management

MIT Pune Legacy

Avantika University at Ujjain is a part of MIT Group of Institutions, Pune.

Since 1983, MIT Pune group has contributed towards the industrial, economic, and social growth of the society for over four decades, and has helped realize the dreams and aspirations of thousands of students. With a Proven track record of 40 years of academic excellence, MIT makes an obvious destination for aspiring young minds who are in pursuit of best scholastic experience.

5
Universities

80+
Institutions

5000+
Faculty

70000+
Students

500000+
Alumni

About Avantika

Avantika is envisioned as India's first design centered university that links design thinking and creative spirit with multidisciplinary course offerings.

Affiliations

- Established by an Act of State Legislature of Madhya Pradesh as a Private University, vide the Madhya Pradesh Niji Vishwavidyalaya (Sthapana Avam Sanchalam), Tritiya Sanshodhan Adhiniyam, 2016
(No. 5 of 2017) published in the "Madhya Pradesh Gazette (Extraordinary)", dated 12th January 2017.

- Approved by University Grant Commission (UGC) New Delhi as per the section 2(f) of the UGC Act 1956.

- Recognized by Madhya Pradesh Private University Regulatory Commission, (MPPURC) Bhopal.

- Member of Association of Indian Universities (AIU).

Vision

Avantika aims to nurture and cultivate young minds who will serve as enlightened citizens, bringing positive change to society.

Mission

- To provide contemporary and personalized education with a 21st century curriculum and learning focused on what really matters in life.

- To nurture a robust ecosystem lead by innovation and enterprise to generate exciting research and creative outcomes.

- To ensure a high-quality student experience through a breadth of activities and opportunities with an emphasis on experiential learning.
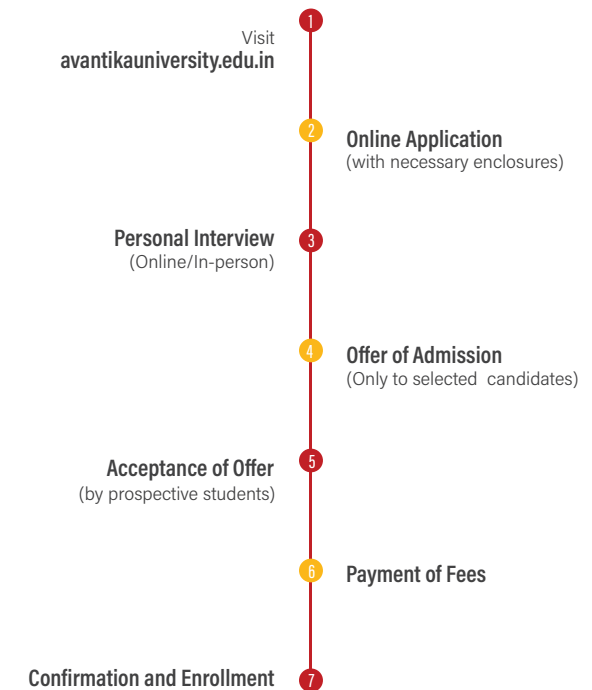
Academic Programs (Under Graduate)

BBA (Hons.)

- Core
- Finance
- Marketing
- Human Resource
- Business Analytics
- International Business
- Supply Chain Management

B.Com (Hons.)

- Core
- Accounting & Finance
- Banking & Insurance

Entry Requirements BBA (Hons.) and B.Com (Hons.)

- 10+2 from any stream (from any of the State Board / CBSE / ICSE / ISC / CIE / IB / NIOS or equivalent exam)
- 50% marks in aggregate
- Proficiency in English

Why BBA from Avantika University ?

- Versatile Skills
- Career Advancement Options
- Entrepreneurship Opportunities
- Networking & Practical Experience
- Foreign Collaboration & Exchange Programs

Why B.Com from Avantika University ?

- Learning the Theories & Techniques used in successful organizations
- Creating effective strategies and manage finance
- Recognize the impact of business environments on organizations
- Foreign Collaboration & Exchange Programs

Admission Process

1. Visit **avantikauniversity.edu.in**
2. **Online Application** (with necessary enclosures)
3. **Personal Interview** (Online/In-person)
4. **Offer of Admission** (Only to selected candidates)
5. **Acceptance of Offer** (by prospective students)
6. **Payment of Fees**
7. **Confirmation and Enrollment**

Academic Programs (Post Graduate)

MBA

- Finance
- Marketing
- Human Resource
- Business Analytics
- International Business
- Supply Chain Management

Entry Requirements

- Graduate of any stream (10+2+3 Minimum)
- 50% aggregate in all subjects
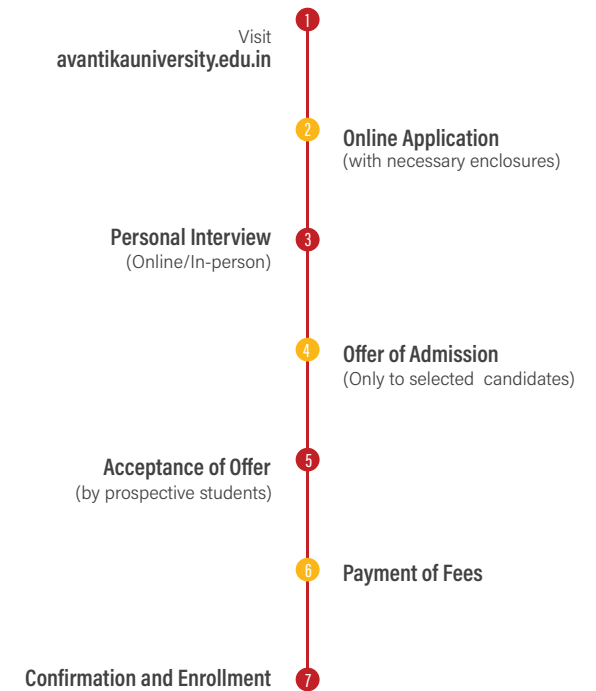- Proficiency in English

PhD

Entry Requirements

- Master's degree or equivalent in relevant discipline from an approved university / institution with at least 55% marks or a minimum CGPA / CPI of 6 on a 10-point scale or an equivalent grade 'B' wherever grading system is followed

- Valid score of Avantika Research Test(ART), an entrance test in line with UGC guidelines

- Proficiency in English

Note : • Students with valid UGC-NET (including JRF) / UGC-CSIR NET (including JRF) / SLET / GATE / Teacher Fellowship Holder or who have passed M.Phil program are also eligible for PhD Admission at Avantika University.

- Part-time PhD will be allowed provided all the conditions mentioned in the extant PhD regulations are met.

Note : The university earmarks seats for reserved categories (SC, ST, OBC, EWC, Differently-Abled, etc.) as per the applicable reservation policy decided by the State Government or Government of India from time to time.

Admission Process

1. Visit **avantikauniversity.edu.in**
2. **Online Application** (with necessary enclosures)
3. **Personal Interview** (Online/In-person)
4. **Offer of Admission** (Only to selected candidates)
5. **Acceptance of Offer** (by prospective students)
6. **Payment of Fees**
7. **Confirmation and Enrollment**

Academic Framework | BBA (Hons.)

The BBA program seamlessly integrates the profound wisdom of ancient Indian philosophy encapsulated in the 16 KALAYEN, fused with the contemporary skill sets demanded by both industry and society. This innovative program is designed to foster holistic development, ensuring a 360° approach that not only hones practical skills but also cultivates robust character and leadership qualities.

पाणिनि
Panini
(Foundation)

- Business Essentials
- Liberal Arts
- Design

चरक
Charaka
(Vocational)

- Digital Marketing
- Creative Communication
- Lean Six Sigma
- Stock Trading and Portfolio Designing
- Data Analytics
- Statistical Analysis

कौटिल्य
Kautilya
(Specialization & Electives)

- Marketing
- Finance
- Human Resource
- Business Analytics
- International Business
- Supply Chain Management

कुमारलता
Kumarlata
(Multidisciplinary)

- Market and Economics
- Business Intelligence
- Operations Research
- Design Thinking
- Quantitative Research
- Strategy and Innovation

मौर्य
Maurya
(Projects)

- Experiential Learning
- Business Model Development
- Functional Business Problems and Solutions
- Industrial Training
- Business Research Project

** BBA Scholarship Model

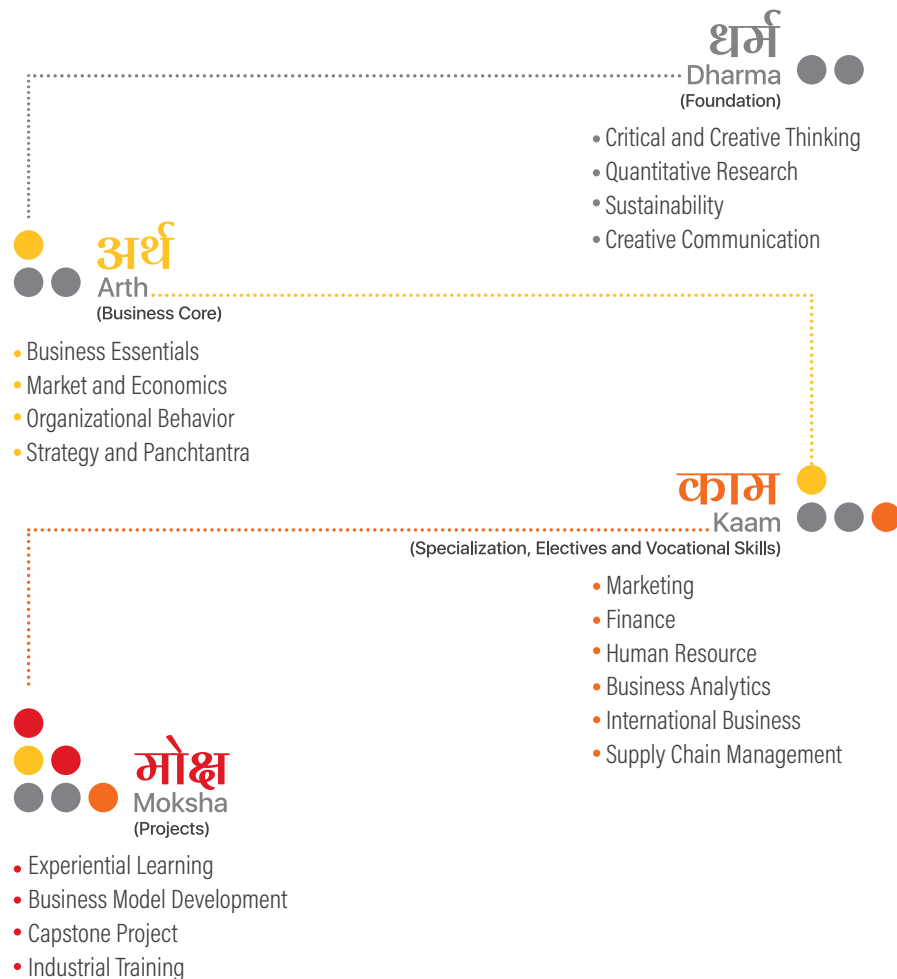|	
100%	95% aggregate marks in Class XII from CBSE / ICSE / State Boards (2023 / 2024)
50%	85% aggregate marks in Class XII from CBSE / ICSE / State Boards (2023 / 2024)
25%	70% aggregate marks in Class XII from CBSE / ICSE / State Boards (2023 / 2024)

Note : Physical Education / Fine Arts / Performing Arts / Vocational / non written subjects excluded from aggregate computation.

**Scholarship is Applicable only on Tuition Fee (Valid For First Year)

Academic Framework │ MBA

The MBA program is based on the ancient Indian philosophy of Purushartha blended with the contemporary skill-set requirements of industry and society. The term Purushartha literally signifies the Aim of life or Object of Human Pursuit. The program is divided into 4-segments - Dharma, Arth, Kaam, and Moksha.

धर्म
Dharma
(Foundation)

- Critical and Creative Thinking
- Quantitative Research
- Sustainability
- Creative Communication

अर्थ
Arth
(Business Core)

- Business Essentials
- Market and Economics
- Organizational Behavior
- Strategy and Panchtantra

काम
Kaam
(Specialization, Electives and Vocational Skills)

- Marketing
- Finance
- Human Resource
- Business Analytics
- International Business
- Supply Chain Management

मोक्ष
Moksha
(Projects)

- Experiential Learning
- Business Model Development
- Capstone Project
- Industrial Training

** MBA Scholarship Model

100%	100% Scholarship on CAT / MAT - 85 Percentile; GMAT 600 & above.
50%	50% Scholarship on CAT / MAT - 80 Percentile; GMAT 550 & above.
25%	25% Scholarship on CAT / MAT - 75 Percentile; GMAT 450 & above.)

**Scholarship is Applicable only on Tuition Fee (Valid For First Year)

Academic Framework | B.Com (Hons.)

The B.Com program is tailored to meet the demands of the ever-evolving business landscape, as outlined in the New Education Policy (NEP). Anchored in the philosophy of academic excellence, the program stands on the robust foundation of five pillars of academic excellence - Aadhar, Samprasha, Kaushal, Pragat, Parishti. Each dedicated to shaping comprehensive life skills in the context of trade and commerce.

आधार
Aadhar
(Foundation)

- Accounting
- Economics
- Business Law
- Business Environment
- E-Commerce
- Taxation
- Mathematics
- Statistics
- Business Organization

सम्प्रशा
Samprasha
(Major & Minor)

- Taxation
- Financial Planning
- Banking
- Retail
- Export/Import Management
- Computer Application

कौशल
Kaushal
(Skills)

- Critical & Creative Thinking
- Technology
- Digital Marketing
- Public Speaking
- Academic and Business Writing
- Analytics
- Environmental Education
- Language Proficiency (English, Hindi)
- Creative Communication
- Entrepreneurship, Leadership, and Personality Development
- Modern Office Management
- Financial Literacy

प्रगत
Pragat
(Discipline Specific Electives)

- Indirect Tax
- Brand Equity
- Financial Reporting
- Foreign Trade Policy and Procedures
- Financial Modelling
- Advanced Programming Language

परीष्टि
Parishti
(Research)

- Commerce Models
- Experiential Learning
- Industrial Training
- Capstone Project
- Dissertation

** B.Com Scholarship Model

100%	95% aggregate marks in Class XII from CBSE / ICSE / State Boards (2023/2024)
50%	85% aggregate marks in Class XII from CBSE / ICSE / State Boards (2023/2024)
25%	70% aggregate marks in Class XII from CBSE / ICSE / State Boards (2023/2024)

Note : Physical Education / Fine Arts / Performing Arts / Vocational / non written subjects excluded from aggregate computation.

**Scholarship is Applicable only on Tuition Fee (Valid For First Year)

Beyond Academics

Industry Connect

Masterclasses, Expert Talks, Industrial Visit,
Guest Lecture, Mock Interview Preparation
with Industry Experts, On Field Assignments

Professional Society

IMA, CII, AIESEC, BFSI (SSC),
Ujjain Diplomacy Summit & Pro Edge

Competitions and Events

Management Fest, Conclave, Conference,
Entrepreneurship Boot Camp, Business Contest,
YEF Startup Competition, TEDx Avantika University

Life Skills

Harappa Education, NPTEL, NSS Clubs,
Think, Solve, Communicate, Collaborate, Lead

Student Clubs

Art, Photography, Gaming, Cycling, Management,
Film, CSR and Happiness, Alfresco Club, K Domain Club,
Avant Garde & E-cell

Sports and Fitness

Cricket, Football, Basketball, Volleyball, Handball,
Cycling, Lawn Tennis, Table Tennis, Badminton,
Kabaddi, Gym, Carrom, Chess

Recreation

Music, Bird Watching, Star Gazing

Celebrations and Festivals

Holi, Janmashtami, Onam, Ganesh Chaturthi,
Diwali, Halloween, Republic Day, Hindi Day,
Independence Day, Literature Day, Aids Day,
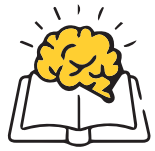Girl Child Celebration Day etc

NSS

National Service Scheme together with CSR & Happiness
Club focuses on developing the personality and character
of the student youth through voluntary community service.
'Education through Service' is the purpose of the NSS
following the ideology of our Father of the nation
Mahatma Gandhi

Certifications

HR Generalist, Digital Marketing (Google AdWords),
Spreadsheet Modelling, Export Documentation,
Supply Chain Software, Financial Modelling,
Data Strategy

Pedagogy

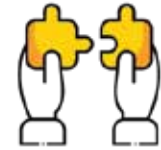Experiential Learning

Activity Based Learning

Blended Learning

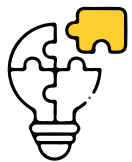Flipped Classroom

Storytelling

Project Based Learning

Scenario Based Learning

Game Design

Play

Student Achievements

Placements

20 Lakhs
Highest CTC

8.5 Lakhs
Average CTC

450+
Companies Hired

120+
Project Opportunities

Collaborations

Lodz University of Technology

Wentworth INSTITUTE OF TECHNOLOGY

INSTITUTE of TECHNOLOGY CARLOW
Institiúid Teicneolaíochta Cheatharlach

GLOBAL INSTITUTE FOR EQUITY, INCLUSION AND CIVIL SOCIETY

Marywood UNIVERSITY

UNIVERSITY OF WESTMINSTER

UMN UNIVERSITAS MULTIMEDIA NUSANTARA

Campbellsville UNIVERSITY

Lawrence Tech
THEORY AND PRACTICE 1932
Possible is everything

MILA UNIVERSITY
(Formerly known as Manipal International University (MIU))

aivancity

UNIVERSITY OF LIMERICK
OLLSCOIL LUIMNIGH

ULACIT
UNIVERSIDAD LATINOAMERICANA DE CIENCIA Y TECNOLOGÍA
COSTA RICA

Experiential Learning

Life @ Campus

Students' Speak

It's been a great experience so far. A unique project-based learning has sharpened my analytical skills. The emphasis on research and case studies has been invaluable for placements, securing real-world opportunities and preparing us for professional success.

Kunal Waswani, MBA (1st year)

The focus on innovation and entrepreneurship is truly commendable. From incubation support to personality development, the environment cultivates creativity and leadership, paving the way for future entrepreneurs.

Rochit Nema, MBA (2nd year)

I am really excited to be a part of the School of Management at Avantika University. The well-qualified faculty provides insightful guidance, complemented by state-of-the-art infrastructure. The lush green campus enhances the learning experience, fostering a vibrant atmosphere for academic growth and personal development.

Kratika Soni , BBA (1st year)

The emphasis on communication skills through audio-visual facilities ensures a holistic education, creating well-rounded individuals ready for any challenge.

Bhoomika Pamnani, BBA (2nd year)

school of management | avantika UNIVERSITY

Avantika University, Vishwanathpuram, Lekoda, Ujjain - 456006, Madhya Pradesh

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