



ITM Business
School
ITM SKILLS UNIVERSITY



BBA

iConnect

Program

- 100% Placement Support
- 6 Months of Internship
- 1 Cr. Startup 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

amazon

SAMSUNG

Walmart

Flipkart

Google

Microsoft

DELHIVERY

Goldman
Sachs

tcs TATA
CONSULTANCY
SERVICES

Atos

paytm

Myntra

Apple

Uber

LinkedIn

Gojek

AJIO

PayPal

DREAM11

“

For years, the Indian education system has focused on academics. Most graduates step into the job market with strong theoretical knowledge but lack the practical skills that employers value. Today, recruiters look for professionals who can think on their feet, adapt to new technologies, and take initiative without constant supervision. This gap between education and industry expectations makes it harder for young professionals to confidently step into leadership roles.



At ITM Business School, we created BBA iConnect to change this. It's not just a program, it's a smartly designed pathway to shape future leaders, not just employees. We have designed core competency building through recruiter-led workshops, startup incubation, industry-driven training, and professional certifications, ensuring students gain essential business and leadership skills while accessing networking and funding opportunities.

Here, education goes beyond classrooms, making sure that every student graduates job-ready, future-ready, and limitless.

Dr. Lakshmi Mohan
Pro Vice Chancellor of ITM Skills University and
Director of ITM Business School

ITM B-School Rankings

19th in India

Ranked by Times Annual B-School
Ranking Survey 2024



8th in Mumbai

Ranked by *Fortune B-Schools Ranking 2023



A+ Diamond Band

Awarded by OBE Ranking Survey 2023
Recognized nationally for academic rigor,
outcome-based education, and excellence
in student development.



8th in Maharashtra

Ranked among the Top Eminent B-Schools of
Super Excellence by GHRDC-CSR 2023

Our campus continues to be a top choice for
management aspirants in Mumbai's competitive
academic landscape.



7th in Mumbai

Ranked by *The Week – Best B-Schools
Survey 2023

Recognized nationally for academic rigor,
outcome-based education, and excellence in
student development.



AAA+

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



BBA iConnect

India's Only Skill Based BBA Program

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.

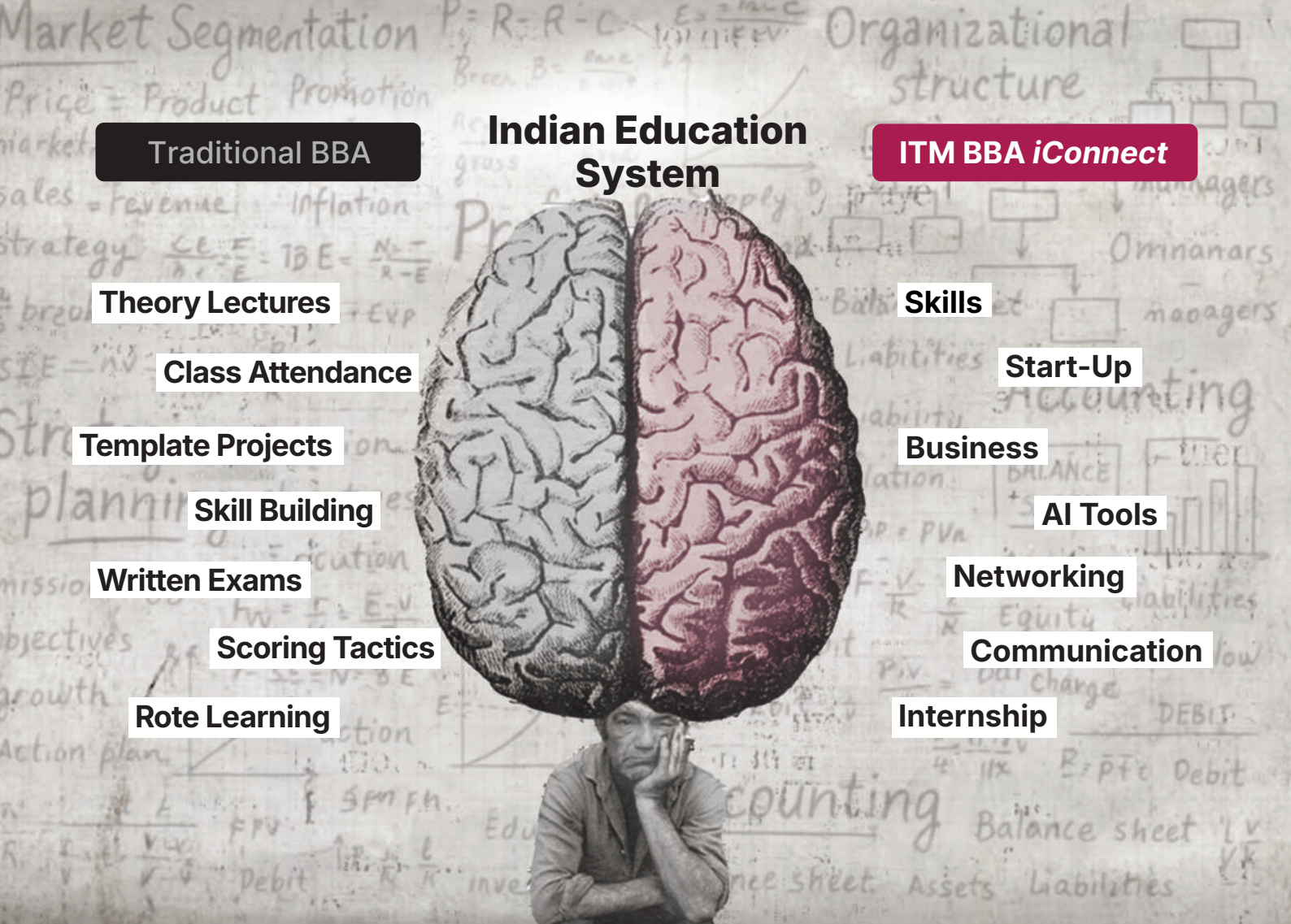


Companies Hiring



Why Choose the **ITM BBA iConnect?**

Features	Conventional BBA	BBA <i>iConnect</i> 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

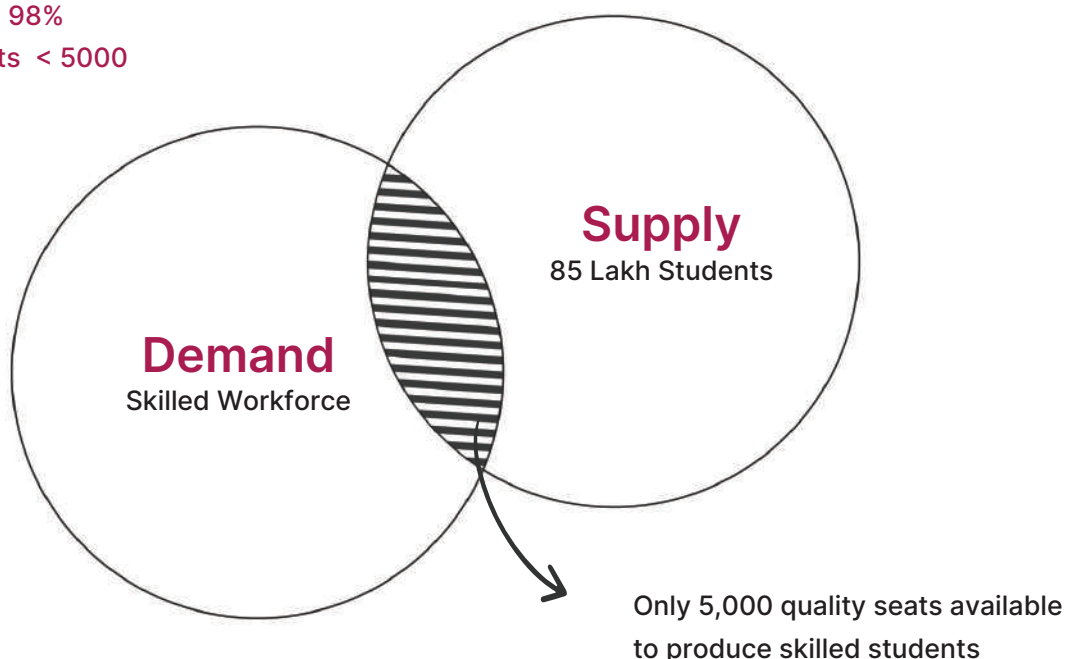


Supply & Demand

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

Join India's Only

Skill-Based BBA @

ITM Business School

Our BBA iConnect program prepares students with practical skills, real-world projects, and exposure to modern business tools. We go beyond academics to ensure graduates leave with the confidence, knowledge, and ability to thrive professionally.



Application Process

How To Apply

Step 1
Fill out the application form at

Step 2
Case Study Evaluation and Personal Interview

Step 3
Results are based on the student's overall performance in the selection process.

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** **Rs.4.3 Crore** worth of total scholarships offered by ITM B-School in 2025

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, Finance, and Business Analytics



Internships

- Six-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

- 35+ 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 Assurance

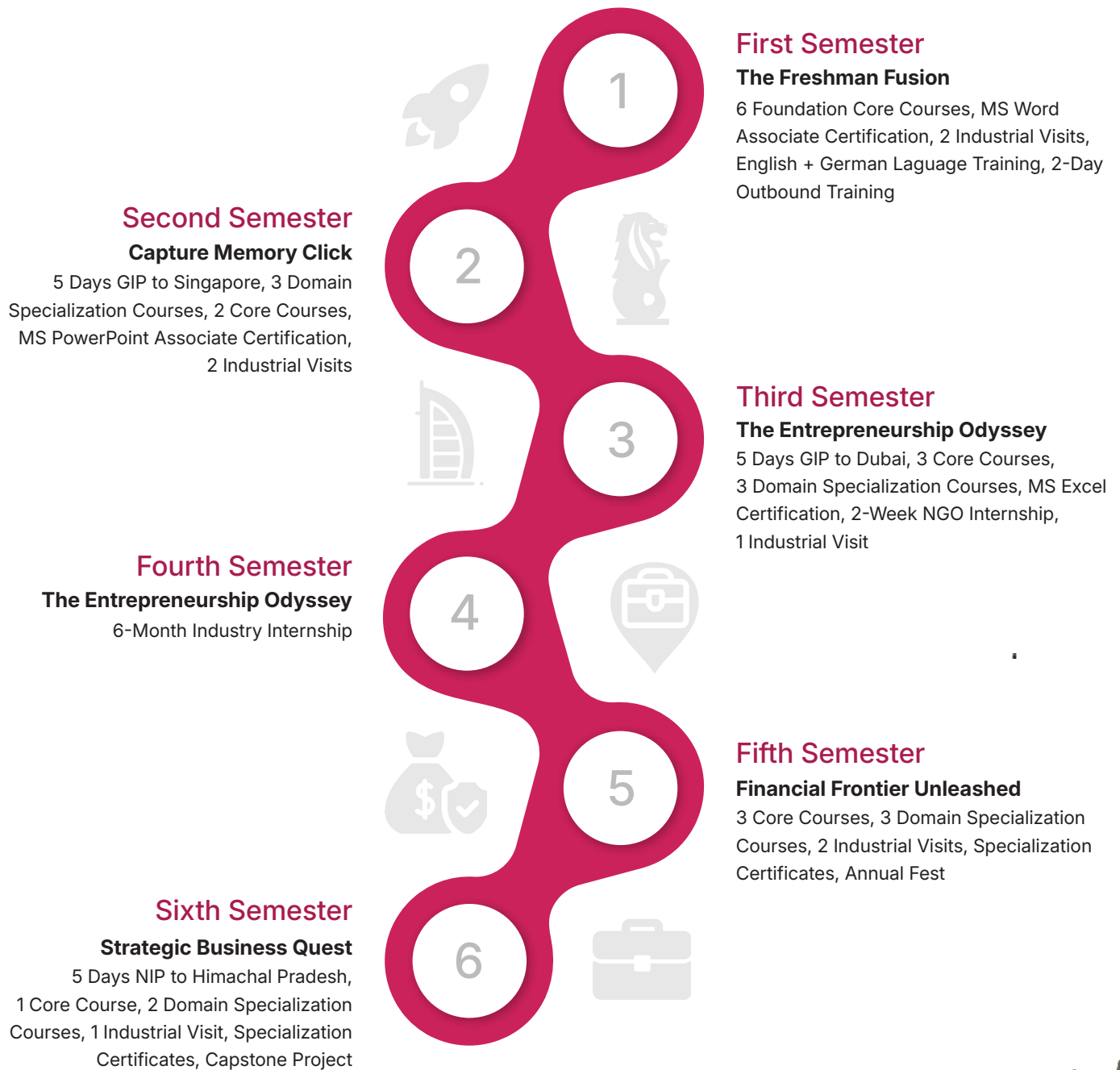
- 100% placement Assistance
- On-campus recruiters
- Strong alumni network



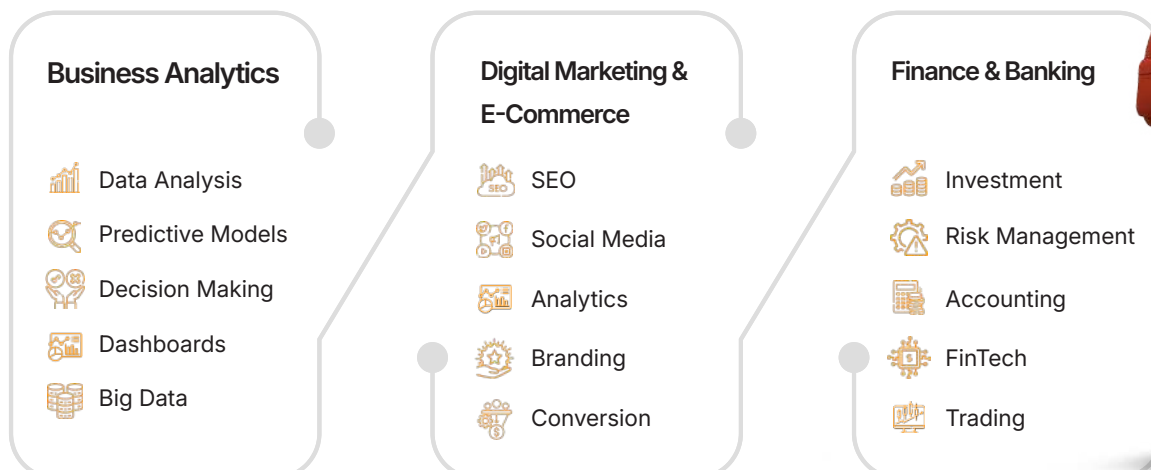
Foreign Language

- 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



SEO



Content



Email

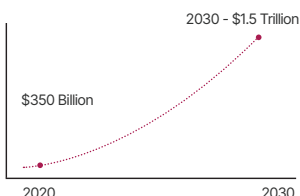


Advertisement

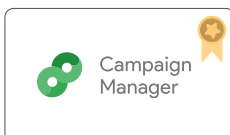
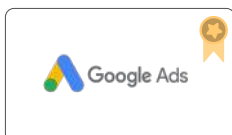


Social Media

Growth



Professional Certifications



20+ Value Added **Certifications**

Indicative Job Roles and Highlights

Digital Marketing Strategist

₹7,40,000 to ₹15,00,000 pa

Full-time

Apply Now

Search Engine Optimisation Expert

₹5,70,000 to ₹12,00,000 pa

Full-time

Apply Now

Performance Marketing Specialist

₹6,50,000 to ₹17,00,000 pa

Full-time

Apply Now

E-Commerce Marketing Manager

₹4,00,000 to ₹9,00,000 pa

Full-time

Apply Now

Social Media Specialist

₹4,50,000 to ₹8,00,000 pa

Full-time

Apply Now

Social Commerce Specialist

₹5,00,000 to ₹12,00,000 pa

Full-time

Apply Now

Digital Marketing Analyst

₹4,00,000 to ₹10,00,000 pa

Full-time

Apply Now

Brand Manager

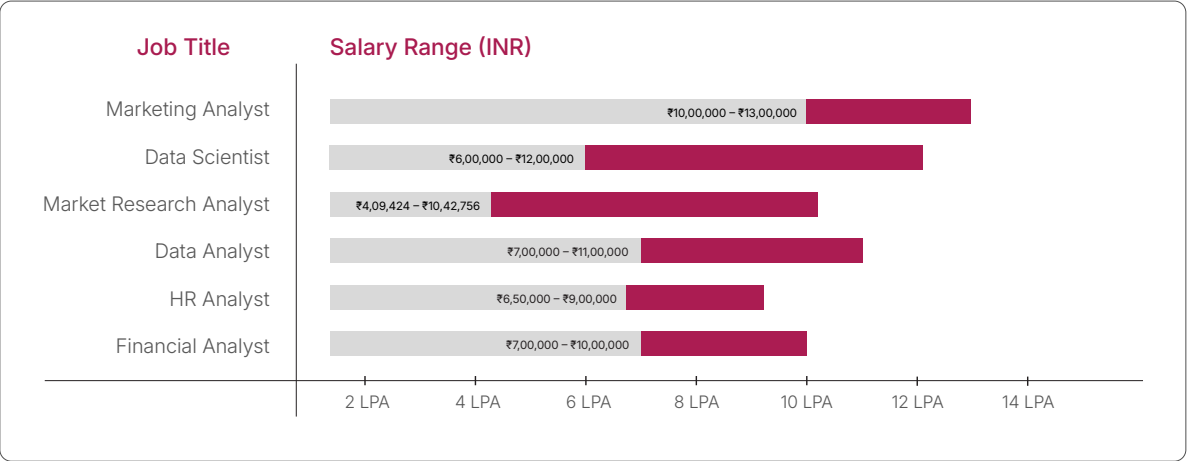
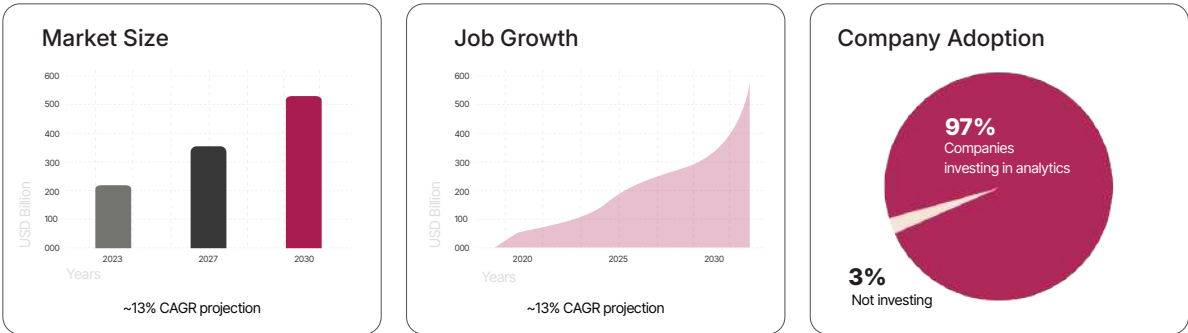
₹5,90,000 to ₹13,00,000 pa

Full-time

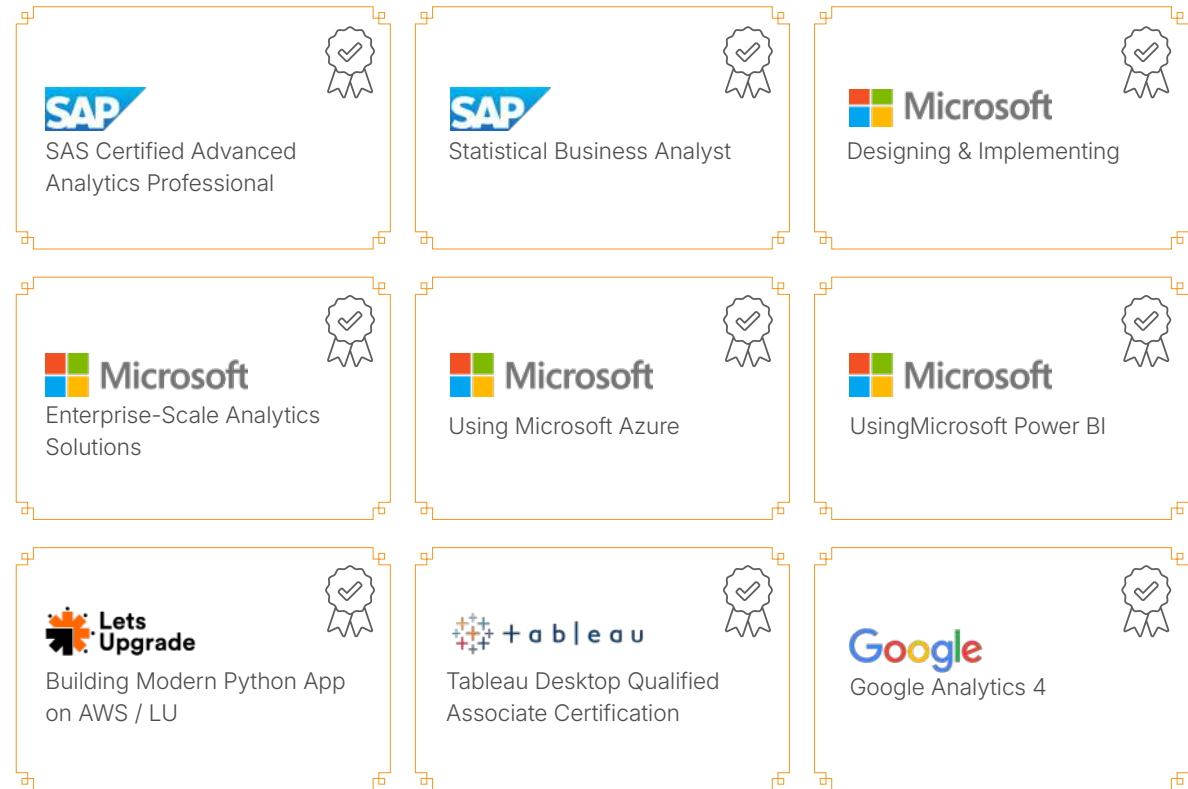
Apply Now



Industry Growth and Potential



Value-Added Professional Certifications



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

Value-Added Certifications

NISM
Mutual Funds (VA)

NISM
Investment Advisor Level 1 (XA)

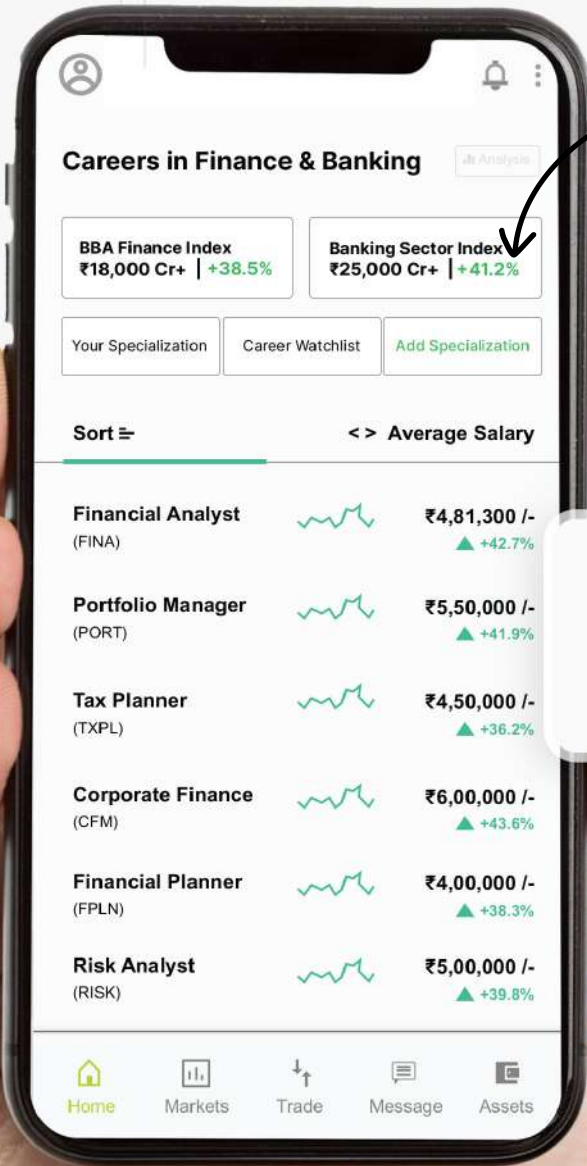
NSE
Certificate in AML & KYC

Jobs Available

NISM
Equity Derivatives (VIII)

IIF INSTITUTE OF INTERNATIONAL FINANCE
Insurance Sector Module

NSE
Banking Sector Module



Learn from **Top 1% Leaders**



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

TECHNICAL ASSISTANCE

INTELLECTUAL PROPERTY MANAGEMENT

[en-tre-pre-neur]

SHARED OPERATIONAL COSTS

NETWORKING

FINANCE / ACCOUNTING SERVICES

MARKETING EXPERTISE

Go From
Idea to IPO



Global Immersion Program

**Fly
Emirates**

Mumbai —  — Dubai

Academic Visit



جامعة دبي
UNIVERSITY of DUBAI

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



Mumbai —  — Singapore

Academic Visit



JAMES COOK
UNIVERSITY
SINGAPORE

James Cook University

Industry Exposure



Singapore Stock Exchange



KPMG Digital Village



Singapore Land
Transport Authority

Cultural & Leisure Excursions

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

Campus life at



Introduction Week



Inauguration Ceremony



Melange - Annual College Fest



NGO Awareness Session



Industry Visit to Decathlon



Fresher Party



Gaming Tournament



Corporate Clash



Panel Discussion with Industry Leaders



Cyber Crime Awareness Session



White Cane Day Celebration



Independence Day Celebration

BBA iConnect



End Sem Celebration



Industry Case Studies Session



Anti-Ragging Awareness Campaign



Stage Play - Refresher Week



CPP Hackathon



Patang Utsav



Expert Talk by Pradeep Nair



Dorai Foundation Outreach Session



Google DevFest 2023



CPP Hackathon

YEAH!

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

We Support
You Beyond
Classroom
Hours

Active community participation
with industry connections.

Encouragement to ask questions
and learn freely.

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

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

“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 Pushrana

“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 Maher Bhaite

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.”
- **Ahish 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.”
- **Chirag Agarwal**



About ITM Skills University

ITM Group of Institutions, with 34 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, 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 Connect program, alongside the introduction of the BBA Connect 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

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Sector 4, Kharghar, Navi Mumbai,
Maharashtra 410210

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For more information
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