



VISHWAKARMA
UNIVERSITY
Maximising Human Potential

University Grants Commission (UGC) Approved State Private University
Listed with Association of Indian Universities (AIU)

www.vupune.ac.in



Commerce & Management

B.Com (Company Secretary)

BBA

BBA (International Business)

MBA

Marketing, Finance, Human Resource, Operations & Supply Chain, International Business, Business Analytics, Sports Management, Entrepreneurship, Event Management, Technology Management etc.

**Programme
Brochure**

Email:

admissions@vupune.ac.in
connect@vupune.ac.in

Contact Us :

+91 90670 022 23 / 24 / 25

Vishwakarma University

Vishwakarma University (VU) is a natural offshoot of the Vishwakarma Group of Institutions' educational legacy spanning more than 35 years. The University has been established as a State Private University through Maharashtra Government Act in the year 2017. Being UGC approved, VU is authorized to design and implement its curriculum, conduct examinations, award degrees.

The University focuses on academic excellence, positively impacting the student community and the society at large. The learning model at Vishwakarma University is the combination of knowing, practicing, performing, and reflecting. The "learning by doing" approach practiced through industry participation provides an opportunity for practical and pragmatic learning to students. Through contemporary curriculum and ecosystem of holistic development, the university aims to prepare learners for fulfilling career paths.

Vision

Emergence as a Premier University Recognized Internationally for Excellence in Education, Research and Innovation.

Mission

- To impart contemporary transformative education through research and innovation.
- To develop competent leaders-professionals for life and livelihood.
- To co-create human and socio-economic capital par excellence.
- To inculcate life skills and holistic culture appreciating morals and ethics.

Values

We Value... We Believe in...

- Adaptability
- Compassion
- Diversity
- Excellence
- Innovation
- Responsibility
- Sustainability
- Transparency



Vishwakarma University Advantage

Robust Academic Framework

- Choice Based Credit System (CBCS)
- Outcome Based Education (OBE)
- Employability Enhancement Inputs
- Innovative Pedagogy and Assessment

Vibrant Learning Ecosystem

- Interdisciplinary Approach
- Experiential & Blended Learning
- Industry Projects
- Concurrent Evaluation

Global Approach to Education

- MoUs with Foreign Universities
- International Projects and Assignments
- Inculcating global mindset in Students
- Global Internships and Placements

At VU students pursue their academic goals in an environment designed to inspire, support, and empower them. Through rigorous teaching-learning, research, innovation, exposures, insights and practice VU aims to prepare students for life and livelihood.

EXPOSURE

- Conferences and Summits
- Shadowing Professionals
- Online Courses and Webinars
- Research Assignments
- Career Counselling
- Domain Seminars
- Guest Lectures
- Social Immersion Projects

INSIGHTS

- Psychometric Profiling
- Mentoring by Faculty Team
- Industry Advisory Boards
- Clubs and Forums
- Employability Enhancement Programme
- Interviews of Industry Professionals
- Study Tours to Workplaces
- Mentoring by Industry Professionals

PRACTICE

- Hands-on Workshops
- Industry Assignments
- Incubation Support
- Competitions
- Internships
- Freelancing
- Live Projects
- Collaborative Initiatives





Programmes

Bachelor of Business Administration (BBA)

Variants : BBA (General) & BBA (International Business)

Overview : One of the most sought after and popular bachelor degree programme which opens job opportunities in a plethora of sectors | Academic structure supports capability building and skill enhancement | Relevant to changing technological, social, cultural and economic environment of the nation | Learning through diverse pedagogical approaches | Option of pursuing Major + Minor Specialization | Option to choose from minor and open electives.

Duration : 3 Years - 6 Semesters - Full Time | Choice Based Credit System (CBCS) | Outcome-Based Education (OBE) | 144 Credits.

Eligibility : Class 12 or equivalent examination with 45% marks from any stream of any recognized board (40% for reserved category).

Careers : Work with the Sales and Marketing department of companies as Sales Executives, Management Trainees, Assistant Sales Managers, Assistant Brand Manager, etc. | Explore Careers in the vibrant and growing Banking, Financial Services, Insurance (BFSI) Sectors – PSU and Private Sector Banks, Capital Markets, Insurance Companies, NBFCs, etc. as Financial Analysts, Credit Managers / Loan Officers, Customer Service Managers, Insurance Agents / Brokers, Investor Relationship Managers, etc. | Work with the Human Resource Department of companies as Human Resource Administrators, Industry Relations Specialists, Job Analysts, Recruiters, Training Specialists, etc. | Business Analyst, Business Development Director, Financial Controller, International Business Advisor, International Marketing Director, Marketing Executive, Export Houses, Multinational Manager, Purchasing Manager, Shipping Coordinator, Management Consultant | Take up a career in manufacturing firms as Operations Managers, Logistics Managers, Procurement Specialists, Inventory Control Specialists, Project Planners, Production Supervisors, Quality Control Auditors, etc. | Pursue careers in Academics and Research, Government and Semi-Government Undertakings, and management of NGOs. | Pursue higher (Master's) Education.

Highlights : Understand theoretical and functional aspects relevant to varied Business Domains | Confidently perform distinct managerial roles and efficiently handle relevant responsibilities | Practically manage corporate activities / events | Calculate and Interpret business numbers for informed decision making | Competently perform business affairs and transactions through digital and non-digital mediums | Demonstrate managerial skills | Apply analytical and critical thinking abilities for problem solving | Access quicker, better, multiple, versatile managerial jobs or venture into entrepreneurship.

B.Com (Company Secretary)

Overview : Specialized Commerce Programme that aims to create the Graduates well versed with the strong conceptual framework of Finance, Taxation, Auditing and Regulatory Compliances with Professional Approach and Competence.

Duration : 3 Years - 6 Semesters - Full Time | Choice Based Credit System (CBCS) | Outcome-Based Education (OBE) | 144 Credits.

Eligibility : Class 12 or its equivalent examination with 45% marks from any stream of any recognized board (40% for Reserved category).

Probable Areas of Career : Finance, Accounting & Taxation, Secretarial and Compliance Audit Corporate Planning and Policy Making, Valuations and Negotiations, Project Management, Working Capital Management, Corporate Governance & Due Diligence, Administrative & Professional assistance to the Management.

Probable Designations : Company Executive | Assistant Finance Manager | Corporate Governance & Due Diligence Advisor | Strategic Planner | Business Compliance Officer | Financial Analyst | Accounts Executive / Accounts Officer | Arbitration & Conciliations Representative.

Probable avenues for Employment / Entrepreneurship : Chartered Accountants' Firms, Company Secretaries' Firms, Cost & Works Accountants' Firms, Banks, Insurance Companies, Law Firms, Management Consultancies, KPOs, BPOs, Corporate Sector Companies & Non-Banking Financial Companies.

Master of Business Administration (MBA)

Overview : Internationally acclaimed post-graduate degree programme for developing business and management skills amongst future business leaders and entrepreneurs | Academic structure supports capability building and skill enhancement | Relevant to changing technological, social, cultural and economic environment of the nation | Offers a wide range of business exposures to take up a career in the private, government & public sector | Give management aspirants a chance to follow their personal or professional interests | Option of pursuing Major + Minor Specialization.

Duration : 2 Years – 4 Semesters – Full Time | Choice Based Credit System (CBCS) | Outcome-Based Education (OBE) | 120 Credits.

Eligibility : Bachelor Degree in any subject with 50% Marks from any recognized University or equivalent. (45% for reserved category)

Careers : Administrator, Manager, Officer, Head, Consultant, Specialist at Banks and Insurance Companies, Financial Organizations, Marketing, Communication and Research Companies, Business Consultancies, Industrial Houses, Multi-National Companies, Public Works and Entrepreneurship.

Highlights : Professionally demonstrate understanding of business environment and application of multifunctional domain knowledge | Infer upon data, statements, reports, trends and patterns contributing to business intelligence | Scientifically analyze and reflect upon diverse business problems contributing to innovative solutions and gainful outcomes | Critically design systems, processes and formulate plans, budgets to implement business strategies across domains | Function efficiently and communicate skillfully as an individual, team member or leader in multidisciplinary, global settings | Perform intelligently and effectively in dynamic, multicultural, socio-economic business ecosystem and enhance career.



NEETU KALE (Master of Business Administration : 2017-19)

VU gave me an opportunity to develop my skills in the professional way by providing good infrastructure with productive campus life. We were exposed to various live projects, campus to corporate lectures, industry orientation and leadership connect programme which helped us to develop our industrial knowledge and skills in the various subjects VU has given me exposure to a variety of subjects, gave a lot of new experiences and also made me more confident about the knowledge of the corporate world. We also were a part of the Industry 4.0, which was about digitalisation, automation and artificial intelligence. It was a wonderful experience to participate in the event.



PARAS SHAH (Master of Business Administration : 2017-19)

Vishwakarma University is a good example of an ideal place for students who want to pursue excellence in their desired stream. Flexible schedules and choice-based education suit learners' needs and encourages them to think out of the box. To add a feather to the cap, it focuses on rigorous training to develop the employability of every student and also offers excellent employment opportunities.



GOVERNANCE

Vishwakarma University is governed by Bansilal Ramnath Agarwal Charitable Trust (BRAC). VU has Well-established Governance The mechanism defined by its Governing Council, Board of Management, Academic Council, Board of Examination, Board of Research and Innovation, Board of Studies, Academic Advisory Boards, Internal Quality Assurance Cell, Grievance Redressal Cell, etc.

ACADEMICS

VU offers UG and PG education in varied streams such as Engineering, Management, Art, Design, Architecture, Pharmacy, Law, Journalism and Mass Communication, Humanities, Social Sciences, and beyond. Variety and depth of Foundational, Core, Elective, Ability Enhancement, Domain-specific, Audit, and General Interest Courses offers academic options to students suiting their unique interests.



FACULTY

At VU academic group of scholars and researchers supports the mission of contemporary transformative education and real-world experience. Faculty also includes professors and professionals with outstanding national / international education backgrounds, experiences, and orientations. These educators, by encouraging, engaging and challenging, positively influence the lives of students.



RESEARCH & INNOVATION

To help tomorrow take shape, committed, collaborated research and innovation efforts are carried out at VU, to identify and solve problems, enriching people's lives and creating lasting local, national and international impact. Multiple research areas are covered relevant to specific areas of expertise. The research culture underpins principles, values, and high standards.



MENTORING

Professional as well personal mentoring at VU guides and supports the students to gain social and academic confidence, develop communication, seek practical advice, identify goals and establish a sense of direction. Mentoring help student to unlock their potential, promote their academic success and fuels their growth throughout their education journey.





CAREER SUPPORT

Career Progression Pathways

The students are encouraged to consider multiple pathways and select the best one. The support is extended to all the students w.r.t. following pathways:

- Jobs (Private Sector / Government Jobs / Social Enterprises)
- Business (New Venture / Professional Practice / Family Business)
- Further Studies (Within Country / Study Abroad / Research Careers)

Career Success Factors Model

The Vishwakarma University has evolved a conceptual model regarding career success. The key aspects are as follows;

- Knowledge (Applied & Fundamental Domain Knowledge | Inter-Disciplinary Knowledge | Industry Awareness | Current Affairs)
- Skills (Functional Domain specific Skills | Interpersonal Skills | Self-Management Skills | Use of State-of-the- Art Tools)
- Attitude (Continuous Learning | Positive Approach | Commitment to Work | Professional and Civic Values)

Placement and Career Progression Assistance Programme (PCPAP)

Vishwakarma University has developed a comprehensive programme for the students to make them career ready and provide them job opportunities. The purpose is to help prepare students for career progression and placement over and above academic inputs by engaging with industry professionals, corporate trainers, and expert faculty.

The training includes Courses, Tests, Quizzes, Assignments, Interactions, Role Plays, Activities, and Projects.

The placement includes on-campus, off-campus, pool campus, and virtual campus placement drives.

Industry Engagement

Industry Advisory Boards | Industry on Campus | Interact with Industry Leaders | Events and Sponsorships | Institution-Industry Interaction Cell | Incubation Facility | MoUs with Industry | Centres of Excellence

Top Sectors for Jobs and Internships

Agriculture & Allied | Banking & Financial Services | Consulting, Analytics, Research | Education, Training, E-Learning | Manufacturing, Engineering, Automobile | Food & Beverages | Apparels & Accessories, Consumer Durables & Electronics | Healthcare, Pharmaceutical | IT & ITes | Media, Entertainment, Advertising | Real Estate, Infrastructure, Construction | Hospitality, Tourism | Retail & E-Commerce | Professional Services - Legal, Counselling, Interior & Architecture, Branding & Design

Global Exposure

International Collaborations for Student Exchange, Faculty Exchange, Research, or Internships

Korea Institute of Science and Technology, South Korea | State University of New York, Binghamton, USA | National University, USA | The University of Ngaoundere, Cameroon | Wufeng University, Taiwan | Ontario Universities International | Hof University of Applied Sciences, Hof, Germany | IMT Lille Douai, France | Kasetsart University, Thailand | Asian Institute of Technology, Bangkok, Thailand | Chulalongkorn School of Integrated Innovation, Thailand | School of Computing, National University of Singapore, Singapore | Energy Research Institute, NTU, Singapore

Career Support Declaration

We, at Vishwakarma University, provide assistance to interested candidates in meeting their career advancement goals with respect to job, entrepreneurship, competitive exams, and further studies. Our endeavour is to provide them wider exposure, greater insights, and better practice to be career ready. Employability enhancement inputs and multiple job opportunities are provided to registered students. However, Vishwakarma University does not guarantee a job.



LIFE AT VU

At Vishwakarma University, the pursuit of wisdom is constant which guide the students to carve out successful and meaningful life for themselves and make the world a better place.

EXCELLENCE **FULFILLING** **RESEARCH** **INNOVATIVE** **SAFE** **PASSION** **ETHICAL** **ETHICAL** **EXPERIENTIAL** **HOLISTIC** **INSIGHTFUL** **EMPLOYABILITY** **DIVERSE** **ENRICHING** **ENGAGING** **ENGAGING** **PROFESSIONAL** **ETHICAL** **TRANSPARENT** **SUSTAINABLE** **EXPOSURE** **TRANSFORMATIVE**



Industry Connect - Centres of Excellence

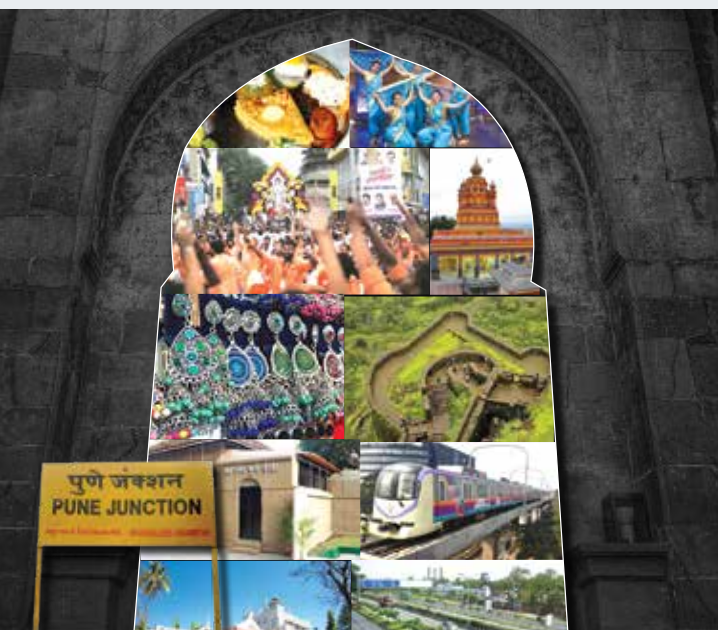
- Center of Excellence for Design Thinking and Innovation in collaboration with the State University of New York at Binghamton
- Center of Excellence for Water Quality in collaboration with Wilo
- Center of Excellence for Energy and Sustainability
- Center for E-Learning
- Center of Communication for Development

- Center of excellence for Media, Entertainment, Events and Tourism in collaboration with Wizcraft
- Center of Excellence for Biosystems, Biomedical and Drug Delivery Technologies
- Center of Excellence for Emerging Digital Grid and E-Mobility
- Center for Industry 4.0
- VU-IQUBE
- Unity Center of Excellence
- Center of Excellence for Innovation in Built Environment and Research Generation- i-BERG

Our Associates



Industry Collaborations



Life @ pune

Pune, recognized as Oxford of the East, has everything that a prospective student would want when looking for affordable higher education options. The Educational environment in Pune is among the most conducive in the country for the intellectual development of students.

Pune is regarded as one of the safest cities in the country. It has a perfect blend of rich culture, heritage & Modernization. Best educational opportunities along with pleasant weather condition and metropolitan lifestyle make Pune City an attractive career destination for aspiring youngsters.

Hostel

Separate accommodation and food facility for Boys and Girls on a first come first serve basis. Refer "Hostel Brochure" to know more.



Vishwakarma University, Pune

Survey No. 2, 3, 4 Laxmi Nagar, Kondhwa (Bk.) Pune - 411048. Maharashtra, India.