Kuldeep Lodhi

Krishna  
Solutions



Yogendra Singh



Rohit Kumar



Mayank Tyagi

ORVIONAR  
Automation & IT Solutions



Prashant Kumar

LEARNING  
ROUTES



Kashish

Kamadgiri



Sanjeet Singh

KPRELIABLE



Devanshu Kumar

HIKEEDU  
Empowering Professionals



Naina Jain

DPI  
DIVYA PADMA  
ENTERPRISES LLP



Divraj Verma

JBM  
Our milestones are touchstones



Alok Prajapati



Yuvraj Singh



Anshul Sharma



Gautam Singh



Shubham Kumar



Antriksh Bansal

B  
BAJAJ



Yogendra Singh

Allianz



Arshad Ali



Tushar Jain



Naina Jain



Vanshika Singh



Abhinav Shankar



Khushboo



Prashant Kumar



Shalu Chaudhary



Kamil Khan



Vijay Bajaj



RAINBOW REALTY CONSULTING  
For assured brighter returns



Sapna Kumari



Anish Agarwal



Varsha Kumari



Mansi Verma



Nikhil Gupta



Priya Sharma



Arpit Gupta



Apoorva Verma



Sachin Gola



Gaurav



Ravi Singh



Anil Kumar



Saurabh Singh

BUILDING CAREERS.  
SHAPING FUTURES.



# BBA BACHELOR OF BUSINESS ADMINISTRATION



## 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.

Maitash 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



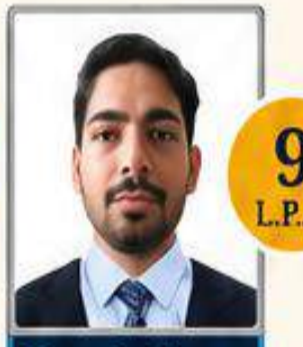
10 L.P.A.

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.

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

9639234234 | 8475088883

8477088883 | 8979626348



www.eshancollege.com

FOLLOW US ON /EshanCollege



# BBA

BACHELOR OF  
BUSINESS  
ADMINISTRATION

Learn Business. Lead Tomorrow.



## FEE STRUCTURE

Affordable Education with Maximum Value

ANNUAL COMPOSITE FEE

# ₹ 55000 /-

PER YEAR

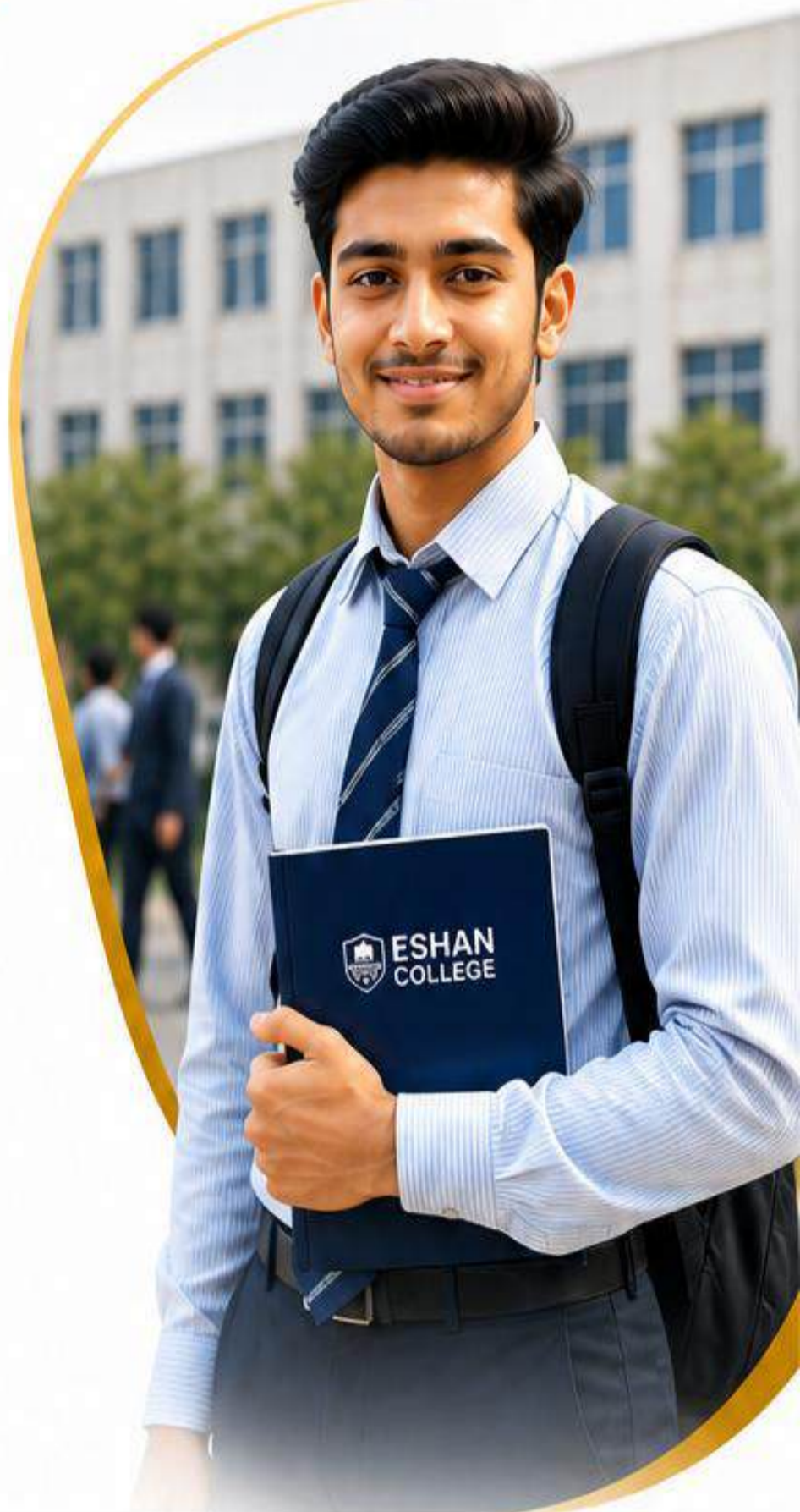


MERIT SCHOLARSHIP

# ₹ 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

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



9639234234, 8477088883  
8475088883, 8979626348



www.eshancollege.com

FOLLOW US ON



/EshanCollege



# BBA BACHELOR OF BUSINESS ADMINISTRATION

Learn Business. Lead Tomorrow.



## 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



**Phone**  
+91 9639234234  
+91 8477088883  
+91 8475088883



**City Office**  
Office No. 810-811, 8<sup>th</sup> Floor Corporate Park, Sanjay Place, Civil Lines, Agra  
+91 8979626348

Connect with Use



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

*Thank You!*

FOLLOW US ON



/EshanCollege