

A Guide on  
Careers after Std. XII for  
Parents, Teachers & Students

# THE WAY UP

DIRECTION FOR LIFE

Pick the right career option after Std. XII

*As a student, the most deciding factor for life is when one has to choose from the myriad career options. What becomes important is to have correct and complete information about the way up. This Endeavor Handbook focuses on providing exhaustive information on the futuristic career options on open ended courses for all backgrounds (Commerce, Science and Arts), available after Std. XII.*







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# ABOUT ENDEAVOR

Endeavor's DNA is designed to shape the young aspirants' attitude, aptitude and instill confidence in them to chase their dreams. It is backed by a power team of Top B-schools' Alumni, with a history of delivering the best since the beginning. Endeavor is into its 14<sup>th</sup> year, with centers across the nation. It is the fastest growing education services brand in India (Source: IIM-A Fellow Students Research) focused on delivering classroom and web-based education, counseling, creating educational content and developing software for testing and assessment, catering mainly to the high school, junior college, and undergraduate college segments. Walking with the times, Endeavor has created a niche which is unmatched. This resonates in the slow but steady growth of the company. Hence, the motto – Dream, Endeavor, Achieve.

## Mission

Endeavor, as the name suggests is a journey, a mission, a movement! With proper guidance and rigorous practice, backed by a burning desire to excel and persevere relentlessly, even an average student can very well crack a National Level entrance exam. This is the attitude that Endeavor fosters in its students and hopes to clear the myths surrounding entrance exam preparation initiated due to the proliferation of revenue oriented coaching centers throughout the country.

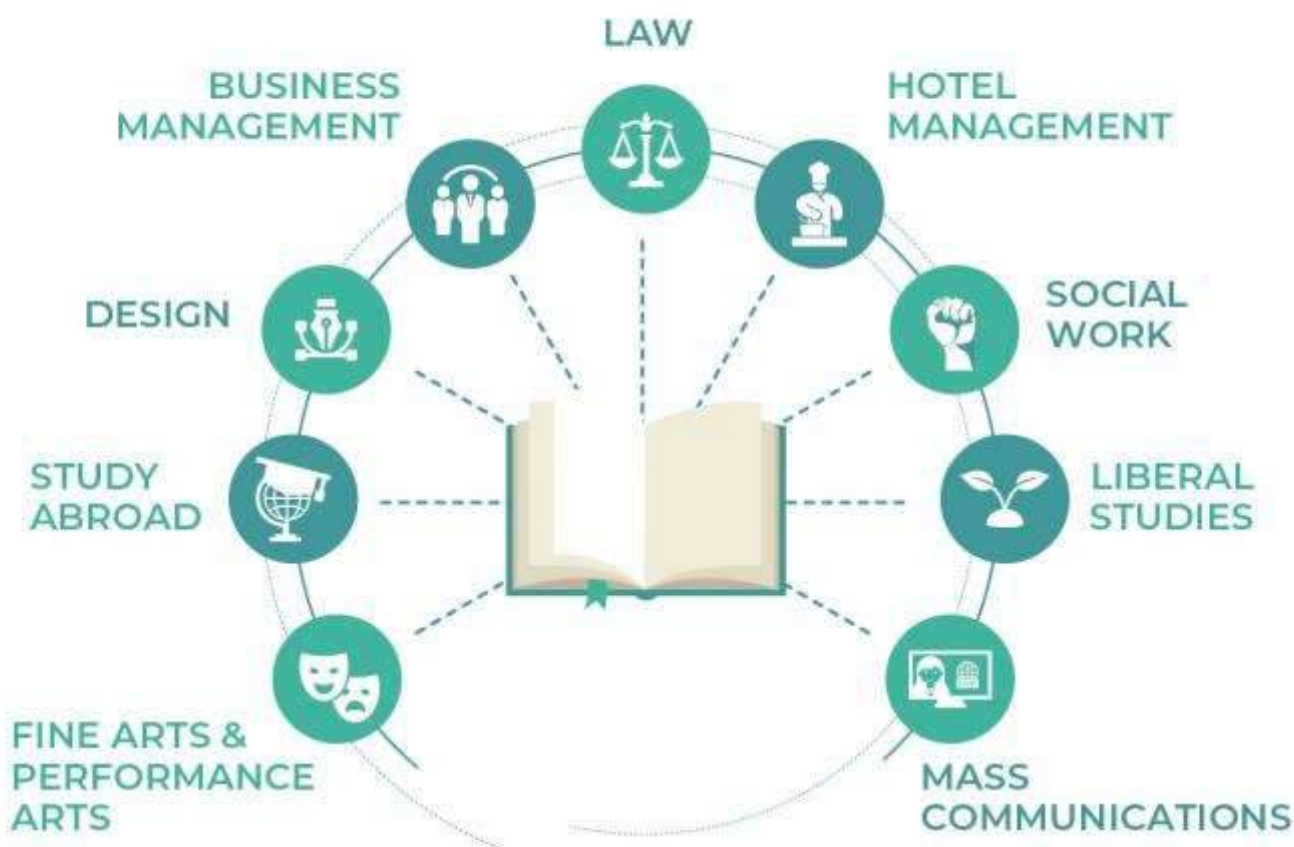
## Vision

To be the undisputed National Leader in Career Consulting and Guidance Industry.



# NEW AGE CAREERS AFTER STD. XII

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# CAREER IN LAW



## Why should you look forward to a CAREER IN LAW?

Walking with the times, a lot of new courses are gaining popularity with the new generation. One such course is Law. Diving deep into the course and related career options is necessary to have a clear understanding.

Legal education in India has been governed by the Bar Council of India (BCI). Earlier, law schools were not as organized as in the current times. There was no check on the quality of legal education imparted. It was only in 1987 that National Law School of India University (NLSIU), Bangalore was set up and this became the first school that adopted the innovative 5-year integrated course in law which was highly focused and industry driven. It also initiated the trend of an entrance exam that led to a measurable criterion to select the most meritorious candidates.

If we look at the well-known lawyers in our country, the list starts with Nehru, Ambedkar, Gandhi and many other leaders. Generally as well, the society has an indispensable relationship with a lawyer. Look at some of the specializations offered by the Top Law Schools.

- Air & Space Law
- Civil Law
- Competition Law
- Constitutional Law
- Corporate Law
- Criminal Law
- Cyber Law
- Energy Law
- Sports Law
- Healthcare Law
- Environment Law
- Human Rights Law
- Intellectual Property Law
- International Law
- Labour Law
- Media Law
- Property & Estate Law
- Taxation Law



## What are the CAREER PROSPECTS post a law degree?

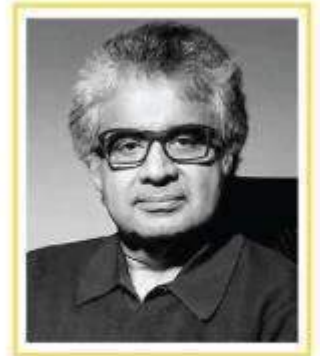


There are two aspects that any student would consider before choosing their degrees – job opportunities and monetary benefits. And one of the most gratifying careers, in both these terms is indisputably law.

Law is open to students of all streams and is most suitable for someone who has a passion for understanding the legal systems of the country. In the last couple of decades, there has been a steady increase in the demand for law graduates in diverse fields. A mere 8000 candidates took the test in 2008 compared to approx 52,000 in 2018.

Lawyers, like doctors, take the oath that they will represent any case in court, giving everyone a chance for justice.

*Harish Salve – Former Solicitor General of India, represented India at ICJ in the Kulbhushan Jadhav case, frequently represents large companies like Reliance, Tata, ITC, Vodafone, etc.*



## What are the OPPORTUNITIES that lie ahead?



A law graduate can get into areas like Legal Journalism, NGOs, Center for Policy Making and Legal Research, Government Departments, Corporate Counsel, Social Advocate and Legal Process Outsourcing and much more. Also, with the entry of a number of law firms, the recruitment of law graduates has reached all time high. These law firms not only take up litigation, but also aid clients with mergers, acquisitions, due diligence audits and a range of related work. These firms make a beeline to top law schools, particularly the National Law Schools, to rope in the best brains during campus recruitment drives. Firms from other countries visit the top law schools to hand-pick talent as well. For instance, Singapore based firms are aggressive on Indian hiring. With international offers, the remuneration also rises manifold. With foreign law firms allowed to practice in India, in the next few years the salaries are all set to see new highs.





## What are the SPECIFIC CAREER AREAS of interest?

Lawyers have an option to either go for public or government sector or to work in the private sector. Those working in the private sector basically handle all the legal matters of a company or an organization, whereas those working in the government have the traditional work of handling cases allotted by the government. Lawyers when working for a private organization have to participate in the strategic decisions of the management, joint ventures and alliances, and so on. More and more students are opting for private sector these days. Ideally, a fresh lawyer should do litigation for five to ten years, spending two to three years in a trial court to learn cross-examination, pleadings, drafting, etc.

Let us look at some of the career options in detail.



### Corporate Counsel ₹ 15 to 30 Lakhs

Most of the large companies, rather than sending all of their legal work to law firms, have lawyers on staff to represent the company's legal interests. These lawyers are known as 'in-house' counsel or legal advisors. Some popular recruiters from top law schools today are ITC, IBM, Infosys, Wipro, Dr. Reddy's, Biocon, PWC, KPMG, HUL, etc.

Apart from this many banks and insurance companies, International Arbitration Centers, Magic Circle Companies, Professional Negotiators, IPR attorneys have their place in the Corporate world.



### Academia & Research

 ₹ 5 Lakhs to as per UGC norms

This option includes teaching and research at Law Schools and drafting policies.



### Litigation ₹ 3.5 Lakhs onwards

The student may specialize in a particular field of law (constitutional, taxation, law of crimes, etc.) and settle the disputes between and among people. It will entail going to courthouses to submit papers and file appeals; and in the process get the real taste of a legal profession. Some famous names from the field are Harish Salve, Jethmalani, Luthra & Luthra, Cyril Amarchand Mangaldas, AZB & Partners, etc.





## Government Sector As per Govt. pay policies

- UPSC – Civil Services
- Bank PO / SSC – Legal Officers in various Government Departments like CBI, Income Tax, etc.
- JAG – Judge Advocate General with armed forces like Army, etc.
- Public Sector Undertakings – HPCL, ONGC, Coal India, etc.
- Policy Makers – Think Tanks, Research Organizations, etc.
- Politics – Obama, Putin, Sushma Swaraj, Arun Jaitley, etc.
- International / National Organizations – WTO, Public Prosecutors – PP, APP etc.



## Judiciary As per Govt. pay policies

Judiciary clerkship is for a student who aspires to be a judge. There are two routes to this – one is to become such an amazing litigator that you would be elevated to the judge's bench one day and the other route is to partake in a competitive selection process for Indian Judicial Services.



## Media & Law ₹ 8 to 12 Lakhs

The basic skills needed to excel as a journalist – an eye for detail, research skills, and ability to produce high-quality written output – overlap with the law domain and with just a little bit of polishing, one could be heading for a career in the domain of interest.



## Social Law ₹ 4 to 10 Lakhs

Another area that law graduates can explore is NGOs and they can work towards social causes like child labour, women empowerment, human rights, etc. They can also get an opportunity to work with organisations like the United Nations, the Amnesty International, the Red Cross, etc.



## Legal Process Outsourcing ₹ 4 to 8 Lakhs

Work is delegated to external counsel to complete assigned legal tasks such as research, drafting, evidence-related work and document review. For example OSC Legal, Pangea3, etc.

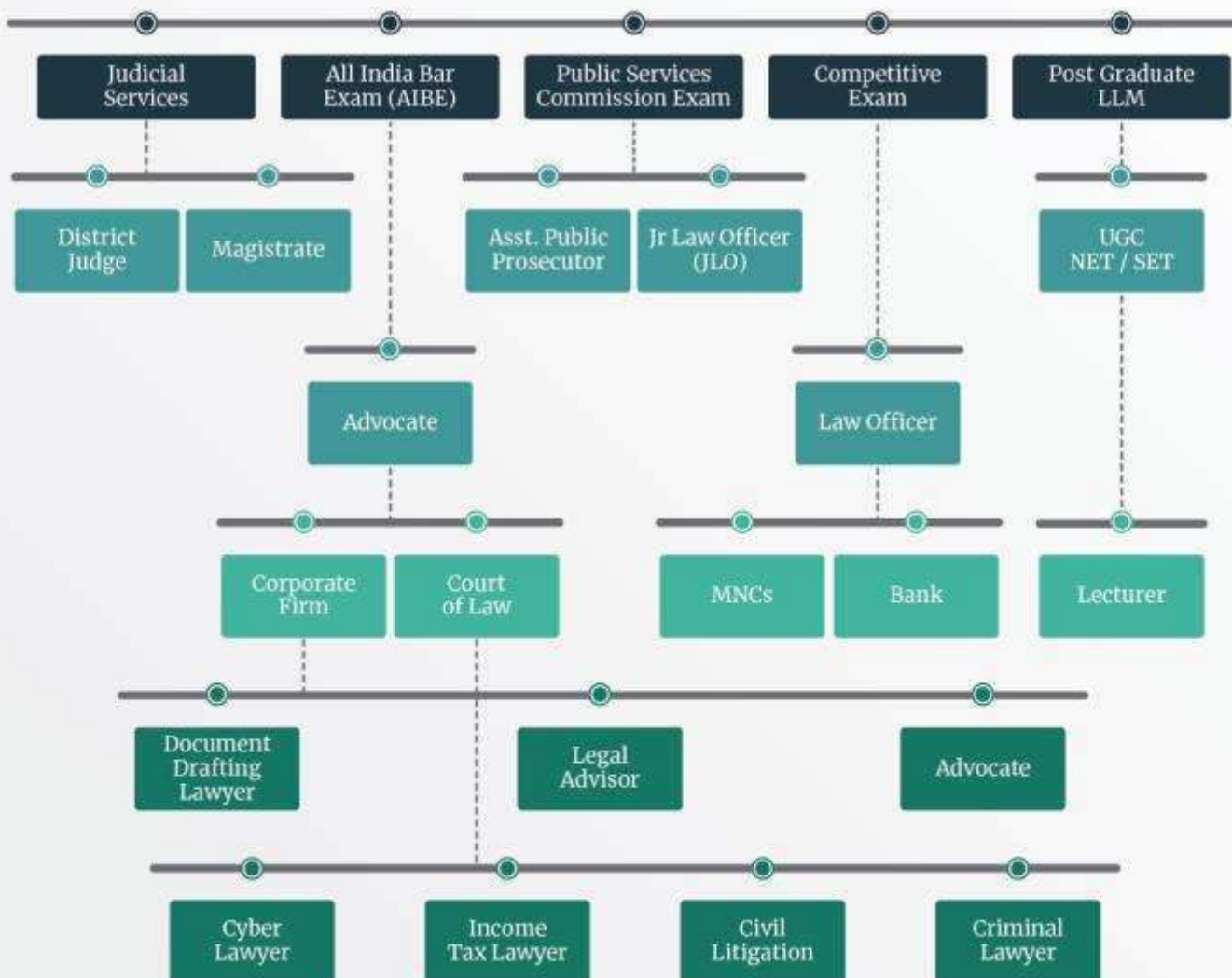


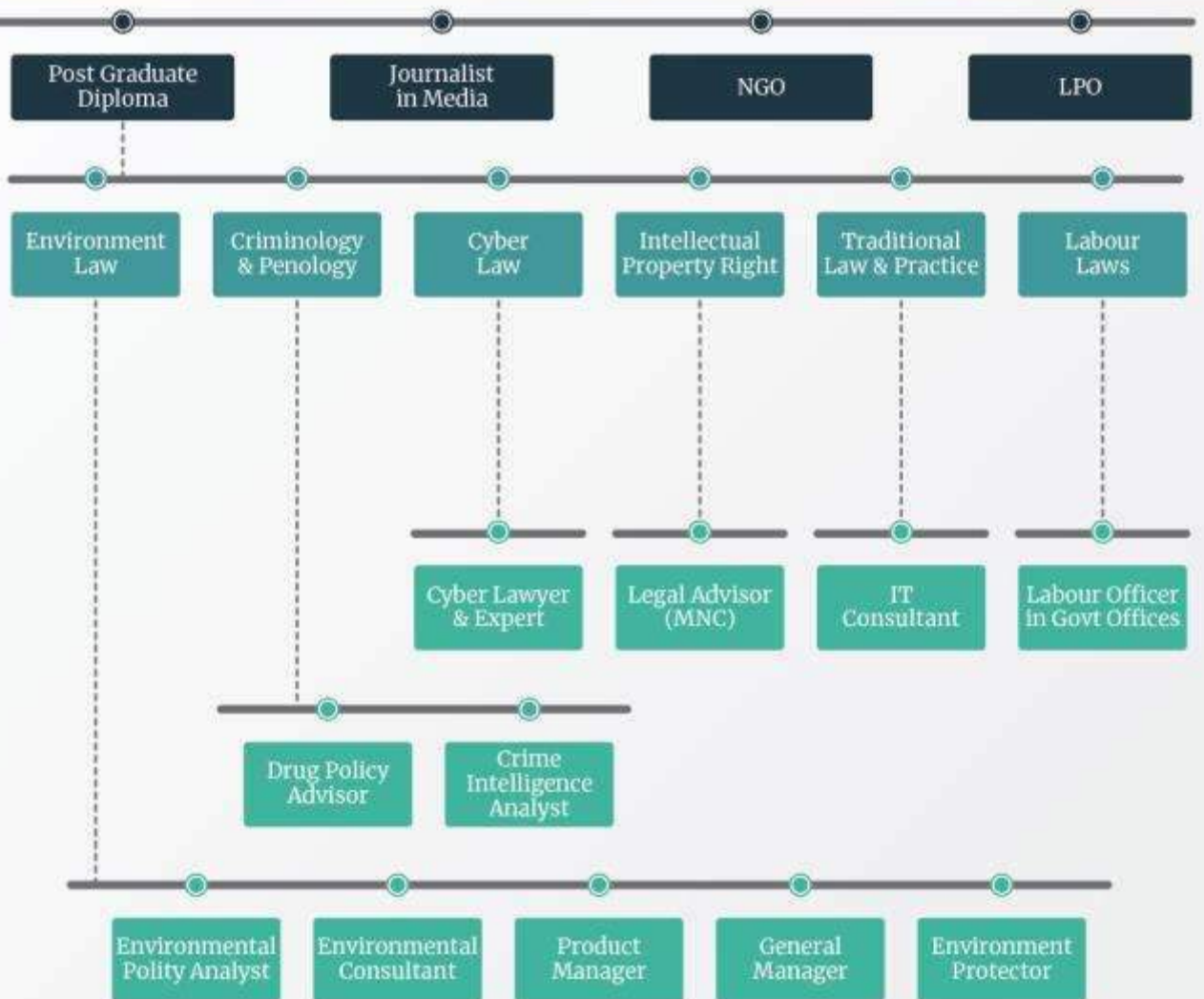
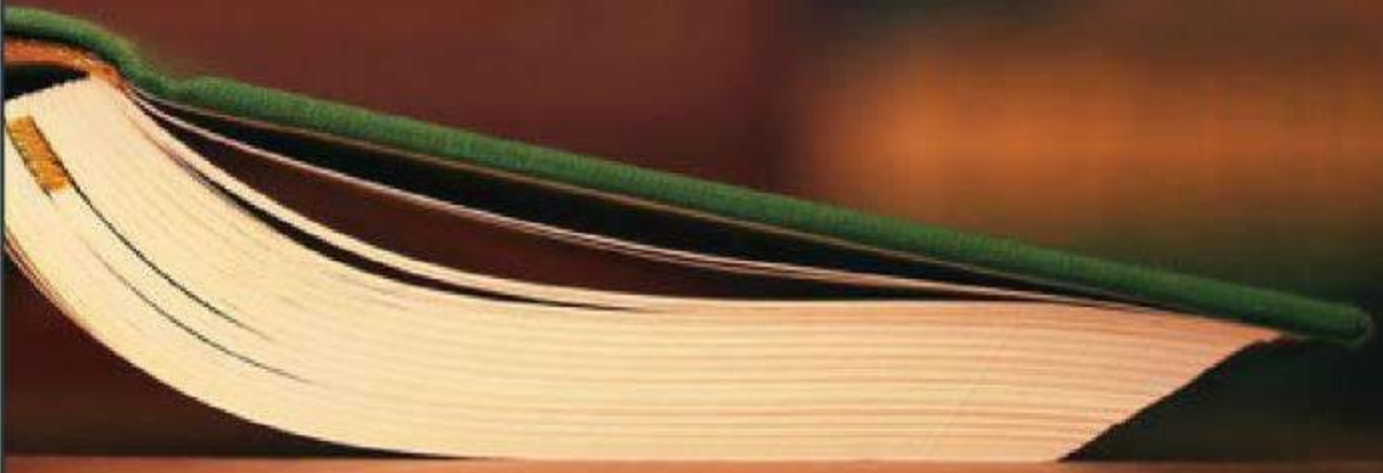
## Law Firms ₹ 12 to 18 Lakhs (National) | ₹ 22 to 40 Lakhs (International)

A law firm is a business entity formed by one or more lawyers to engage in the practice of law. The primary service rendered is to advise clients (individuals or corporations) about their legal rights and responsibilities and to represent them in civil or criminal cases, business transactions and other matters in which legal advice and other assistance is sought. Some of the top law firms of India are Amarchand & Mangaldas, AZB & Partners, J Sagar Associates, etc.



# 5-Year Integrated Programme in LAW









# Premier Law Institutes

Tier 1	Tier 2	Tier 3
NLSIU (Bengaluru)	MNLU (Mumbai)	Institute of Law, Nirma University (Ahmedabad)
NALSAR (Hyderabad)	HNLU (Raipur)	K. P. Mehta School of Law (NMIMS) (Mumbai)
WBNUJS (Kolkata)	Jindal Global Law School (Sonapat)	DSNLU (Vishakhapatnam)
NLU (Delhi)	RGNUL (Patiala)	HPNLU (Shimla)
NLIU (Bhopal)	RMLNLU (Lucknow)	MNLU (Nagpur)
NLU (Jodhpur)	Symbiosis Law School (Pune)	NLUJAA (Guwahati)
GNLU (Gandhinagar)	NUALS (Kochi)	Symbiosis Law School (Noida)
Government Law College (Mumbai)	NLUO (Cuttack)	TNNLS (Trichy)
ILS - Law College (Pune)	CNLU (Patna)	MNLU (Aurangabad)
	NUSRL (Ranchi)	DNLU (Jabalpur)



# Other Regional Law Institutes



East	West	North	South
School of Law (KIIT) (Bhubaneswar)	New Law College (BVP University) (Pune)	Army Institute of Law (Mohali)	Kerala Law Academy (Trivandrum)
Law School (BHU) (Varanasi)	Law Academy (Mumbai University) (Mumbai)	Amity Law School (I P University) (Noida)	School of Law (Christ University) (Bengaluru)
Dept of Law (Calcutta University) (Kolkata)	P. G. College of Law (SVKM) (Mumbai)	School of Law (UPES) (Dehradun)	University College of Law (Osmania University) (Hyderabad)
University of Law College (Bhubaneswar)	Rizvi Law College (Mumbai)	Faculty of Law (Jamia Millia Islamia) (Delhi)	Symbiosis Law School (Hyderabad)
	Sinhgad Law College (Pune)	Dept of Law (Aligarh Muslim University) (Aligarh)	Ramaiah Institute of Legal Studies (Bengaluru)
	DES's S. N. F. Law College (Pune)	Dept of Law (Panjab University) (Chandigarh)	University Law School (Bangalore University) (Bengaluru)
	Indore Institute of Law (Indore)	Faculty of Law (Allahabad University) (Allahabad)	



## What are the SALARIES like after choosing a career in law?

When it is about deciding which field to make a career in, what matters is also the return on investment. The charts below will explain which are the Tier 1 and 2 companies that a law grad can target and it will help get a fair idea of the salaries that the top lawyers in the field draw.

### Paymasters - Tier 1

- Amarchand Mangaldas
- AZB and Partners
- J Sagar Associates
- Khaitan and Co.
- Luthra & Luthra
- S & R Associates
- Trilegal

### Paymasters - Tier 2

- Argus
- Desai and Diwanji
- Nishith Desai Associates
- Wadia Ghandy

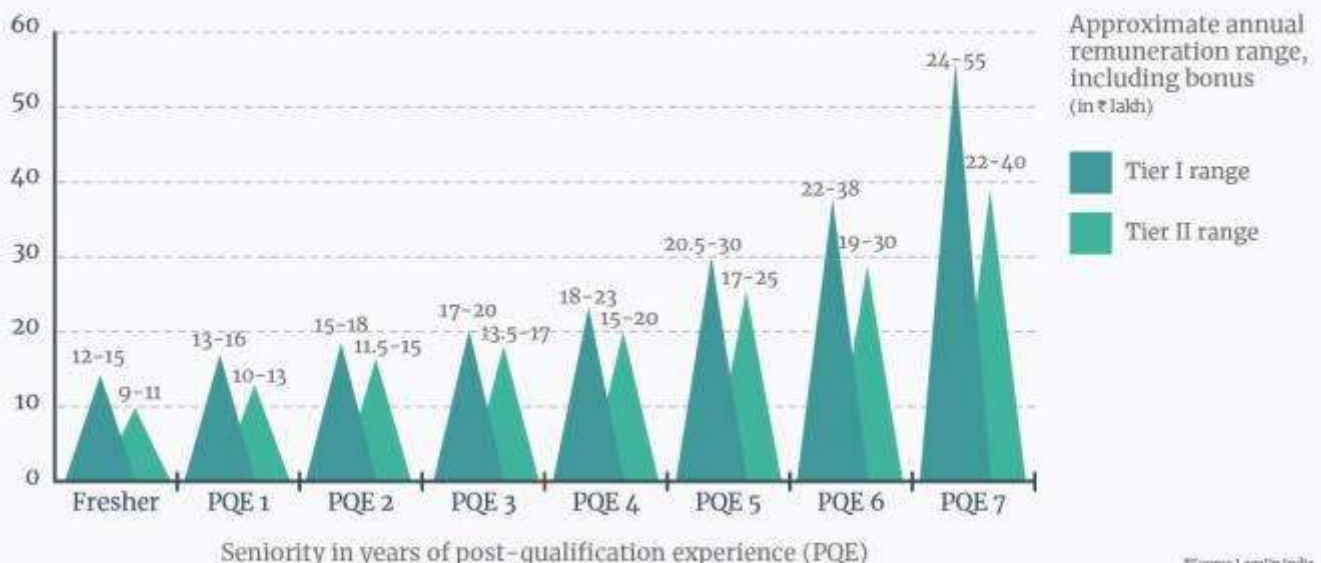
## EQ Facts

Ram Jethmalani received his LLB degree at the age of 17, followed by a special resolution, because at that time the minimum age to become a lawyer was 21 years.

Ram Jethmalani - Former Chairman - Bar Council of India



### SALARIES OF LAWYERS AT TIER I AND TIER II CORPORATE LAW FIRMS IN MUMBAI & DELHI



\*Source Legality India





## What is the ADMISSION PROCESS for Law?



### • 5 Year Integrated Course:

B A LLB / B Sc LLB / BBA LLB / BSW LLB / B Com LLB (Hons.) / B Tech LLB

The course covers Practical Training in the areas of Court Litigations, all kinds of Law (Corporate, Income Tax, Criminal, Civil, etc.), Legal Advising, Legal Processes, etc.

The admission process is divided into:

Stage  
1

The Aptitude Test (Online / Written Exam)

Stage  
2

Counseling / WAT + PI (For select institutes like SLS, Christ University, etc)

## Which are the COMPETITIVE TESTS for law?



- CLAT: Common Law Admission Test
- AILET: All India Law Entrance Test
- SLAT: Symbiosis Law Admission Test
- LSAT-India: Law School Admission Test
- MH-CET: Maharashtra Common Entrance Test
- HPNLET: Himachal Pradesh National Law Entrance Test
- UL-SAT: For School of Law (UPES), Dehradun
- IPU-CET: For Institutes affiliated to GGS Indraprastha University, Delhi
- BVP - CET: For New Law College, (Bharati Vidyapeeth University), Pune
- CULEE: For School of Law, (Christ University), Bengaluru
- BHU-ET: For Law School, (Banaras Hindu University), Varanasi
- AMU-LET: For Faculty of Law, (Aligarh Muslim University), All Locations
- PU-LET: For Institutes affiliated to Punjab University, All Locations
- JMI-LET: For Faculty of Law, (Jamia Millia Islamia), New Delhi
- AIL-LET: For Army Institute of Law, Mohali
- MSU-LET: For Department of Law, (Maharaja Sayajirao University), Vadodara
- RULET: For institutes affiliated to Rajasthan University
- ICFAI-LET: For Institute affiliated to ICFAI University
- TS LAW CET: For all Institutes of Telangana State
- AP LAW CET: For all Institutes of Andhra Pradesh State
- CEE Kerala LLB: For all Institutes of Kerala State
- CU BALLB ET: For all Institutes of Calcutta University
- KIIT-Law: For School of Law, KIIT University



## CLAT (Common Law Admission Test)

Common Law Admission Test (CLAT) is conducted as per a Memorandum of Understanding (MoU) for the convenience of the students seeking admission to various National Law Universities in the country. CLAT, is an all India common entrance examination, conducted on rotational basis by 20 National Law Universities (NLUs). CLAT-18 was conducted by The National University of Advanced Legal Studies, Kochi.

The following 20 participating NLUs (in their order of year of joining the combined CLAT) offer more than 2300 seats for 5-year integrated programme in Law.

National Law School of India University, Bengaluru (NLSIU)	2008
National Academy of Legal Study & Research (NALSAR) University of Law, Hyderabad	2008
National Law Institute University, Bhopal (NLIU)	2008
The West Bengal National University of Juridical Sciences, Kolkata (WBNUJS)	2008
National Law University, Jodhpur (NLUJ)	2008
Hidayatullah National Law University, Raipur (HNLU)	2008
Gujarat National Law University, Gandhinagar (GNLU)	2008
Dr. Ram Manohar Lohiya National Law University, Lucknow (RMLNLU)	2009
Rajiv Gandhi National University of Law, Patiala (RGNUL)	2009
Chanakya National Law University, Patna (CNLU)	2009
National University of Advanced Legal Studies, Kochi (NUALS)	2009
National Law University Odisha, Cuttack (NLUO)	2012
National University of Study & Research in Law, Ranchi (NUSRL)	2012
National Law University & Judicial Academy, Assam, Guwahati (NLUJAA)	2012
Damodaram Sanjivayya National Law University, Vishakhapatnam (DSNLU)	2014
The Tamil Nadu National Law School, Tiruchirappalli (TNNLS)	2015
Maharashtra National Law University, Mumbai (MNLU)	2016
Maharashtra National Law University, Nagpur (MNLU)	2016
Maharashtra National Law University, Aurangabad (MNLU)	2017
Dharmashastra National Law University, Jabalpur (DNLU)	2018



### Other Institutes accepting CLAT Scores:

- Kirit P. Mehta School of Law, NMIMS University, Mumbai
- Institute of Law, Nirma University, Ahmedabad
- M. S. Ramaiah College of Law, Bengaluru
- Alliance School of Law, Bengaluru
- School of Law, UPES, Dehradun
- Indore Institute of Law, Indore
- KIIT School of Law, Bhubaneswar

### Test Structure (CLAT)

- Conducted for admission to 20 NLUs
- **Eligibility:** 45% in HSC or equivalent (40% for SC / ST)
- **Format:** Computer-based Objective Test
- **Marking System:** +1 and -0.25 Negative Marking
- **Duration:** 120 minutes

Sr. No.	Section	No. of Qs.
1	English including Comprehension	40
2	Logical Reasoning	40
3	Mathematics	20
4	General Knowledge & Current Affairs	50
5	Legal Aptitude (Tie Breaker)	50
Total		200

Note: Approx. 52,000 students applied for CLAT-18.

### CLAT-18 Cut-Offs / Merit List:

College	AIR	College	AIR
NLSIU (Bengaluru)	1-66	NUALS (Kochi)	290-928
NALSAR (Hyderabad)	11-137	CNLU (Patna)	718-1186
WBNUJS (Kolkata)	43-268	NLUO (Cuttack)	564-1167
NLU (Jodhpur)	129-376	NUSRL (Ranchi)	705-1255
NLIU (Bhopal)	44-428	NLUJA (Guwahati)	1016-1556
MNLU (Mumbai)	246-503	DSNLU (Vishkapatnam)	223-1432
GNLU (Gandhinagar)	142-522	TNNLS (Tiruchirappalli)	459-1571
HNLU (Raipur)	401-657	MNLU (Nagpur)	520-1532
RMLNLU (Lucknow)	354-671	MNLU (Augrangabad)	1254-1588
RGNUL (Patiala)	358-924	DNLU (Jabalpur)	-

\*Figures depict All India Rank (AIR) for general category





## AILET (All India Law Entrance Test)

AILET is conducted by the National Law University, Delhi every year for admission to its BA LL.M, LLB and PhD programs. Established in 2008, by the National Capital Territory of Delhi and with the initiative of High Court of Delhi, it is in the list of premier Law Universities established in India.

There are total 80 seats for LLB course in NLU, out of which 70 are through AILET and admissions on the remaining 10 seats are done directly by the college.

### Test Structure (AILET)

- Conducted for admission to NLU, Delhi
- **Eligibility:** 50% in HSC or equivalent. Candidates should also score at least 40% of the marks in the AILET (30% for SC / ST candidates)
- **Format:** Paper-Based Objective Test
- **Marking System:** +1 and -0.25 Negative Marking
- **Duration:** 90 minutes

Sr. No.	Section	No. of Qs.
1	English including Comprehension	35
2	Logical Reasoning	35
3	Elementary Mathematics	10
4	General Knowledge	35
5	Legal Aptitude	35
Total		150

**AILET-18 Cut-Off for NLU Delhi - 71.25 Marks (General Category)**



## SLAT (Symbiosis Law Admission Test)

Symbiosis International Deemed University (SIU) conducts a common written entrance exam – Symbiosis Entrance Test (SET) to offer admission to aspirants in undergraduate programmes. From 2018 onwards, SIU conducted a separate entrance exam for law course admissions called Symbiosis Law Admission Test (SLAT).

### Test Structure (SLAT)

- Conducted for admission to SLS – Pune, Noida, Hyderabad
- **Eligibility:** 45% in HSC or equivalent (40% for SC / ST)
- **Format:** Computer-Based Objective Test
- **Marking System:** +1 and No Negative Marking
- **Duration:** 150 minutes



Sr. No.	Section	No. of Qs.
1	Logical Reasoning	30
2	Analytical Reasoning	30
3	Legal Reasoning	30
4	General Knowledge	30
5	Reading Comprehension	30
Total		150

### SLAT-18 (Formerly SET (Law)-18) Cut-Offs:

SLS Campus	Intake		Cut-Off	
	BA LLB	BBA LLB	BA LLB (Score)	BBA LLB (Score)
Pune	180	120	108	97
Noida	120	120	98	91
Hyderabad	120	120	-	-

## LSAT-India (Law School Admission Test)



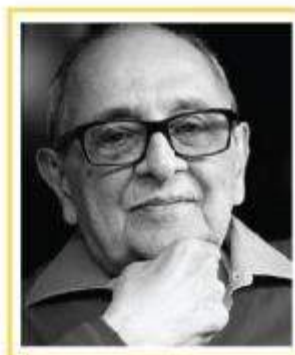
Law School Admission Test (LSAT)-India is a paper-pencil test conducted across the country by Law School Admission Council (LSAC). The test is conducted to shortlist aspirants for admission in undergraduate and postgraduate level law programmes in over 85 law schools of India.

### Test Structure (LSAT-India)

- Conducted by The Law School Admissions Council (LSAC), Pearson VUE
- **Format:** Paper-Based Objective Test
- **Marking System:** No Negative Marking
- **Duration:** 140 minutes, each section ends compulsorily after 35 minutes
- Scores are reported on Percentile basis

The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy.

**Fali Nariman** - Studied Law (LLB) from the Government Law College, Mumbai (1950). Former President of Bar Council of India and senior advocate to the Supreme Court of India. He has been awarded the Padma Bhushan (1991), Gruber Prize for Justice (2002) and Padma Vibhushan (2007).





Sr. No.	Section	No. of Qs.
1	Analytical Reasoning	Approx. 24
2	Logical Reasoning (1 <sup>st</sup> )	Approx. 24
3	Logical Reasoning (2 <sup>nd</sup> )	Approx. 24
4	Reading Comprehension	Approx. 24
Total		Approx. 92-100

Institutes taking admission through LSAT-India:

- Jindal Global Law School, Sonapat
- Alliance School of Law, Alliance University, Multiple Locations
- School of Policy and Governance, Azim Premji University, Bengaluru
- IFIM Law College, Bengaluru
- College of Legal Studies, UPES, Dehradun
- School of Law, GITAM University, Visakhapatnam
- VIT Law School, Chennai
- Faculty of Law, SRM University
- Amity University, Multiple Locations

#Note: Eligibility for each law school should be checked on their official websites



## MH CET - Law (Maharashtra Common Entrance Test)

MH CET - Law is a National Level common entrance exam conducted by Directorate of Higher Education (DHE) & Maharashtra State CET Cell, GoM to shortlist aspirants for admission in more than 10,000 seats for 5-year integrated programmes in Law offered by more than 100 Law Schools in Maharashtra.

### Test Structure (MH CET - LAW)

- Conducted by DHE & Maharashtra State CET Cell
- **Eligibility:** 45% in HSC or equivalent (40% for SC / ST for Maharashtra Domicile Candidates)
- **Format:** Computer-based Objective Test
- **Marking System:** +1 and No Negative Marking
- **Duration:** 120 minutes

Sr. No.	Section	No. of Qs.
1	Logical Reasoning	40
2	Basic Mathematics	10
3	Legal Reasoning	40
4	General Knowledge	30
5	Verbal Ability & Reading Comprehension	30
Total		150





Sr. No.	Colleges
1	Government Law College, Mumbai
2	Indian Law Society, Pune
3	Pravin Gandhi College Of Law, Mumbai
4	Rizvi Law College, Mumbai
5	University of Mumbai Law School, Mumbai
6	University of Mumbai Law School, Thane
7	SNDT Law School, Mumbai
8	Department of Law, Dr. Ambedkar College, Nagpur
9	Dr. Babasaheb Ambedkar College Of Law, Nagpur & Aurangabad
10	Sinhgad Law College, Pune
11	Balasaheb Apte College Of Law, Mumbai
12	Shri. Navalmal Firodia Law College, Pune
13	Dr. D. Y. Patil College Of Law, Navi Mumbai
14	Smt. Kamlaben Gambhirchand Shah Law School, Mumbai
15	KES Law College, Mumbai
16	Yashwantrao Chavan Law College, Pune

## HP-NLET (H. P. National Law Entrance Test)



Himachal Pradesh National Law University (HPNLU), Shimla conducts HP National Law Entrance Test (HP-NLET) in order to shortlist aspirants for admission in programmes such as – BA LLB / BBA LLB (Hons). There are total 72 seats for 5-year integrated programme, out of which 60 are through HP-NLET and admissions on the remaining 12 seats are reserved for NRIs (10) and KM (Kashmiri Migrants) (2).

### Test Structure (HP-NLET)

- Conducted for admission to HPNLU, Shimla
- Eligibility: 50% in HSC or equivalent (45% for SC / ST)
- Format: Paper-based Objective Test
- Marking System: +1 and -0.25 Negative Marking
- Duration: 120 minutes

Sr. No.	Section	No. of Qs.
1	English	30
2	Legal Awareness & Reasoning	40
3	Mathematics	30
4	General Knowledge	50
Total		150



# CAREER IN BUSINESS MANAGEMENT



## What is the current scenario when it comes to Management?

Management over the years has emerged as one of the most sought after career options that the students world over are pursuing. It is no surprise that in line with the world phenomenon, in India also management education has got its due with the emergence of IIMs being set up by the government. Once the managers from premier business schools started working in the industry, the contribution was widely acclaimed. Today almost 3 decades after the country started accepting management as a premium and a very sought after study option for post-graduation, institutes and universities have been successful in rolling out management course at the undergraduate level.

In India, traditionally we have been preparing our wards for entry into professional courses like engineering, medicine, law and chartered accountancy after class 12<sup>th</sup>. It used to be a matter of pride and a long cherished dream to get into any of the above streams and an entry there was regarded as getting into a path of assured success. All the above mentioned courses have an entrance test as the aspirants far outweighed the seats available. We are aware that parents and schools often start the training and preparation of such course from 10<sup>th</sup> standard onwards. The students who considered them less fortunate took admissions in the regular B.Com, B.Sc, BA courses. They also further prepared for Management and other professional courses like the MBA at the IIMs at the postgraduate level.

Today the situation is changing. India's 65% population is below 35 years of age and we need trained and skilled manpower faster than anyone else. We need trained and educated individuals who can help in creating and managing businesses. With the advent of large scale service organisations (hotels, banks, internet based companies / others) requirements of manpower have changed. These organisations today require young and flexible staff, who can understand the various facets of business whether is it is sales, marketing, operations, accounting, manpower management, etc.





## Is Management available as an option at an Undergrad level?



It was in the early 70s in India where the management education at undergraduate level started in India. Later on, in 1987, Delhi University also started a course in business studies at Undergraduate Level under “Shaheed Sukhdev College of Business Studies” to impart a professional business education with an objective of imparting high-quality business / management education.

It was found that the unique course curriculum groomed the students well and the result was that corporate world lined up to hire such graduates at a higher salary. Almost all the bigwigs of the industry be it banks, consulting, service organisations lined up to hire students from such courses. The model proved to be successful and today almost all the universities and colleges are offering such professional options to students.

## What's more about BBA?



BBA stands for Bachelor of Business Administration. Alternative degree titles include Bachelor of Business Studies (BBS), Bachelor of Business Management (BBM) and Bachelor of Management Studies (BMS). BBA is a bachelor's degree in Commerce and Business Administration. This program usually includes general business courses and advanced courses for specific concentrations. The BBA degree is designed to give one a broad knowledge of the functional areas of a company and their interconnection, while also allowing for specialization in a particular area. These programs expose one to a variety of core subjects, which will allow one to choose a specialization in a specific academic area later on in the studies.

## Which are the Management courses one can go for after Std. XII?



- Bachelor in Business Administration (BBA)
- Bachelor in Business Studies (BBS)
- Bachelor in Management Studies (BMS)
- Bachelor of Event Management (BEM)
- Bachelor of Business Economics (BBE)
- Bachelor of Financial & Investment Analysis (BFIA)

You have to go with your passion;  
if you don't do it, you will look back 30 years  
from now and you will never forgive yourself.

*C.K. Prahalad – Management Guru; Graduated from Loyola College (Chennai) UM, IIM Ahmedabad & Harvard Business School. Ranked twice as the world's most influential business thinker in 2007 and 2009. He successfully bridged the world of academia & business leadership, and served on several corporate boards, incl. NCR Corp, HUL & TVS Capital.*







## What awaits after a bachelor degree in Management?

- Pursue higher studies in the form of MBA with top management institutes in India such as the Indian Institute of Managements (IIMs), XLRI, FMS, NMIMS University, Symbiosis International University, etc.
- Join any of the major MNCs in the country such as HUL, Nestle, Asian Paints, ITC, HDFC Bank, HSBC Bank, etc.

It has been observed that this stream is now at par, if not more, with the IITs/top law colleges/other professions. We have seen students with even science background shifting to this stream after 12<sup>th</sup>. Almost at all the institutes, there is an entrance test and the students need to prepare well for the same. The entrance is an aptitude test based on what one studied till 10<sup>th</sup>. The salary offered last year for such courses ranged from ₹ 6 LPA to ₹ 15 LPA and the top tier companies joined the placement season.



## What are the other options to explore?

In the modern era of technology, the expansive and comprehensive global market presents amazing and excellent career opportunities in different fields of management, wherein human resources, financial resources, natural resources and, of course, technological resources are widely utilized. Talking about the field of management, an individual is taught how to work with a team to achieve some predefined goals and targets of the respective organization. As such, the field asks for some intrinsic managing traits, to excel. Though management can be done in every field, but generally, management is symbolized to a career in corporate houses, hospitality industry, multinational firms, etc.



## Who is eligible for pursuing Management and how?

Courses in management are offered generally at undergraduate and postgraduate degree / diploma levels, by private and government management institutes. Usually, a 10+2 pass candidate can take up undergraduate management degree programs, like BBA, BBS, BBM, etc. and later pursue MBA, PGDM, etc. Graduation is a mandatory minimum qualification. After pursuing popular management courses, both the term and course of management is linked with one of the highest paid careers in today's scenario. What completely matters is how an individual is able to make the most of his / her degree in the market and get paid for his / her skills and aptitude.

Management courses can be pursued in the fields / specializations with Marketing, Finance, Human Resource, International Business, Information Technology, Hospitality, Sports Management, Operations Management, Media and Communication Management, and many more. After 10+2, the best of management institutions / programs in India admit students through entrance tests, like IPMAT, SET, DU-JAT, NPAT, UGAT, IPU-CET, etc. A course in management enables one to understand all major and minor aspects of business administration / management. Besides planning, organizing, leading, monitoring, delegating, and controlling are some other essentials of a management curriculum.



## What after a course in Management?



After completing an undergraduate course in management, one can start his / her own business or aspire to work at managerial and executive levels in corporate houses and multinational companies. A post-graduation in management adds to the value that a student holds. There is always a huge demand for management degree holders in major fields of management, as operation managers, human resource managers, event managers, hospitality managers, and others. Above all, a management degree is not just confined to corporate houses, but it also provides exciting opportunities in the government sector.

## What are the best institutes for a degree in Management?



Some of the most prestigious institutions / universities for pursuing a UG program in management in India are:

- Indian Institute of Management (IIM) Indore
- NMIMS University
- Symbiosis International University
- University of Delhi
- Guru Gobind Singh Indraprastha University
- Christ University
- St. Xavier's College, Mumbai
- Nirma University

Each top institute / program accepts scores of a defined entrance exam which consists majorly of an Aptitude Test.

## What is the return one can expect post this degree?



Remuneration in the field of management largely depends on the organization structure and nature of work. After completing a UG course in management, one can expect a salary ranging from ₹ 2 LPA to even more than ₹ 9 LPA for a fresher. Though, after an MBA degree from a prestigious institute, one can be offered a salary ranging from ₹ 10 LPA to as high as ₹ 30 LPA as an initial package in multinational companies, depending upon the college, the hiring organization and the student's caliber.

**An important attribute of success is to be yourself. Never hide what makes you, you.**

*Indra Nooyi – Chairperson and CEO – Pepsico. She received bachelor's degrees in Physics, Chemistry and Mathematics from Madras Christian College of the University of Madras and an MBA from IIM Calcutta. Awarded Padma Bhushan in 2007.*







## What are the specializations in BBA, BBA+MBA, IPM?

The initial phase of going for a BBA program in India is dedicated towards completion of the core courses. This helps in building a strong foundation of the basic concepts of management. But during the latter part of the program, there are some specializations that a candidate has to look at before moving ahead. The core management program in any top college / B-school includes one or more of the following specializations:

1. Marketing Management
2. Finance Management
3. Human Resource Management
4. Operations Management
5. IT Management

Apart from these, there are some niche fields in which a candidate can get a management degree. These are:

1. Media and Communication Management
2. International Business Management



### Marketing Management

Marketing Management is a business discipline which focuses on the practical application of marketing techniques and the management of a firm's marketing resources and activities. It is also one of the fields that has seen through the highs and lows of the market and emerged as one of the strongest choices for a BBA graduate.



### Finance Management

Financial Management means efficient and effective management of money (funds) in such a manner as to accomplish the objectives of an organization. It includes how to raise capital and how to allocate it i.e. capital budgeting. It includes not only long term budgeting but also how to allocate the short term resources like current assets. It also deals with the dividend policies of the shareholders.





### International Business

With the advent of globalization, various organizations need managers who can understand local markets and products and integrate them with international markets. A BBA in International Business imparts a student with the knowledge required to understand the nuances of international business. This includes understanding of WTO, trade barrier, export-import policies and so on.



### Information Technology (IT)

IT Management is managing all the information technology resources of a firm in accordance with its needs and priorities. These resources may include tangible investments like computer hardware, software, data, networks and data centre facilities, as well as the staff who are hired to maintain them.



### Operations Management

Operations Management is concerned with overseeing, designing and controlling the process of production and redesigning business operations in the production of goods or services. It involves the responsibility of ensuring that business operations are efficient in terms of using as few resources as needed and effective in terms of meeting customer requirements. Operations not only make sure the daily processes and functions run smoothly but also take care of the production of the business.



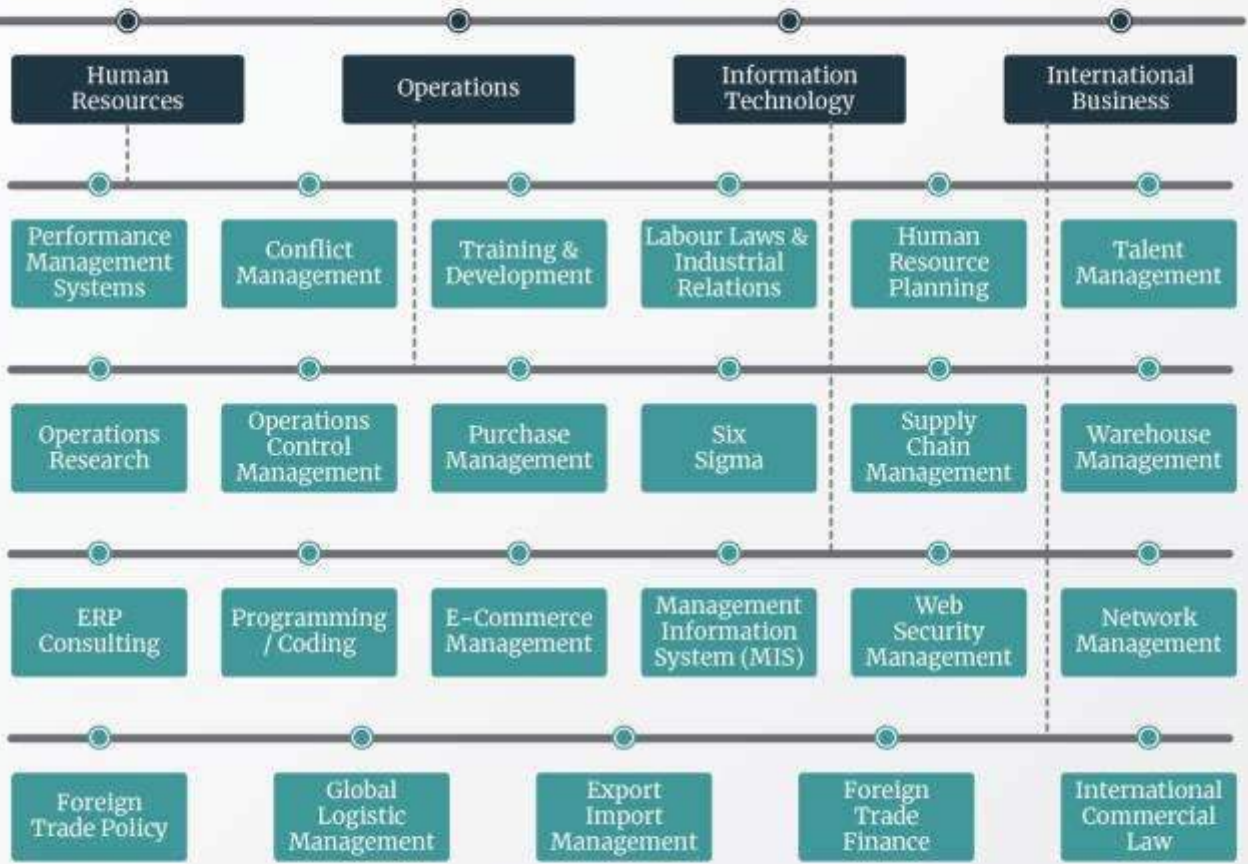
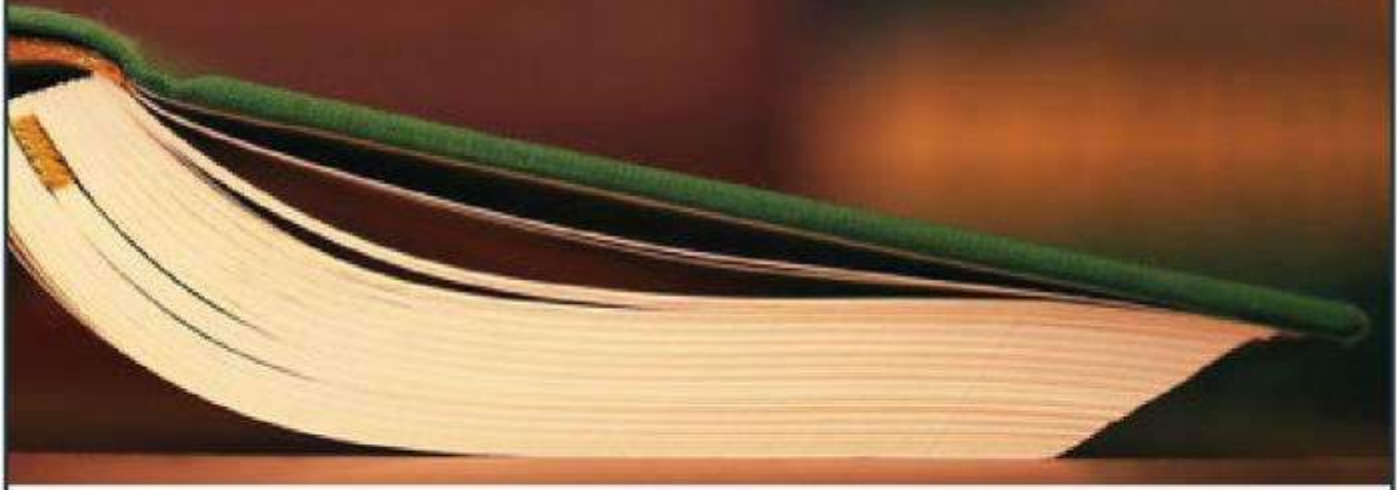
### Human Resource Management

Human Resource Management (HRM or simply HR) is the management process of an organization's workforce or human resources. It is responsible for the selection, training, assessment and rewarding of employees, while also overseeing organizational leadership and culture and ensuring compliance with employment and labour laws. HRM finds its application in both, public and private sector.



# Programme in Management BBA / BBA+MBA / IPM










Management

# Premier Management Institutes

## Tier 1

Average Placement (BBA): ₹ 5-9 LPA  
Average Placement (IPM): ₹ 15 LPA

IIM  
(Indore)

Shaheed Sukhdev College of  
Business Studies, DU (Delhi)

A. S. Modi School of Commerce,  
NMIMS (Mumbai)

S. A. Modi School of Economics,  
NMIMS (Mumbai)

## Tier 2

Average Placement: ₹ 4-7 LPA

Deen Dayal Upadhyay College,  
DU (Delhi)

Keshav Mahavidyalaya,  
DU (Delhi)

A. S. Modi School of Commerce,  
NMIMS (Bengaluru)

Symbiosis College of Mgmt Studies,  
SIU (Pune)

Symbiosis College of Mgmt Studies,  
SIU (Noida)

Symbiosis School of Economics,  
SIU (Pune)

Institute of Mgmt, Nirma University  
(Ahmedabad)

Jindal Global Business School  
(Sonapat)

Dept of Comm & Mgmt,  
Christ University (Bengaluru)

Ashoka University  
(Sonapat)

## Tier 3

Average Placement: ₹ 3-5 LPA

Aryabhata College,  
DU (Delhi)

Sri G. G. S. College of Commerce,  
DU (Delhi)

Gargi College,  
DU (Delhi)

Laxmibai College,  
DU (Delhi)

Maharaja Agrasen College,  
DU (Delhi)

S. A. Modi School of Economics,  
NMIMS (Bengaluru)

Dept of Mgmt Studies,  
SRM University (Sonapat)

School of Liberal Studies,  
PDPU (Gandhinagar)



# Other Regional Management Institutes



East

West

North

South

Average Package: ₹ 1.5-4 LPA

Kalinga Institute of Mgmt, KIIT (Bhubaneswar)	A. S. Modi School of Commerce, NMIMS (Navi Mumbai)	College of Vocational Studies, DU (Delhi)	Dept of Mgmt Studies, SRM University (Chennai)
Birla Global University (Bhubaneswar)	A. S. Modi School of Commerce, NMIMS (Indore)	Ramanujan College, DU (Delhi)	ISBR (Bengaluru)
Institute of Mgmt Studies (Kolkata)	Symbiosis Sch. of Liberal Arts SIU(Pune)	Ram Lal Anand College, DU (Delhi)	Alliance School of Business (Bengaluru)
	Symbiosis Inst. of Computer Studies and Research, SIU (Pune)	Shivaji College, DU (Delhi)	Ramaiya Institute of Mgmt (Bengaluru)
	Amrut Mody School of Mgmt (Ahmedabad)	S. G. T. B. Khalsa College, DU (Delhi)	
	Dept of Mgmt Studies, M.S.University (Vadodara)	S. G. N. D. Khalsa College, DU (Delhi)	
	St. Xaviers College of Mgmt (Goa)	B. R. Ambedkar College, DU (Delhi)	
	FLAME University (Pune)	Uni. School of Business, Chandigarh Uni. (Mohali)	
		Jagan Nath Institute of Mgmt Sciences (Delhi)	



## Which are the top companies that recruit Management graduates

The biggest concern that comes across while a student decides which degree to choose from a varied range available, is that of placement. Which company will hire me once I graduate? The below tables will answer those queries very specifically, with a classification of companies as per the field of specialisation.

### MARKETING & SALES:



- Zomato
- Food Panda
- Hindustan Times
- Reckitt Benkiser
- Viacom 18
- HUL
- Thomson Reuters
- Kellogs India
- L'Oreal
- Nestle
- Godrej
- Panasonic
- Pepsico
- Britannia
- ITC

### FINANCE & CONSULTING:



- ICICI Bank
- Kotak Mahindra Bank
- HDFC Bank
- Axis Bank
- Yes Bank
- Edelweiss
- Tata Capital
- L & T Finance
- Max Life
- CRISIL
- BCG
- PWC
- E & Y
- Deloitte
- Capgemini

### HUMAN RESOURCE:



- Airtel
- Genpact
- Mahindra and Mahindra
- Paytm
- Reliance Industries
- Tata Communications
- Tata Power
- Aditya Birla Group

### INFORMATION TECHNOLOGY & ANALYTICS:



- Wipro
- Infosys
- TCS
- eClerx
- L & T Infotech
- Google India
- SAP
- HCL
- Syntel
- Tech Mahindra

### OPERATIONS & LOGISTICS:



- Mahindra Logistics
- Gati
- Grofers
- Appolo Pharmacy
- DHL Express
- Philips
- Café Coffee Day
- Blue Star
- Big Bazaar
- Future Logistics





## What is the **ADMISSION PROCESS** for Management?



- **5-Year Integrated Program:**
  - IPM, BBA+MBA, iMBA, etc.
- **4-Year Graduate Program:**
  - BBA-Liberal Arts, BBA-Hons, etc.
- **3-Year Graduate Program:**
  - BBA, BMS, BSc (Fin), BSc (Eco), B. Com (Hons), etc.

Stage  
1

The Aptitude Test (Online / Written Exam)

Stage  
2

Counseling / WAT (Written Ability Test) + PI (Personal Interview)

## Which are the **COMPETITIVE TESTS** for Management?



- **IPMAT:** Integrated Program in Management Aptitude Test
- **DU-JAT:** Delhi University – Joint Aptitude Test
- **IPU-CET:** Indraprastha University – Common Entrance Test
- **SET (General):** Symbiosis Entrance Test
- **NPAT :** NMIMS Programs After Twelfth
- **UGAT:** Under Graduate Aptitude Test
- **CUET:** Christ University Entrance Test
- **MSU-ET:** Maharaja Sayajirao University Entrance Test (for BBA)
- **Xavier's BMS Entrance Test**
- **JSAT:** Jindal Scholastic Aptitude Test
- **BU-MAT:** For Bharti Vidyapeeth University
- **MAHE's Manipal Entrance Test**

You need to be patient enough to listen to everybody, but yet, you must have a sense of urgency to take a decision and to execute.

*Ajay Banga- CEO - Master Card, Graduated with Bachelor of Arts (Economics) from St. Stephen College (DU) and an MBA from IIM-Ahmedabad. Awarded Padma Shri by the Government of India in 2016.*





## IPMAT (Integrated Program in Management - Aptitude Test)

Integrated Program in Management Aptitude Test (IPMAT or IPM Aptitude Test) is conducted by the Indian Institute of Management, Indore. This is a national level test that leads to admission to the 5 year Integrated Program in Management offered at IIM Indore. The examination is conducted in computer-based mode, and is held in the month of May.

### Test Structure (IPMAT)

- Score considered by IIM Indore (5-Year IPM) with 120 seats
- **Eligibility:**  
Open Category: 60% in HSC and SSC (20 years max.)  
SC/ST/PWD: 55 % in HSC and SSC (22 years max.)
- **Admission Process:**  
Stage 1: Aptitude Test (50% weightage)  
Stage 2: Personal Interview (35% weightage) and WAT (15% weightage)
- **Format:** Computer-based objective questions
- **Marking System:** +4 and -1 Negative Marking (No Negative for QA (SA) section)
- **Duration:** 120 minutes

Sr. No.	Section	No. of Qs.	Sectional Time Limit
1	Quantitative Ability (MCQ)	40	40 mins
2	Quantitative Ability (SA)	20	40 mins
3	Verbal Ability	40	40 mins
Total		100	120 mins



## DU-JAT (Delhi University Joint Admission Test)

Delhi University conducts the Joint Admission Test (DU JAT). The exam takes place in the month of June for the institutes affiliated to Delhi University offering Bachelor of Management Studies (BMS), Bachelor of Business Administration (Financial Investment Analysis) programs and BA (Hons) Business Economics.

### Test Structure (DU-JAT)

- Score considered by Top UG Management Programs of Delhi University with 1200+ seats
- **Eligibility:** 60% in HSC (54% for SC / ST)
- **Admission Process:**  
Stage 1: Aptitude Test  
Stage 2: Counseling of Institute: Std. XII Score (35%) & DU-JAT (65%)
- **Format:** Computer-based objective questions
- **Marking System:** +4 and -1 Negative Marking
- **Duration:** 120 minutes



Sr. No.	Section	No. of Qs.
1	Quantitative Ability	25
2	Reasoning and Analytical Ability	25
3	General English	25
4	Business and General Awareness	25
Total		100

Sr. No.	List of top colleges accepting DU-JAT Score:
1	Shaheed Sukhdev College of Business Studies
2	Deen Dayal Upadhyay College
3	Keshav Mahavidyalaya
4	Aryabhata College
5	College of Vocational Studies
6	Ramanujan College
7	Ram Lal Anand College
8	Sri Guru Gobind Singh College of Commerce
9	Gargi College
10	Laxmibai College
11	Maharaja Agrasen College
12	Shivaji College
13	Shri Guru Tegh Bahadur Khalsa College
14	Shri Guru Nanak Dev Khalsa College
15	B. R. Ambedkar College
16	Shaheed Rajguru College





## IPU-CET (IPU-Common Entrance Test)

Guru Gobind Singh Indraprastha University conducts Indraprastha University Common Entrance Test (IPU-CET) for admission to its UG and PG courses offered in various fields like engineering, medical, dental, law, etc. Candidates seeking admission in GGSIPU affiliated colleges have to appear for and qualify the respective entrance exam for the course.

### Test Structure (IPU-CET)

- Score considered by 34 Colleges under GGS Indraprastha University, Delhi for 5500+ seats
- **Eligibility:**  
50% in HSC (English as Compulsory subject)  
85% Seats reserved for students of schools situated in Delhi (Not NCR)
- **Admission Process:**  
Stage 1: Aptitude Test  
Stage 2: Counseling based on Ranking
- **Format:** Paper-based objective questions
- **Marking System:** +4 and -1 Negative Marking
- **Duration:** 150 minutes

Sr. No.	Section	No. of Qs.
1	English Language & Comprehension	38
2	General Awareness	38
3	Logical & Analytical Ability	37
4	Aptitude Related to the field of Mgmt. and Comm. Skill	37
<b>Total</b>		<b>150</b>

### List of top colleges accepting IPU-CET Score:

1	Maharaja Surajmal Institute, Janakpuri	16	SGTB Institute of Management & IT, GT Karnal Road
2	Maharaja Agrasen Institute of Management Studies, Rohini	17	JIMS Engineering Mgt. Technical Campus, Gr. Noida
3	Vivekanand Institute of Professional Studies, Pitampura	18	Delhi Metropolitan Education, Greater Noida
4	Jagannath International Management School, Vasant Kunj	19	New Delhi Institute of Management, Tughlakabad
5	Jagan Institute of Management Studies, Rohini	20	Kamal Institute of Higher Edu. and Advance Tech, Mohan Grdn.
6	Jagannath International Management School, Kalkaji	21	Meera Bai Integrated Institute of Technology, Maharani Bagh
7	Trinity Institute of Professional Studies, Dwarka	22	Chandraprabhu Jain College of Higher Studies, Narela
8	Bhai Parmanand Institute of Business Studies, Shakarpur	23	Kasturi Ram College of Higher Education, Narela
9	Institute of IT and Management, Janakpuri	24	Fairfield Institute of Management and Tech, Kapashera
10	Ideal Institute of Management and Technology, Karkardooma	25	Sant Hari Das College of Higher Education, Najafgarh
11	Rukmini Devi Institute of Advance Studies, Rohini	26	Lingaya's Lalitadevi Inst. of Management Science, Chattarpur
12	Banarasi Das Chandiwala Institute of Professional Studies, Dwarka	27	Delhi Institute of Rural Development, GT Karnal Road
13	Tecnia Institute of Advance Studies, Rohini	28	BLS Institute of Technology and Management, Bahadurgarh
14	Institute of Innovation in Tech and Management, Janakpuri	29	Shree Ganpati Education Society, Ghaziabad
15	Delhi School of Professional Studies and Research, Rohini	30	Mahavir Swami Institute of Technology, Sonipat



## SET General (Symbiosis Entrance Test)



Symbiosis Entrance Test is the official entrance test for admission to various Graduate programs offered by Symbiosis International University (SIU). SET (General) is an entrance exam for courses like BBA, BBA (IT), BCA, Hotel Management, Liberal Arts, Economics and Mass Communication.

### Test Structure (SET General)

- Score considered for 1000+ seats of various courses in 7 colleges of SIU
- **Eligibility:** 50% in HSC (45% - SC / ST)
- **Admission Process:**  
 Stage 1: Aptitude Test (50% weightage)  
 Stage 2: WAT & Personal Interview (50% weightage)
- **Format:** Computer-based objective questions
- **Marking System:** +1 and No Negative Marking
- **Duration:** 150 minutes

Sr. No.	Section	No. of Qs.
1	General English	40
2	Quantitative	40
3	General Awareness	40
4	Logical & Analytical Ability	30
Total		150

Sr. No.	List of colleges accepting SET Score:
1	Symbiosis Centre for Management Studies – Pune (BBA)
2	Symbiosis Centre for Management Studies – Noida (BBA)
3	Symbiosis Centre for Media and Communication – Pune (BA (M.C))
4	Symbiosis School of Economics – Pune (BSc (Economics)-Hon)
5	Symbiosis School for Liberal Arts – Pune (BA Liberal Arts & BSc Liberal Arts)
6	Symbiosis School for Culinary Arts – Pune (BSc Culinary Arts)
7	Symbiosis Inst. of Computer Studies & Research – Pune (BCA & BBA(IT))



## NPAT (NMIMS Programs After Twelfth)

NPAT (NMIMS Programs After Twelfth) is the official entrance test for admissions to undergraduate degree and integrated degree programs being offered by constituent schools of NMIMS at Mumbai, Shirpur, Bengaluru, Indore and Navi Mumbai campuses.

### Test Structure (NPAT)

- Score considered for 1200+ seats of various courses in 6 colleges of NMIMS University
- **Eligibility:**  
Age before 25 Years  
For BBA / BSc (Finance) / BSc (Economics): 60% aggregate in HSC with passing marks in Mathematics or Statistics  
For B.Com (Hon): 50% aggregate in HSC with passing marks in Mathematics
- **Admission Process:** Aptitude Test
- **Format:** Computer-based objective questions
- **Marking System:** +1 and No Negative Marking
- **Duration:** 100 minutes

Sr. No.	Section	No. of Qs.
1	Proficiency in English Language	40
2	Quantitative & Numerical Ability	40
3	Reasoning & General Intelligence	40
Total		120

Sr. No.	List of colleges accepting NPAT Score:
1	Anil Surendra Modi School of Commerce, Mumbai (BBA+MMS, BBA, B.Com(Hon.), BSc (Fin))
2	Anil Surendra Modi School of Commerce, Navi Mumbai (BBA)
3	Anil Surendra Modi School of Commerce, Bengaluru (BBA, BSc (Fin), BCom (Hons))
4	Anil Surendra Modi School of Commerce, Indore (BBA)
5	Sarla Anil Modi School of Economics, Mumbai (BSc (Economics))
6	Sarla Anil Modi School of Economics, Bengaluru (BSc (Economics))
7	Jyoti Dalal School of Liberal Arts (BA (Hons) Liberal Arts)





## UGAT (Under Graduate Aptitude Test)

Under Graduate Aptitude Test (UGAT) is a standardized test being administered by All India Management Association (AIMA) annually to screen the candidates for various undergraduate programs such as Integrated MBA (iMBA), BBA, BCA, BHM, B.Com, etc.

### Test Structure (UGAT)

- **Eligibility:** Should clear HSC from a recognized board
- **Admission Process:**  
 Stage 1: Aptitude Test  
 Stage 2: Differs - based on institutes GD / WAT & Personal Interview
- **Format:** Paper-based objective questions
- **Marking System:** +1 and - 0.25 Negative Marking
- **Duration:** 180 minutes

Sr. No.	Section	No. of Qs.	Remarks
1	English Language	40	(for BBA, iMBA, BCA, etc.)
2	Numerical & Data	30	
3	Reasoning & General	30	
4	General Knowledge	30	
Total		130	120 mins.

Sr. No.	List of top colleges accepting UGAT Score:
1	Alliance School of Business, Bengaluru
2	Amrut Modi School of Management, Ahmedabad (iMBA)
3	Institute of Management, Nirma University, Ahmedabad (BBA+MBA)
4	Kalinga Institute of Management, KIIT University, Bhubneshwar
5	Jindal Global Business School, Sonapat
6	Ramaiah Institute of Management, Bengaluru
7	School of Management, SRM University, Multiple Locations
8	School of Business, UPES, Dehradun

# Final List of Participating Institutes for UGAT will be displayed on AIMA website by March each year



## CUET (Christ University Entrance Test)

Christ University Entrance Test is conducted for admissions to courses like BBA, BBA (Hons), BBA (Finance and International Business), BBA (Finance and Accountancy), BA LLB (Hons), BBA LLB (Hons), LL.M, B Com (Hons), B Com (International Finance), B Com (Professional), BA-CEP and BHM.

### Test Structure (CUET)

- Conducted for BBA(F&A), BBA (F&IB), BBA (T&T), BBA(Hon), BBA
- **Eligibility:** Max. 20 years of age, 50% in HSC (60% for BBA-F&A)
- **Admission Process:**
  - Stage 1: Aptitude Test
  - Stage 2: Skill Assessment, Micro Presentation & PI
- **Format:** Paper-based objective questions
- **Marking System:** +1 and -0.25 Negative Marking
- **Duration:** 120 minutes

Sr. No.	Section	No. of Qs.
1	English Language, Comprehension Skills, Verbal Reasoning	30
2	General Knowledge, Current Affairs	25
3	Quantitative Aptitude, Numerical Ability, Fundamental Mathematical Operations	25
4	Reasoning: Critical, Analytical and Logical	20
5	Data Interpretation	20
Total		120



## MSU-BBA Entrance Test

This entrance test leads to an admission to Maharaja Sayajirao University of Baroda. The university conducts various undergraduate, postgraduate and PG diploma courses for eligible and willing contenders. The applicants have to apply via online mode.

### Test Structure (MSU-BBA)

- Score considered by MSU's BBA Program with 180 seats
- **Eligibility:** 45% in HSC or equivalent
- **Admission Process:**
  - Stage 1: Aptitude Test
  - Stage 2: Creative Writing (Extempore)-10 Marks, GD-15 Marks and PI-15 Marks
- **Format:** Paper-based objective questions
- **Marking System:** +1 and No Negative Marking
- **Duration:** 120 minutes



Sr. No.	Section	No. of Qs.
1	English Language Proficiency	20
2	Data Interpretation	20
3	Analytical Reasoning	20
4	Quantitative Problem Solving	20
5	General Awareness	20
Total		100

## Xavier's BMS Entrance Test



St. Xavier's College, Mumbai offers admission to (Bachelor in Mass Media) BMM and (Bachelor in Management Studies) BMS, three-year degree courses on the basis of a common entrance exam.

### Test Structure

- Score considered by Xavier's BMS Program with 60 seats
- **Eligibility:**  
 General Category: Less than 23 years with 65% in HSC  
 Christian Religious Category: Less than 25 years with 60% in HSC  
 SC / ST: Less than 25 years with 55% in HSC
- **Admission Process:**  
 Stage 1: Aptitude Test – 100 Marks  
 Stage 2: WAT + PI Format – 100 Marks
- **Format:** Paper-based Objective & Subjective questions (70% Objective & 30% Subjective Paper)
- **Marking System:** +1 and No Negative Marking
- **Duration:** 105 minutes
- **Structure:**  
 Paper will consist of 100 questions of General Knowledge, Current Affairs, Data Interpretation, Mathematics, English Language & Comprehension Skills, Logical & Visual Reasoning

I always believe that, as you start out, while you should have a big dream – a big goal – but it's also important to move step by step.

*Chanda Kochhar – Studied Commerce (B Com) from Jai Hind College (Mumbai) and Management (MMS) from JBIMS (Mumbai). MD & CEO of ICICI Bank, conferred with Padma Bhushan award in 2011 and also the first Indian woman to receive a Woodrow Wilson award and share a platform with the likes of Hillary Clinton and Condoleezza Rice.*







# STUDY ABROAD



## Study Abroad

Studying abroad has been a fascinating idea for both, students and parents since many years. But considering so many options to choose from, the only way to ensure the decision to study abroad becomes a dream, not a disaster, is to be well informed. The first rule for any decision related to studying abroad, be it after the 12<sup>th</sup> grade or after the bachelors program, is to never take shortcuts. Many students make the mistake of falling for the lure of permanent residency, or opting for programs that do not require any tests. However, it is important to remember that the best programs require international students to go through either tests or a very rigorous selection process. And that is what makes these programs one of the best programs to study in.

What are the country options to study abroad?



## United States of America

The forever favourite is USA, for many reasons. The country has most of the highest ranked universities in the world. The official language is English, so there is no need to learn a new language. Salary in US dollars seems to be lucrative. And then, one has relatives over there! But equally important is the fact that the education options in United States are broadly divided into very good programs, and the avoidable programs.



## Canada



The second option of choice is Canada, but not for the same reasons. Rather this is a choice, either because one has relatives there, or because it is closer to USA. Language again is an advantage. But compared to the abundance of high ranked programs in United States, Canada has relatively few high ranked programs.

## Australia



Australia is probably an alternative to Canada, for exactly the same reasons. And undoubtedly, there are some very high ranked universities here. Also, in terms of climate and language, Australia is comfortable compared to studying in the UK or Europe. And it is easier to find permanent residency too.

## Singapore



For its very welcoming nature towards Indian students, and definitely for its closeness to home, Singapore has been an attractive option for Indian students. The problem, if at all, is that it does not have many high ranked programs to study.

## Europe



For students who seek to learn beyond classrooms, understand different cultures, and enjoy learning a new language, Europe is always the destination. After Brexit, one can consider Europe and UK as separate destinations for obvious reasons.

## United Kingdom



From England to Ireland, UK has been a study hub for more than two centuries. And because much of Indian education system has been modelled on the British system, most colleges and universities in UK accept Indian state or CBSE board certificate exams as equivalent to secondary exam certificates issued by UK programs.



## United States of America

Whatever rankings one follows, whatever be the choice of course for bachelor studies, one will find the colleges and universities in United States comprising more than 50% of the top 10, the top 50, and the top 100 rankings. Not surprising, because the country spends lavishly on its college education. How does that matter? Scholarships. Compared to scholarships for masters' programs, scholarships for bachelors' programs are more common and easier to obtain.



## So what are the types of scholarships?

### Merit Scholarships

Merit scholarships are given to students with high standardized test scores. There is no particular cut-off for merit scholarship for two reasons. First, there are two different standardized tests – SAT (earlier called Scholastic Assessment Test), and ACT (American College Testing) for admissions to colleges in United States. Scores on both tests can be equated on a scale, but the minimum admission scores still differ from year to year depending on the applicant pool. The second reason is the additional subject tests. Many high ranked programs value an applicant's performance in subject SATs as much as the applicant's performance in SAT.

### Diversity Scholarships

Diversity scholarships are given to students with some exceptional achievements, or if they come from historically underrepresented backgrounds. Some of these scholarships are also reserved for students from particular countries such as India or China. While many of these scholarships are offered by the program you apply to, some of these are third party scholarships. Fulbright-Nehru, Tata Foundation, and Inlaks Shivdasani Foundation are some examples of scholarships for study in US.

### Need-based Tuition Waivers

A combination of merit scholarship and proven financial constraints is a need based tuition waiver, where, a college waives either a part of, or the entire tuition fee, if convinced that financial constraints are a hurdle to a meritorious student's study abroad aspirations. Many programs are open to giving need-based tuition waivers of up to US \$10,000 a year, but full tuition waivers are uncommon.





## Other Forms of Funding

A common funding support offered to international students is the performance based tuition waiver. It is offered starting second semester, to international students who meet or exceed certain pre-fixed academic criteria, e.g. maintaining a GPA higher than 3.6 out of 4.0. Many programs call such tuition waivers Dean's List or Dean's Scholarships. Over the past years, most international students have been able to reduce their tuition costs exclusively through these performance based scholarships.

Besides these options, one can look at the scholarship options offered by the local community, or the government subsidies for students from particular socio-economic backgrounds. These community or government sponsored scholarships are the most common if you choose to apply to programs outside the United States.

### What are the study options in the United States?



It will not be wrong to state that whether a student belongs to Science, Commerce, or Arts background, colleges in United States have more options for bachelor studies than colleges in India. But more importantly, it is equally possible to switch from a commerce background to a science based course. But for this, one needs to appear for the necessary tests to prove the proficiency in prerequisite courses viz. Math and Physics. This can be done through the subject SATs or through AP tests (Advanced Placement tests). An interesting fact about education abroad is also the acceptance and career opportunities in unconventional education options. Students who pursue bachelor studies abroad, choose to work after their undergraduate studies rather than seek graduate studies. Indian students, on the other hand, commonly apply for MBA programs in India, or Master programs in India or abroad.

**Common study options for students from conventional backgrounds are:**

Science	Commerce	Arts
Computer Science	Business Administration	Economics
Computer Engineering	Accountancy	Language/Literature
Mechanical Engineering	Statistics	History
Physics	Liberal Sciences	Anthropology
Mathematics	Psychology	Psychology
Chemical Engineering	Law	Professional Writing
Space Sciences	Sociology	International Relations
Robotics	Marketing	Philosophy
Industrial Engineering	Finance	Journalism
Biology	International Business	Urban Planning



This is not to mean that students intending to learn fine arts (painting, interior design, architecture, visual arts, media skills, and other programs covered under Bachelor of Fine Arts) do not prefer United States. Rather, most students looking to specialize in fine arts abroad, choose United States. This is because of acceptance, and easy jobs, as these careers are well established in the United States.

On the other hand, many programs in the United States offer open majors wherein, after the first two years, one can choose your specialization. So, you can apply for a program simply called Bachelor of Sciences in Engineering, and after the first three-four semesters, you can choose whether to specialize in Mechanical Engineering or Computer Sciences or any other field of engineering.

### Medical Education in United States

Medical education in United States is typically post-graduation (called graduate studies). In other words, the top medical schools in US only accept American and international students who already have a bachelor degree in an associated area of study such as biology or chemistry. Through a mix of studies and clinical residency, such programs offer the degree of MD. Put simply, US does not have an equivalent of MBBS in India.



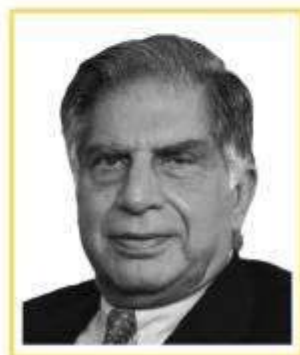
### Which are the test options for studies in United States?

First year of college in US is called freshman studies. Admission to freshman studies mandates appearing for two tests, if you apply to the top colleges in US. Because you are an international student, you must appear for one of the English language proficiency tests. The most common ones are TOEFL (Test of English as a Foreign Language), and IELTS (International English Language Testing System). Rarely, some programs make exceptions for students who have cleared English proficiency tests conducted by Cambridge, or for students who finished schooling through the IB (International Baccalaureate) system. These exceptions must be verified from website of each program.

The second test is an aptitude test, which is mandatory if you apply to a top college. The commonest is SAT. Conducted by College Board, and administered by ETS (Educational Testing Services), SAT tests you on Math and English skills. The alternative to SAT is ACT. Although over the years, SAT was taken by almost all the international students, the number of international students taking ACT is now rising.

**“I don't believe in taking right decisions.  
I take decisions and then make them right.”**

*Ratan Tata - Graduated (B.S.) in Architecture from Cornell University (1962) and completed the Advanced Management Program from Harvard Business School in 1975. Industrialist, Investor, Philanthropist, and former chairman of Tata Sons. Recipient of Padma Vibhushan (2008) and Padma Bhushan (2000).*







### Comparison of SAT with ACT:

Tests	SAT	ACT
Sections	3 Reading, Math, Writing and Language	4 Reading, Math, English and Science
Essay	Optional	Optional
Duration	180 min (w/o essay) 230 mins (with essay)	175 min (w/o essay) 220 min (with essay)
Reading	5 Passages	4 passages
Critical Thinking	Covered in Writing and Language Section	Covered in Science section
Calculator	Only for some questions of Math	All questions of Math
Essays	Focused on English proficiency	Focused on analytical skills
Scoring	400 – 1600	1 – 36

#### Note:

It is possible for an international student to appear for both SAT and ACT. In case a student appears for both tests, and submits both scores, the best overall score will be considered. An official equivalence table is used to compare scores on both tests.

### About PSAT



Preliminary SAT, also called National Merit Scholarship Qualifying Test (PSAT/MMSQT) is a trial run of SAT, and resembles SAT in content and structure. In the US, it is conducted to identify the best students who are offered high school level scholarships. In India, it is merely a test to evaluate how well prepared you are for the SAT. A student can take the PSAT by contacting the local USIEF (United States-India Educational Foundation) office. PSAT is conducted only once every year, in October. PSAT scores are only for applicant reference – they are not sent to colleges and have no role to play in the admissions process.

### About LSAT



Just like medicine, law is a postgraduate program in United States. Admission to top JD (Juris Doctor) programs which allow you to practice law in the US, requires LSAT (Law School Admission Test). LSAT-India is a variant of the test, used as an admission criteria by some colleges in India which offer bachelor level courses in law. The entire list of programs can be checked on the official LSAT India website.





SAT

achieve  
more

## SAT

No more called the Scholastic Assessment Test, SAT is the most widely taken standardized test for admissions into undergraduate (bachelor level) programs in the United States. Whether you are applying to a two-year college (Associate degree) or a four-year college (Bachelor degree), SAT will be compulsory when applying to all top programs.

### Test Structure (SAT)

Sr. No.	Section	Question Type	No. of Qs.	Duration
1	Reading	Multiple choice	52	65 minutes
2	Writing and Language	Multiple choice	44	35 minutes
3	Math (without calculator)	Mixed format	20	25 minutes
4	Math (with calculator)	Mixed format	38	55 minutes
5	Essay	N.A.	1	45 minutes
Total			155	215 minutes

### The Reading Section

Comprises five passages, with 10–11 questions per passage. Some passages have graphs and charts for illustration, but no math skills are required to answer any question in this section. Most of the passages are from History, Social Studies, and Science.

The five passages are divided into:

2 Science passages

1 US or World Literature

1 Historically important document, e.g. Constitution of the US

1 Economics, Psychology, Sociology, or any other Social Science

Your final score in the Reading section is an integer score between 10–40 with its corresponding percentile.

### The Writing and Language Section

Comprises 44 questions, more straightforward than those in the Reading section. The section evaluates a test taker on abilities of understanding words in context, analysis in written text, expression of ideas and how to improve the expression, and standard English conventions, including grammar, usage, and punctuation. Unlike the Reading section, there are no fixed passage types in this section.

Your final score in the Writing and Language section is an integer score between 10–40 with its corresponding percentile.



## The Math Section

This section is divided into two parts and has two types of questions in each part. The first type is multiple choice questions. The second type of question is called grid-in, wherein you must enter your answer by selecting digits from a grid. Over the two sections, SAT tests your skills in equations and algebraic systems, arithmetic, problem solving, data analysis, and advanced math which includes trigonometry and calculus. The first part has 15 multiple choice questions and 5 grid-in questions. The second part has 30 multiple choice questions and 8 grid-in questions. Also, SAT Math section often provides the formulae to be used to answer the question.

Your final score in the Math section is an integer score between 10-40 with its corresponding percentile.

There is no negative marking throughout the test. The SAT essay is optional. It yields an integer score between 2 - 8.

**The final score for Reading, Writing and Language sections combined, is between 200 - 800, in multiples of 10. The final score for Math (both sections combined) is also between 200 - 800, in multiples of 10. The final overall score is therefore out of 1600.**

## More about the test

The test is conducted seven times a year for international students. The tentative test dates for the twelve month period, July-June, are released around May each year. Registration can be done online, or through a representative. For each attempt at SAT, Indian students pay US \$95 if you take the test without the essay. For SAT with essay, the fee is US \$109. The early registration deadline is 45 days before the test, while the regular registration deadline is 30 days before the test. There is no difference in fee in early registration. The only benefit is, SAT allows test takers to appear for the test on a first come first served basis. So in case of too many registrations, test takers who register late, even if they register before the deadline, might not be allowed to take the test. These test takers can then pay a US \$49 waitlist fee. This fee is to be paid earlier, but is charged only if the test taker is allowed to take the test on the test day. The test can be rescheduled on or before 10 days from the test date, by paying a fee of US \$29. If you appear for SAT multiple times, only the best score is considered.

You are allowed to select four score recipients, where your official SAT scores will be sent for free, on or before 9 days after your test. For any score recipients selected after the free score deadline expires, you must pay a fee of US \$12 per recipient.

There are more than 40 testing centers for SAT in India. Metro cities usually have multiple test centers. The test is always conducted in an academic institution. Not all forms of SAT are conducted on the same date.

The official SAT scores are available between 13-19 days after your test, while the essay score becomes available 24 days after the test. There is an option of Rush Scoring, wherein you can send your scores within 4 business days of your test by paying an additional fee of US \$31.





## About Subject SATs

There are 20 SAT subject tests in five different areas: English (1 test: Literature), History (2 tests: US History, and World History), Languages (13 tests in 9 languages: Spanish, French, Chinese, Italian, German, Modern Hebrew, Latin, Japanese, and Korean), Mathematics (2 tests: Math Level 1 and Math Level 2), and Science (4 tests: Biology Ecological, Biology Molecular, Chemistry, and Physics).

Each subject test lasts 60 minutes, and yields a score between 200-800 in multiples of 10. The fee for each subject SAT is US \$75. Unlike SAT, subject SATs are conducted on fewer dates in India. A test taker can appear for multiple subject SATs on the same date. Some programs compulsorily require Subject SAT scores. These are strongly recommended when applying to top programs or when the test taker does not have an outstanding academic record because high subject SAT scores can help offset low scores in school exams.

## SAT Planning

SAT Planning should factor in two crucial important decisions.

First, do you want to start your bachelor studies immediately after finishing your 12th grade? In that case, you must apply for Freshman admissions to programs starting late August, also called Fall admissions. Applications for Fall admissions open almost a year before the program starts, and close around 6-8 months before the program starts. When you apply, you need your official SAT scores. And therefore you must plan well in advance. There are very few top colleges which will consider SAT scores after application deadline. Alternatively, many students appear for SATs after they finish the entrance exams in India. Such students either apply to the next eligible program start cycle (Spring start, when programs start in early January) or the Fall admissions for next year (with or without a drop in studies).

Second, how well you can manage your SAT preparation with other academic involvements. If your school has a rigorous schedule, you should start rather early.

**A typical plan for someone aspiring to study in Fall start in US immediately after finishing his / her 12<sup>th</sup> grade would be as follows:**

Mid of 11 <sup>th</sup> grade school (around Oct)	Take the PSAT or any similar mock SAT to evaluate your preparation level.
Late 11 <sup>th</sup> grade school (around Jan)	Start preparing for SAT.
Vacation 11 <sup>th</sup> grade school (May - Aug)	Appear for the SAT. If you wish to appear for AP (Advanced Placement) Tests, you must appear for these tests also in this phase. And finish your chosen test of English proficiency (TOEFL or IELTS or any other).
Mid 12 <sup>th</sup> grade school (Sep - Nov)	Finish the applications, and corresponding subject SATs.
Late 12 <sup>th</sup> grade school (around Jan)	Check out third party scholarships.
Vacation 12 <sup>th</sup> grade school (Apr - Jun)	Finalize your program from received admits and finish the student visa formalities. Also, finish your accommodation search in the program of your choice.





## What is the process for applications for studies abroad?

Most applications to colleges for freshman are through the CommonApp, a unified website which retains your basic information for all the programs you intend to apply to, and also shows program specific information. CommonApp does not share your specific application data with the other programs, so the process respects confidentiality.

All applications require providing basic data, uploading documents such as your school mark-sheets and transcripts, and letters of recommendation from your teachers. Some programs also need a letter of recommendation (character) which can be taken from anyone who has observed you in a non-academic role – this could be from your involvement in charitable causes or sports or any extra-curricular activities.

Besides document uploads, almost all programs ask for a letter of motivation (also called a statement of purpose or letter of intent) to explain to the admissions committee why do you want to study at that college, and what are your career plans ahead.

Some programs require additional documents to be dispatched to the college in hard copy securely. These requirements are available on the admissions website of the college. Most programs allow you to upload your certificates in the online application. Most programs also have dedicated scholarship essays, asking you to highlight your achievements, or any other reasons that you believe make you worthy of a scholarship.

Admission decisions are mailed to the candidates either on the pre-decided date, or within six-eight weeks of completing the application.

“Think large and then you can start drawing boundaries to define it. If you put the boundaries from before, you won’t push yourself.”

*Roshni Nadar Malhotra - Executive Director and the CEO of HCL Corporation and has studied Communication (Radio / TV / Film) from the Northwestern University and MBA from the Kellogg School of Management. She is ranked 57th on the Forbes World's 100 Most Powerful Women list.*





## Roles and Careers after Undergraduate Studies

Even though we would like to say that the professional roles offered after bachelor studies abroad are equivalent to those after bachelor studies in India, the fact is that the roles offered are more diverse and higher paying. We have mentioned earlier that education in the United States has long valued niche career options, and integrated these options into organized employment. This is not to highlight the difference in currency value, but to emphasize that the learning process is deeper when you get roles of your caliber in industry of your choice. Some of the coveted recruiters in India, including consulting firms and technology firms that hire either only from top MBA programs or from top Engineering colleges or from highly reputed colleges, hire more frequently even from average programs in the United States.

The difference in exposure to technology for a student in an Engineering or Science program in India from a student who studies an equivalent program in United States is a well-known, well-elaborated fact. Probably that is why, most Indian students who choose to pursue a bachelor degree abroad, then choose working for a few years to gain industry experience before opting for graduate studies (M.S. or MBA).

Degrees abroad are classically BS (Bachelor of Science) which involve extensive math and science related courses, BA (Bachelor of Arts) which involve minimum math and science related courses but do focus on statistics, and BFA (Bachelor of Fine Arts) for students pursuing creative arts courses. There are some customized degrees also, such as BDes (Bachelor of Design).

Compensation packages after bachelor programs vary significantly.

For most top 50 colleges, you will see a chart on their page discussing student debt post graduating from the program. These charts are meant to convince students, through facts, that the compensations are high enough to ensure students have minimal to no debt within 2-3 years of starting their jobs. Average salaries at top programs vary from US \$40000 to US \$65000.



Completed his Bachelor's Degree in Economics from the London School of Economics and Master's in Philosophy from Oxford University followed by a Ph.D. from the Yale University.

Urjit Patel - An Indian economist, currently serving as 24<sup>th</sup> Governor of RBI.







## Study Options in the United Kingdom



Applications to all bachelor programs in the UK are done through UCAS (University Common Application System). Just like India, and quite unlike United States, most bachelor degree programs in the United Kingdom are three-year degrees. This could create problems similar to those faced by Indian students who hold a three-year degree, and apply for Master studies in United States.

United Kingdom, with its coveted institutions of learning such as Oxford University, University of Cambridge, and London School of Economics, has long been a fancy for many Indian institutions. Recent changes in visa regulations in United Kingdom have made it easier for Indian students in UK to find a job after finishing studies without the fear of being forced to leave the country.

Studies in the UK do not need any standardized tests. All you need is English proficiency tests. Also, UK accepts test scores from a longer number of tests. So, certifications in Cambridge English language tests, or finishing schooling in ICSE or IB, are commonly accepted as alternatives to TOEFL or IELTS.

Applications through UCAS require verification of your academic credentials through UK National Recognition Information Center, although, you can always confirm directly with the program you wish to apply to, whether your academic credentials are acceptable. There is a common personal statement to be added to your UCAS application, to explain why you want to study in UK rather than study in your own country, and how do you envision your career ahead. The advantage of a common application system is the fixed deadlines. If you wish to study at Oxford or Cambridge, you must submit your applications before 15th October, while if you wish to study at other programs, the deadline to apply is 15th January. All your documents should be uploaded in UCAS before the deadlines.







## Study Options in Singapore

Singapore is a close to home destination for Indian students, but considering the few number of good colleges in Singapore, the admission process (timelines and requirements) are not uniform. So if you wish to study in National University of Singapore or Nanyang Technological University or Singapore Management University, check the university websites for their requirements. National University of Singapore has been the largest community of Indian students since many years due to its proactive efforts and the scholarships offered. The deadline to apply is 31<sup>st</sup> March of each year.

In terms of cost of education, career opportunities after bachelor studies, and of course climate, Singapore is an option worth consideration.

## Study Options in Canada

Applications for bachelor programs in Canada are almost on the same lines as the programs in the United States, but with two significant differences. First, SAT or any other standardized test is not compulsory, although English proficiency tests will still be compulsory. Second, Canada offers many post-secondary diploma programs, which are alternatives to (not equivalent to) the bachelor degree programs. In fact, many Canadian colleges offer both post-secondary diplomas and bachelor degrees.

**A word of caution:** Many degrees and diplomas offered by colleges in Canada are not recognized in India. The Association of Indian Universities has listed out the universities whose degrees are recognised in India. A degree or diploma from unrecognized program leads to problems if you apply for post-graduate studies in India.



## Study Options in Europe

Countries such as France and Germany have always been warm towards international students, and have sufficient number of bachelor degree options taught completely in English (called International Programs). Learning the local language helps you mix with the local population and get part time jobs or internships easily, besides helping you settle down full time post your studies. The admission requirements are similar to programs in UK i.e. no standardized tests, only English proficiency tests. Application process is equally simple, but some universities ask for official translation of your marksheets in local language.

Whether you wish to study science, humanities, or business, Europe has universities and programs that compete with the best in the world.



## Study Options in Australia



With English as the official language and ease of settling down through a permanent residency, Australia has been a favourite with students in recent years. It also has typically 2 or 3 intakes a year i.e. you can start your studies either in September or in November or in February. English language proficiency is still necessary to be proven through test scores. Australia has been proactive in accepting PTE (Pearson Test of English) scores as alternative to TOEFL or IELTS. Considering the time zone of Australia, the universities there often say jokingly that studying in Australia puts you ahead of the world. Also, the official partner for more information on applications to Australia is IDP, which is also one of the official test conducting agencies for IELTS.

### So, if you plan to study abroad, Endeavor has three tips:



1. Plan early, prepare well, and seek no short-cuts.
2. For all information, rely on official test and university websites or experts such as us, rather than seeking advice from visa consultants.
3. Do not give up on your dream. It is a new world, with exciting challenges, but even more lucrative rewards. A great life awaits those who dare to dream!







# CAREER IN HOTEL MANAGEMENT



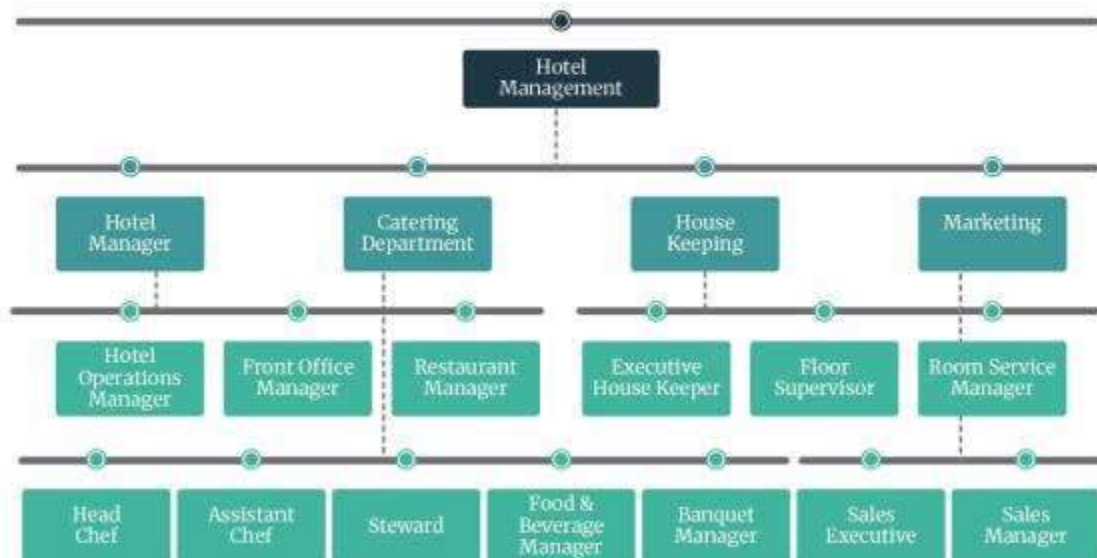
## HOTEL MANAGEMENT

A career in Hotel Management focuses on serving the needs of its clients in various ways. This undergraduate program develops niche working skills which are transferable in the service industries. Their major responsibilities are towards efficient and profitable operation of their establishments and service towards their clients.



## What are the CAREER PROSPECTS after Hotel Management

This career has various career options ranging from practical application of learning like cooking to managing the entire hotel. Few roles that are offered after Hotel Management are







## Which are the COMPETITIVE EXAMS for Hotel Management?

Best of the courses that are available across top universities in India provide admissions only based on entrance exam. Few such courses are:

- B.Sc. in Hospitality and Hotel Administration
- B.A. in Hotel Management
- B.A. in Culinary Arts

Few entrance exams for Hotel Management are:

- NCHMCT-JEE: National Council of Hotel Management & Catering Technology – Joint Entrance Exam (for IHMs)
- CUET: Christ University Entrance Test (for Christ University, Bengaluru)
- IPU-CET: GGS Indraprastha University-Common Entrance Test
- MHCET: Maharashtra Common Entrance Test (for all top institutes in Maharashtra)
- SET-General: Symbiosis Entrance Test (for Symbiosis School of Culinary Arts, Pune)
- BVP-CET: Bharti Vidyapeeth Common Entrance Test (for BVP University, Pune)
- IHMAET: IHM Aurangabad Entrance Test (for IHM Aurangabad, The Taj Group)
- STEP: Systematic Training and Education Program (for The Oberoi Group)

### NCHMCT - JEE (National Council of Hotel Mgmt & Catering Tech - Joint Entrance Test)



National Council of Hotel Management and Catering Technology (NCHMCT) conducts Joint Entrance Examination (JEE) to offer admission to its hospitality and hotel administration programmes. NCHMCT is an autonomous body under the Ministry of Tourism, Government of India, established in 1982.

### Test Structure (NCHMCT-JEE)

- **Eligibility:** HSC with English, 22 years age (25 years for SC / ST)
- **Admission Process:**
  - Stage 1: Aptitude Test
  - Stage 2: Personal Interview
- **Format:** Paper-based objective questions
- **Marking System:**
  - +1 for General Aptitude, Differential Marking for Service Aptitude and -0.25 Negative Marking
- **Duration:** 180 min



Sr. No.	Section	No. of Qs.
1	Numerical Ability & Analytical Aptitude	30
2	Reasoning & Logical Deductions	30
3	General Knowledge & Current Affairs	30
4	English Language	60
5	Aptitude for Service Sector	50
Total		200

**List of colleges accepting NCHMCT – JEE Score:****21 Central Institutes****Institute of Hotel Management:**

- Bengaluru
- Bhopal
- Bhubaneswar
- Chennai
- Chandigarh
- New Delhi
- Gandhinagar
- Goa
- Gurdaspur
- Guwahati
- Gwalior
- Hajipur
- Hyderabad
- Jaipur
- Kolkata
- Lucknow
- Mumbai
- Shillong
- Shimla
- Srinagar
- Thiruvananthapuram

**21 Central Institutes**

- Chandigarh
- New Delhi
- Dehradun
- Faridabad
- Gangtok
- Jodhpur
- Kozhikode
- Kurukshetra
- Bathinda
- Hamirpur
- Silvassa
- Tiruchirappalli
- Rohtak
- Puducherry
- Panipat
- Hyderabad
- Indore
- Tirupati
- Yamuna Nagar
- Telengana
- Durgapur
- Jharkhand

**Other Institutes**

- 1 Public Sector Undertaking
- 14 Private Institutes of Hotel Management
- 12 Food Craft Institutes
- 2 State Institutes of Hotel Management (SIHMs)



## CUET (Christ University Entrance Test)



The professional BHM course at CHRIST (Deemed to be University) aims at developing young talent for the hotel industry and builds in them other strengths such that they can venture into allied fields too. The training programme focuses on imbibing technical knowledge and skills in hotel operations.

### Test Structure (CUET)

- **Eligibility:** Cleared HSC
- **Format:** Paper-based objective questions
- **Marking System:** +1 for Correct answer and -0.25 Negative Marking
- **Duration:** 90 min

Sr. No.	Section	No. of Qs.
1	Fundamental Accounting	10
2	Quantitative Aptitude, Numerical Ability, Fundamental Mathematical Operations	20
3	Data Analysis and Interpretation	10
4	Reasoning: Critical, Analytical and Logical	10
5	General Knowledge, Current Affairs	20
6	English Language, Comprehension Skills, Verbal Reasoning	20
Total		90

## SET General (Symbiosis Entrance Test)



Symbiosis School of Culinary Arts affiliated to Symbiosis International University accepts SET score for admission. This institute is headed by Master Chef Sanjeev Kapoor himself. It provides B.Sc. in Culinary Arts.

For details of the entrance exam, please refer page no. 35.

Food and hospitality is a very difficult area in which meeting the needs of the guests and providing those experiences to them is important.

*Sanjeev Kapoor - A celebrity chef, entrepreneur, writer and television personality. He started in the hospitality industry in 1984 with a Diploma in Hotel Management from the Institute of Hotel Management (IHM) Pusa, Catering Technology & Applied Nutrition, New Delhi. He was awarded the Padma Shri in 2017.*







# CAREER IN MASS COMMUNICATION



## MASS COMMUNICATION

Mass Communication is the study of how people exchange information through mass media to large segments of the population at the same time. It refers to the imparting and exchanging of information on a large scale to a wide range of people. It is usually understood to relate with newspaper, magazine and book publishing, as well as radio, television and film, even via internet as these mediums are used for disseminating information, news and advertising. The study of mass communication is chiefly concerned with how the content of mass communication persuades or otherwise affects the behaviour, attitude, opinion or emotion of the person or people receiving the information.

Undergraduate level courses that are available and open to all streams of students after 12<sup>th</sup> are:

- Bachelor in Mass Media (BMM)
- Bachelor in Mass Communication (BMC)
- Bachelor in Media Studies (BMS)
- Bachelor in Journalism and Mass Communication (BJMC)
- B.A. in Journalism
- B.A. in Communication & Media

A journalist has to be fearless. The citizen gets empowered watching us take on the establishment.

*Ravish Kumar - Ravish Kumar is an Indian TV anchor, writer and journalist. He is a senior executive editor at NDTV India. Ravish has studied Mass Communication at IIMC, Delhi.*

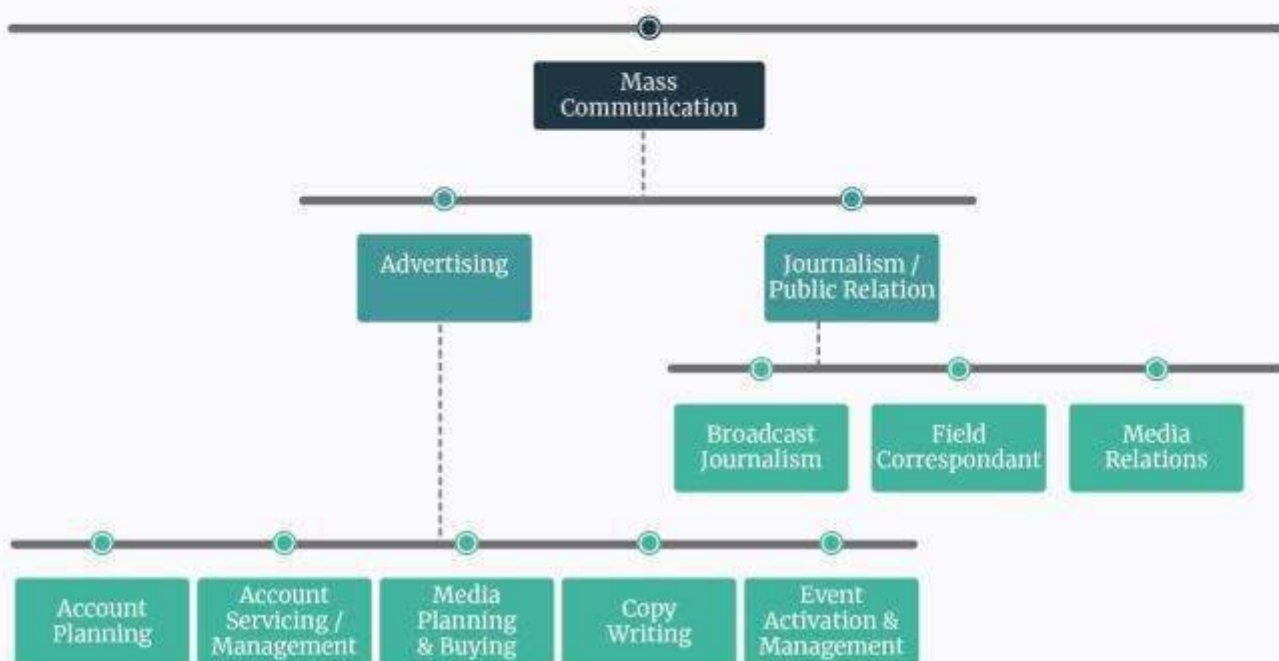




## What are the CAREER PROSPECTS after Mass Communication?



The students are offered many job roles in various areas after a Bachelor Degree from one of the prestigious institutes. These courses also offer specializations in design, radio, television, print media, public relations, journalism, sound, content writing, etc. Few of the roles are:



## Which are the COMPETITIVE EXAMS for Mass Communication?



Few entrance exams for admissions to best Mass Communication programs mentioned above are:

- **SET-General:** Symbiosis Entrance Test (for SCMC, Pune)
- **JSAT:** Jindal Scholastic Aptitude Test  
(for Jindal School of Journalism And Communication, Sonapat)
- **Xavier's BMM Entrance Test** (for St. Xavier's College, Mumbai)
- **CUET:** Christ University Entrance Test (for Christ University, Bengaluru)
- **IPU-CET:** GGS Indraprastha University-Common Entrance Test
- **MAHE's Manipal Entrance Test**



# CAREER IN FINE ARTS & PERFORMANCE ARTS



## FINE ARTS AND PERFORMANCE ARTS

Art can be defined as a wide range of human activities and the products of those activities. While there are various categories of art, two of the popularly known categories are Fine Arts and Performing Arts.

**Fine Arts** are a type of art that have been created to be visually and aesthetically appealing - like painting, sculpture, architecture, music and poetry, film, photography, conceptual art, and print-making.

**Performance Arts**, on the other hand, are the arts that are performed. For example, dance, music, opera, theatre and musical theatre, and minor or secondary forms like magic and/or illusion, mime, spoken word, puppetry, circus arts, recitation and public speaking.

These are the careers especially for those students who want to follow their hobby which they are passionate about, as their career.

Undergraduate level courses that are available and open to all streams of students after 12<sup>th</sup> are

- Bachelor of Interior Designing
- Bachelor of Fine Arts
- Bachelor of Visual Arts
- Bachelor of Creative Arts
- Bachelor of Performing Arts
- B.A. - Performing Arts

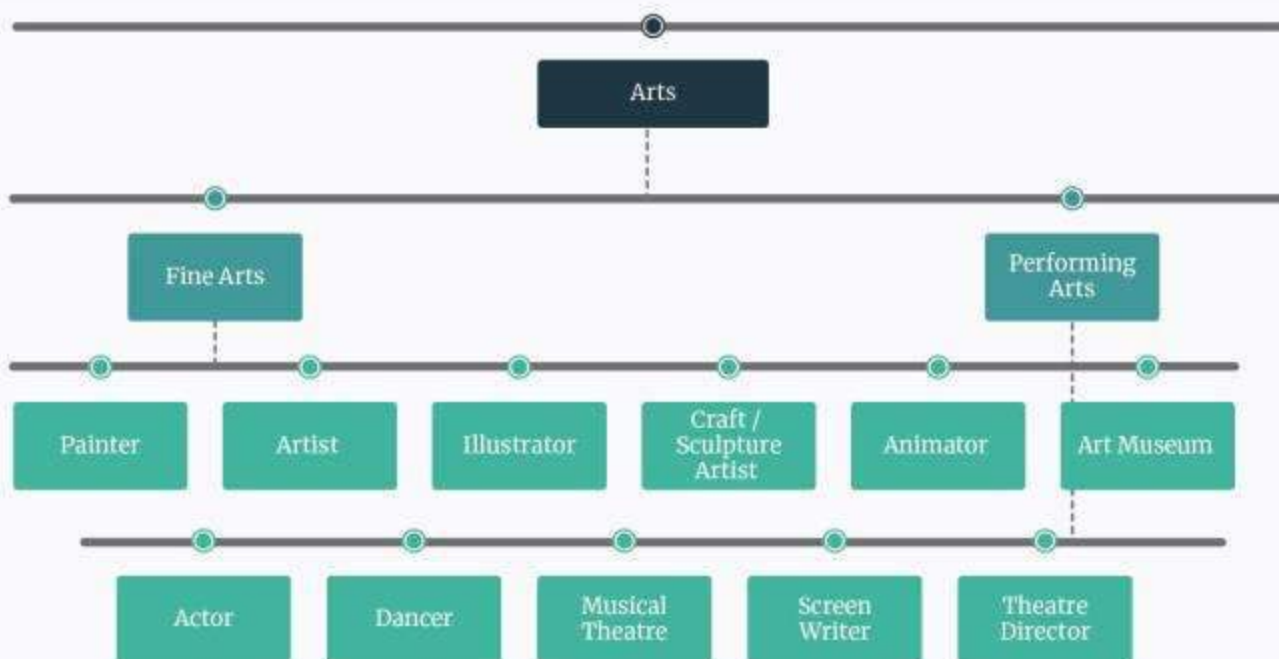




## What are the CAREER PROSPECTS?



Career prospects after a degree in Arts - be it Fine Arts or Performing Arts as also Design vary according to the specialization choices of the students. Some of the prospects are listed below:



## Which are the COMPETITIVE EXAMS for Fine / Performing Arts?



- CUET: Christ University Entrance Test (for Christ University, Bengaluru)
- BHUEE: Banaras Hindu University Entrance Examination (for BHU, Varanasi)
- JNAFAUEE: Jawaharlal Nehru Architecture and Fine Arts University Entrance Exam

The real self of an artiste lies in art, so when an artiste performs, all the pain, trauma and tension get released through art, be it dancing, painting, singing, writing or even martial arts.

*Mrinalini Sarabhal - Was an Indian classical dancer, choreographer and instructor. She was the founder of the Darpana Academy of Performing Arts, an institute for imparting training in dance, drama, music and puppetry. She has been awarded by the Indian government with the national civilian awards Padma Bhushan in 1992 and the Padma Shri in 1965.*





# CAREER IN DESIGN



## DESIGN and its CAREER PROSPECTS

With a Career in Design, a lot of students get into interior designing, product designing, etc. These are the careers especially for those students who want to follow their hobby which they are passionate about, as their career. Undergraduate level course that is available and open to all streams of students after 12<sup>th</sup> is Bachelor of Design.

Design

Fashion  
/ Textile

Interior

Ceramic

Accessory

Jewellery &  
Metalsmithing

Graphic

Knitwear



## Which are the COMPETITIVE EXAMS for Design?

- DAT: Design Aptitude Test (for National Institutes of Design)
- GAT: General Aptitude Test (for National Institute of Fashion Technology)
- SEED: Symbiosis Entrance Test for Design (for Symbiosis Institute of Design)
- NIRMA-ET: Nirma Entrance Test (for Department of Design, Nirma University)
- UCEED: Undergraduate Common Entrance Examination for Design (for IIT-B, IIT-G, IIT-Jabalpur and many other private colleges)
- MIT's DAT: Design Aptitude Test (for MIT Institute of Design, Pune)
- NPAT: NMIMS Programs After Twelfth (for School of Design, NMIMS University, Mumbai)



# CAREER IN SOCIAL WORK



## SOCIAL WORK and its Career Prospects



Social Work is an academic discipline and profession that concerns itself with individuals, families, groups and communities to enhance social functioning and overall well-being. Social Work applies to social sciences, such as sociology, psychology, political science, public health, community development, law and economics, to engage with client systems, conduct assessments and develop interventions to solve social and personal problems and create a social change. Social Work practice is often divided into micro-work, which involves working directly with individuals or small groups; and macro-work, which involves working with communities, and within social policy, to create a change on a larger scale. Undergraduate level courses that are available and open to all streams of students after 12<sup>th</sup> are:

- B.A. in Social Work
- Bachelor in Social Work (BSW)
- Integrated Program: B.A.+M.A.

Few areas where a student can have specializations are Family & Child Welfare, Community Development, Industrial Relations, etc. Major job prospects lie with NGOs and Government organizations. Few private companies hire freshers from the top colleges for their CSR (Corporate Social Responsibility) too.

## Which are the COMPETITIVE EXAMS for Social Work?



Few entrance exams for admissions to best Social Work programs mentioned above are:

- TISS-BAT: Tata Institute of Social Science – Bachelor's Admission Test (for TISS, Mumbai)
- AMU-ET: Aligarh Muslim University Entrance Test
- HSEE: Humanities and Social Science Entrance Exam (for IIT Madras)
- MSU-ET: Maharaja Sayajirao University Entrance Test (for Faculty of Social Work, MS University, Vadodara)





# CAREER IN LIBERAL STUDIES



## LIBERAL STUDIES

The purpose of the Bachelor of Liberal Studies degree is to provide students with a solid multidisciplinary preparation in the Humanities, Natural Sciences, Social Sciences and the Arts, subsequently allowing them to pursue careers in education, business, government, and other such fields. The goal of a liberal studies major is to train students to communicate effectively, both orally and in writing, to develop skills in critical thinking and problem solving, and to imbue critical thinking with ethical thought. Liberal studies provide students with opportunities for an extensive study of the liberal arts and sciences and for a broad understanding of various academic fields of interest. There are differences in the subjects included in liberal arts degree programs at different institutions. However, the liberal arts spectrum is generally accepted as covering the following fields:

- **Humanities** – includes art, literature, linguistics, philosophy, religion, ethics, modern foreign languages, music, theater, speech, classical languages (Latin/Greek) etc.
- **Social sciences** – includes history, psychology, law, sociology, politics, gender studies, anthropology, economics, geography, business informatics, etc.
- **Natural sciences** – includes astronomy, biology, chemistry, physics, botany, archaeology, zoology, geology, earth sciences, etc.
- **Formal sciences** – includes mathematics, logic, statistics, etc.

Undergraduate level courses that are available and open to all streams of students after 12<sup>th</sup> are:

- Bachelor of Arts (Hons)
- Bachelor of Business Administration (Hons)
- Bachelor of Commerce (Hons)
- Bachelor of Science (Hons)



## What are the CAREER PROSPECTS after Liberal Studies?



Career Prospects after Liberal Studies depend on the specialization that a student takes. Few of the career prospects are as below after graduation.

Banking	Retail Management	Buyer	Claims Adjuster	Underwriter	Environmental Affairs
Admission Counselor	Convention Planner	Development Officer	Human Resource	Insurance Agent	NGOs
Public Relations specialist	Sales Representative	Teacher	Writer	Intelligence Officer	Political Analyst

Students may also require opting for higher education for getting above roles.

## Which are the COMPETITIVE EXAMS for Liberal Studies?



Entrance exams for admissions to best Liberal Studies programs mentioned earlier are:

- **PDPU-ET (SLS):** For PDPU's School of Liberal Studies, Gandhinagar
- **SET-General:** Symbiosis Entrance Test (for Symbiosis School of Liberal Arts, Pune)
- **JSAT:** Jindal School Aptitude Test (for Jindal School for Liberal Arts, Sonapat)
- **FEAT:** Flame Entrance Aptitude Test (for Flame University, Pune)
- **AAT:** Ashoka Aptitude Test (for Ashoka University, Sonapat)
- **NPAT:** NMIMS Programs after Twelfth (for NMIMS University, Mumbai)

## PDPU - ET (Pandit Deendayal Upadhyay Petroleum University Entrance Test)



PDPU, a private university in Gandhinagar offers admissions to various courses in the disciplines like Tech, Liberal Arts, Management & Doctorate through this entrance exam.

### Test Structure (PDPU - ET)

- Conducted for PDPU's SLS 4-Year BBA program
- **Eligibility:** Should clear HSC from a recognized board
- **Admission Process:**  
Stage 1: Aptitude Test (50 marks) + Creative Writing (25 marks)  
Stage 2: Personal Interview (25 marks)
- **Format:** Paper-based objective questions with 1 Essay Writing
- **Marking System:** +0.5 and No Negative Marking
- **Duration:** Aptitude Test (90 mins) + Essay Writing (30 mins of 25 marks)

Sr. No.	Section	No. of Qs.
1	Verbal Ability	20
2	Logical Reasoning	20
3	Quantitative Ability	20
4	General Awareness	40
Total		100



## Merit Based Colleges

While a student decides which all entrance exams he / she wants to appear for Undergraduate course, it is also important to note that there are many colleges which do not conduct exams for admissions. They offer admissions solely on the basis of the merit of the candidate. Here are lists of merit based colleges, classified stream-wise.

### Merit based Commerce & Management Colleges

Sr. No.	Name of the College	Location
1	Shree Ram College of Commerce	New Delhi
2	Lady Shree Ram College	New Delhi
3	Hans Raj College	New Delhi
4	Ramjas College	New Delhi
5	Hindu College	New Delhi
6	Loyola College	Chennai
7	Madra Christian College	Chennai
8	Presidency College	Chennai
9	St Joseph's College of Commerce	Benguluru
10	Gargi College	New Delhi
11	Hinduja College	Mumbai
12	Mithibai College	Mumbai
13	H R College	Mumbai
14	Narsee Monjee College	Mumbai
15	Jai Hind College	Mumbai
16	H A College of Commerce	Ahmedabad
17	H L College of Commerce	Ahmedabad
18	Sydenham College	Mumbai
19	B.M. College	Pune
20	Mount Carmel College	Benguluru
21	Presidency College	Kolkata
22	Delhi School of Economics	New Delhi





### Merit based Science Colleges

Sr. No.	Name of the College	Location
1	St. Stephen's College	New Delhi
2	Presidency College	Kolkata
3	Lady Brabourne College	Kolkata
4	Banaras Hindu University	Varanasi
5	Jamia Millia Islamia	New Delhi
6	St. Xavier's College	Kolkata
7	Jadavpur University	Kolkata
8	Jamia Hamdard University	New Delhi
9	Gargi College	New Delhi
10	Daulat Ram College	New Delhi
11	St. Xavier's College	Mumbai
12	St. Joseph's College	Benguluru

### Merit based Arts Colleges

Sr. No.	Name of the College	Location
1	Miranda House	New Delhi
2	Loyola College	Chennai
3	Shri Ram College of Commerce	New Delhi
4	Bishop Heber College	Tiruchirappalli
5	Atma Ram Sanatan Dharma College	New Delhi
6	St. Xavier's College	Kolkata
7	Lady Shri Ram College for Women	New Delhi
8	Dyal Singh College	New Delhi
9	Deen Dayal Upadhyaya College	New Delhi
10	The Women's Christian College	Chennai
11	P.S.G. College of Arts & Science	Coimbatore
12	Madras Christian College	Kancheepuram



# ENDEAVOR'S CLASSROOM PROGRAMME FOR LAW



## Preparation for Law Entrance Exams

### Endeavor U-GRADuate

Endeavor U-GRADuate is a meticulous classroom program designed with the aim of building the foundation & enriching the personality of students.

Phase  
1

## Ground Zero

This phase comprises of classroom sessions and interactions mainly concentrating on developing the fundamental concepts by re-learning the basics and lays solid foundations for:

- **English Language Ability:** Reading Comprehension, English Usage, Vocabulary & Grammar
- **Mathematical Ability:** Mental Calculations and Problem Solving
- **General Awareness:** General Knowledge and Current Affairs
- **Reasoning Ability:** Analytical and Logical Puzzles and Quizzes
- **Legal Aptitude and Reasoning:** Laws of Tort, Indian Constitution, Partnership Act, Contract Act, Legal Maxims and Terms, etc.

During the sessions, the faculty member will introduce different topics which would help the student understand the same and help students to deal with shortcuts and tricks in order to work smartly. Keeping in mind the significance of Law, special sessions on Legal Reasoning and Legal Aptitude would also be delivered over and above various class exercises and home assignments.



## Phase 2

## Endeavor

This phase takes care of the following two key areas:

### Exam Tackling Skills / Test Series:

After mastering fundamentals, students need to get a grip on the exam format and plan their exam strategy. This is taken care of by the comprehensive Test Series which is conducted in simulated environment to help the student in getting his / her accuracy and speed ratio in place and understand his / her strengths and weaknesses.

### Preparing for further Selection Process:

This includes preparing the students for Writing Ability Test (WAT), Group Discussion (GD), Micro Presentation and Personal Interview (PI) which calls for the right mix of communication skill and analytical approach. The Mock WAT and PI sessions are followed by analysis and feedback on the performance of candidates, post which areas of improvement are identified and strategies and assignments to improve upon the same are shared.

### When is the right time to prepare for law?

The ideal time to start working towards building a career in law is after the 10<sup>th</sup> Board Exams. However, different batches have different timelines for the exam preparations. The table below would lend a fair idea.



Course Name	Course Duration	Right time to start the preparation
CLAT Ultimatum	18 Months	Exactly after Std. 10 <sup>th</sup> Board Exams
CLAT Supreme	15 Months	3 months after the beginning of Std. 11 <sup>th</sup>
CLAT Classic	12 Months	Exactly after Std. 11 <sup>th</sup> Exams
CLAT Cruise Control	6 Months	6-8 months before Std. 12 <sup>th</sup> Board Exams
CLAT Rapidex	3 Months	Exactly after Std. 12 <sup>th</sup> Board Exams
CLAT Core Interactive	-	
CLAT Test Series	-	





# ADDITIONAL ONLINE OFFERINGS



## Preparation for Law Entrance Exams Online

At times, it becomes difficult to keep up with hectic schedules and match the coaching timings. To address this growing concern, the expertise of Endeavor's CLAT course now comes with the any-time, anywhere convenience, at your fingertips. It is the perfect combination of academic and technical aspects of the pedagogy. The offering includes video lectures developed on a state of the art, advanced technology platform, using light board and white board technology. The package also includes full length mocks, tests and all other collateral that you need to excel in CLAT.

State of art videos  
designed specially for  
online viewing



Revolutionary Light  
Board technology for  
enhanced learning



Learning made interesting  
with Graphics & Animations





## KEY FEATURES



### Video Lectures

Over 100+ Well researched, strategy rich and easy to understand video lectures.

### Full Length Mocks

Over 50+ full length Mocks designed by experts to help you prepare for actual exam.

### GK Capsule and E-magazine

Designed to help you stay abreast with all the general knowledge with extensive coverage of current affairs in an audio-visual format.

### Sectional and Practice Tests

Over 200+ tests to help you identify and improve on weak areas and excel at strong sections.

### Mobile App

App built on state of the art technology for a glitch free experience of entire course.

### Alerts and Notifications

Stay well informed with information of all national exams and dates.



## DOWNLOAD | Endeavor APP



The Endeavor Careers Mobile APP is in many ways is a portable version of our online portal. Built on state of the art technology for a glitch free experience. It provides students access to videos, notes, sectional tests and full length tests.





## Endeavor Advantage - CLAT

Endeavor Advantage starts from providing the correct career counselling to each and every student who comes here for advice or information. This includes understanding their aspirations and guiding them according to their interests and not according to what the multitude thinks is a good or a bad career. This initial step is followed by a number of other advantages.

### Endeavor CLAT Course Features:

- Course Structure and Pedagogy designed specially by Law Experts and NLU Alumni
- Exhaustive Course Material of over 2000 pages to tackle all prestigious Law Entrances
- Power Test Series: 60+ Simulated Mock CLATs and other exams like: AILET, HPNLET, SLAT, LSAT-India, MHCET, IPU-CET, CULEE, BHU-ET & AIL-LET
- Special Workshops and Guest Lectures by NLU Alumni

### Why Endeavor?

- Limited Batch Size of 30 students for Highest Personal Attention and Customised Prep-plan
- Mentoring and Sessions by Expert, Experienced and Full time Faculty Team
- Regular and Personalised Doubt Clearing Sessions
- Regular Class Tests and Progress Assessment Tests
- Regular Workshops on Test Taking Strategy, Speed Building, Accuracy Building, etc
- 200+ Online Chapter-wise Tests, Unit Tests and Sectional Tests
- Strong focus on building Static and Dynamic GK by Workshops
- Current Affairs E-Magazine - The Genesis
- Intensive Audio-Visual Training for Written Ability Test and Personal Interview
- Personalized Individual Counselling for Institute Selection
- State-of-the-Art Infrastructure including exclusive Online Testing Computer Lab
- Robust Online Support - [www.endeavorcareers.com](http://www.endeavorcareers.com)
- Exclusive Reading Room with well stocked Library
- Mobile App Support
- Regular Parent's Teacher's Meeting





# ENDEAVOR'S CLASSROOM PROGRAMME FOR BUSINESS MANAGEMENT



## Preparation for BBA Entrance Exams



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This phase comprises of classroom sessions and interactions mainly concentrating on developing the fundamental concepts by re- learning the basics and lays solid foundations for:

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During the sessions, the faculty member will introduce different topics which would help the student understand the same and help him / her deal with shortcuts and tricks in order to work smartly.

Phase  
2

## Endeavor

This phase takes care of the following two key areas:

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After mastering the fundamentals, students need to get a grip on the exam format and plan their exam strategy. This is taken care of by the comprehensive Test Series which is conducted in simulated environment to help the student in getting his accuracy and speed ratio in place and understand his / her strengths and weaknesses.

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**When is the right time to prepare for BBA and allied exams**

If the student wants to pursue a career in management, preparations should start right after the completion on 10th standard exams. The timelines can be made flexible depending on the priorities and choices by the students. The table below would lend a fair idea.



Course Name	Course Duration	Right time to start preparation
BBA Supreme	15 Months	Exactly after Std. 11 <sup>th</sup> Exams
BBA Classic	12 Months	3 months after the beginning of Std. 11 <sup>th</sup>
BBA Cruise Control	6 Months	6-8 months before Std. 12 <sup>th</sup> Board Exams
BBA Rapidex	3 Months	Exactly after Std. 12 <sup>th</sup> Board Exams
BBA Core Interactive	-	
BBA Test Series	-	



## Endeavor Advantage - BBA



### Endeavor BBA Course Features:

Course Structure and Pedagogy designed specially by IIM Alumni

Exhaustive Course Material of over 1500 pages to tackle all prestigious BBA Entrances

Power Test Series: 44+ Mock Tests of IPMAT, NPAT, SET, DUJAT, IPU-CET, NCHMCT-JEE etc.

Special Workshops and Guest Lectures by IIM Alumni

### Why Endeavor?

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Regular and Personalised Doubt Clearing Sessions

Regular Class Tests and Progress Assessment Tests

Regular Workshops on Test Taking Strategy, Speed Building, Accuracy Building, etc

200+ Online Chapter-wise Tests, Unit Tests and Sectional Tests

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Exclusive Reading Room with well stocked Library

Mobile App Support

Regular Parent's Teacher's Meeting





# ENDEAVOR'S CLAT & BBA RESULTS



MOHINI PARGHI	PEREEN SHAH	DIVYANSH SHARMA	SHIPLI GAUTAM	PRIYANKA PAWAR	NIYATI KARIA	SHARVARI BUKANE	PHIYANKA CHAUHAN
NLU Hyderabad, SLS Pune	NLU Gandhinagar, NMIMS Law	NLU Gandhinagar	NLU Gandhinagar	GLC Mumbai, SLS Pune, NLU Nagpur	GLC Mumbai	GLC Mumbai	GLC Mumbai
KAUSTUBH KAPOTE	ASHWINI CHAVAN	ADWAIT NAIK	KUNJAN JAGDAND	RITIKA EOGI	BHAVYA SHAH	SHANTANU SOHONI	KUBER VAIDYA
GLC Mumbai	GLC Mumbai	ILS Pune, NLU Mumbai	ILS Pune, SLS Pune	ILS Pune, SLS Pune	ILS Pune, SLS Pune	ILS Pune	ILS Pune
AYUSH BAGRODIA	SHEFALI THAKARE	SIDDHI MOHITE	KEERTHANA MANIGANDAN	VARSHA MATHUR	SHISHIR CHANGANITI	SHIVA GAUR	NOEL THOMAS
NLU Mumbai	NLU Mumbai	NLU Mumbai	NLU Raipur	NLU Raipur	Jindal, SLS Noida	NLU Patiala	SLS Pune, NMIMS Law
HEM PARDESHI	NEETYA PANWALA	RAMA SOMANI	SANOL MEHTA	SHREYA MUKHERJEE	AYUSHI DUBEY	SHUBHAM DHAMELIA	DEEPANSHI TRIVEDI
SLS Pune, NLU Nagpur	SLS Pune	SLS Pune	SLS Pune	SLS Pune	NLU Vizag, NIRMA	NLU Shimla	SLS Noida

continued...





<b>KIWAISH SETHIA</b>	<b>VISHAL KUMAR</b>	<b>LOVIE GUPTA</b>	<b>POOJAN ITALYA</b>	<b>ISHAN ACHARYA</b>	<b>MAHEK CHARANIA</b>	<b>UDITANSHI KUMAR</b>	<b>JAY TILALA</b>
IPM- IIM Indore, NMIMS Mumbai	SSCBS (DU)	NMIMS Mumbai, Bangalore, SCMS Pune	NMIMS Mumbai, SCMS Pune, Noida	NMIMS Mumbai, SCMS Pune, Nirma, MSU	NMIMS Mumbai, SCMS Pune, Nirma	NMIMS Mumbai, SCMS Pune, Christ	NMIMS Mumbai, SCMS Pune, Christ

<b>YASHIL SHAH</b>	<b>SANKET GANGADIYA</b>	<b>ABHINAV KANORIA</b>	<b>VASUNDHARA SINGH</b>	<b>YASH DESAI</b>	<b>KAUSHIK BHUTKA</b>	<b>DEV MAKADIA</b>	<b>TANIKA YETRE</b>
NMIMS Mumbai, SCMS Pune, PDPU	NMIMS Mumbai, SCMS Pune, MSU	NMIMS Mumbai, SCMS Pune	NMIMS Mumbai, SCMS Pune	NMIMS Mumbai, SCMS Pune	NMIMS Mumbai, SCMS Pune	NMIMS Mumbai, SCMS Pune	NMIMS Mumbai, SCMS Pune

<b>ANUJ SHAH</b>	<b>NEER SHAH</b>	<b>ABHAY BHUTA</b>	<b>ANUSHA NAIR</b>	<b>SAHIL CHHAGNANI</b>	<b>JAIMIT CHOKSI</b>	<b>VARUN THAKER</b>	<b>ABHISHEK JAIN</b>
NMIMS Mumbai, SCMS Pune	NMIMS Mumbai, Nirma, Jindal, AMSOIL	NMIMS Mumbai, Nirma, PDPU	NMIMS Mumbai, Nirma, MSU	NMIMS Mumbai, Nirma	NMIMS Mumbai, Nirma	NMIMS Mumbai, Nirma	NMIMS Mumbai, Christ

<b>MITALI MANE</b>	<b>SATVIK MISHRA</b>	<b>JASH PANDYA</b>	<b>SAKSHAM AGARWAL</b>	<b>JAIMIN SHAH</b>	<b>BHAVYA SHUKLA</b>	<b>MOKSHA AJMERA</b>	<b>RUTVIKIRI GOSAI</b>
NMIMS Mumbai, Christ	NMIMS Mumbai, Christ	NMIMS Mumbai, Christ	NMIMS Mumbai, Christ	NMIMS Mumbai, PDPU, MSU	NMIMS Mumbai, MSU	NMIMS Mumbai, MSU	NMIMS Mumbai, MSU

<b>SAMANTHA CASTELINO</b>	<b>SHAGUN SHAH</b>	<b>ANJALI JHANWAR</b>	<b>VISHVI SHAH</b>	<b>AMIT SHARMA</b>	<b>VINEET NANDWANI</b>	<b>PRIYANSHI DESAI</b>	<b>MONIL SHETH</b>
NMIMS Mumbai	NMIMS Mumbai	NMIMS Mumbai	NMIMS Mumbai	NMIMS Mumbai	NMIMS Mumbai	NMIMS Mumbai	NMIMS Mumbai

<b>SOHAM KAPADIA</b>	<b>DEEP RAITHATHA</b>	<b>NISHANT BORKAR</b>	<b>PRATIK GUPTA</b>	<b>HAARIS PANTWANI</b>	<b>ROMIL MEHTA</b>	<b>BHARAT SHEKHAWAT</b>	<b>FALAK LALWANI</b>
NMIMS Mumbai	NMIMS Mumbai	NMIMS Mumbai	NMIMS Mumbai	NMIMS Mumbai	NMIMS Mumbai	SCMS Pune, Jindal	SCMS Pune, Christ, PDPU

and many more...



# ENDEAVOR STUDENTS SPEAK



At Endeavor, the faculties explain each concept step by step. This lays the perfect foundation for the preparation. Apart from this, the students are constantly motivated. Test Series helped me strategize my preparation and understand time management. I scored 134.25 and rank 87 in CLAT and I am greatly thankful to Endeavor.

**MOHINI PARGHI**  
NLU Hyderabad (NALSAR)

Endeavor has the topnotch faculties and facilities. The teachers are supportive and will provide personal attention to help you achieve your goals. Endeavor helped me with the study material and strategic guidelines for the preparation. The environment here is very motivating for self studies as well. All these helped me to get AIR 156 in CLAT.

**NAMAN JAIN**  
NLU Kolkata (WBNUJS)



Endeavor has an excellent faculty. The best thing about Endeavor is that a student can clear all the doubts whenever needed. The student teacher coordination here is great. Overall I got an amazing experience at Endeavor.

**SHILPI GAUTAM**  
NLU Gandhinagar (GNLU)

The modules provided by Endeavor are thorough and exhausting; and I solely depended on them. Different modules are designed to target aspects like speed, accuracy, concepts. I received great support from my mentors who helped me gauge my performance in mock CATs and gave an idea of where I stood, where I needed to reach and what was to be done to bridge the gap.

**KAUSTUBH KAPOTE**  
GLC Mumbai







Endeavor not only took me through all the options available but also helped me aim for the best one. The faculty here made learning an enjoyable and interactive process, which helped me retain the knowledge. The material given, doubt desk, seminars, test series are all very helpful.



**KHWAHISH SETHIYA**  
IIM Indore (IPM)

Studying at Endeavor was a great experience. They not only help in achieving desired goals also helps to develop and enhance soft skills which inturn builds self confidence.



**VISHAL KUMAR**  
Shaheed Sukhdev College of Business Studies (SSCBS), Delhi University



My Journey at Endeavor was very rigourous and fulfilling. Everyday, we learnt something new which proved to be of a good value. The last minute tips and tricks provided by faculties were very helpful and gave me an edge in these exams. Endeavor provided a platform that I wouldn't have had anywhere else. Faculties and students are very friendly and are always there to help. Overall, I give credit of my success in all the entrance exams to them and hope that other students also excel.

**MITALI MANE**  
NMIMS (Mumbai)

My learnings at Endeavor will remain with me for a life time. It wasn't just a place where I learnt formulas but was a place which helped me grow as person. From making me learn the correct approach to solve questions to helping me to get settle in a new city, Endeavor has always been there for me.



**ABHINAV KANORIA**  
NMIMS (Mumbai)



Preparation for entrance exam was quite demanding, physically as well as mentally, but Endeavor guided and helped me throughtout the preparation for the entrance tests. Regular lectures and mocks gave a boost to the preparation. The environment is positive and the professional vibe hepled me to learn and improve my overall personality. Faculties here are excellent.



**NISHANT BORKAR**  
NMIMS (Mumbai)

My journey at Endeavor was brief and satisfactory. The course covered a range of topics and added a lot of value which enhanced my confidence. Endeavor pedagogy is a proven path to success. The test series, designed specifically for each entrance tests ensured that I identified where I could go wrong, and where I stood above others. This insight was crucial and provided me an edge over other candidates. I owe a huge part of my success to Endeavor and hope that other students also excel in their Endeavor.

**FALAK LALWANI**  
SCMS (Pune)









### Ahmedabad

103, "Suyojan" Towers,  
Near Hotel President, Off CG Road,  
Ahmedabad 380009  
☎ 079 - 26464053 / 26420509

### Bengaluru (Jayanagar)

23, 1<sup>st</sup> Floor, Vasavi Plaza,  
Near Cool Joint, 11<sup>th</sup> Main, Jayanagar,  
Bengaluru 560041  
☎ 080 - 41310888 / 41550888

### Bengaluru (Koramangala)

Transpade Towers, Jyothi Nivas Road,  
Koramangala Industrial layout, 5<sup>th</sup>  
Block, Koramangala, Bengaluru 560095  
☎ 080 - 43007713 / 43007712

### Bhopal

131/10, Golden Tower, Near Pragati  
Petrol Pump, Opp Smart Parking,  
MP Nagar, Zone II, Bhopal 462011  
☎ 0755 - 4009501 / +91 - 6261273144

### Bhubaneswar

A-102, Janaki Bhawan,  
Nayapalli, Bhubaneswar 751012  
☎ 0674 - 2561114 / +91 - 9437155330

### Gandhinagar

302, Swagat Rain Forest - I,  
Block A, Opp Pratik Mall,  
Gandhinagar 382007  
☎ 079 - 23600050 / +91 - 9512268010

### Jaipur

312-313, 3<sup>rd</sup> Floor, Sunny Paradise,  
Near Big Bazaar, Tonk Road,  
Jaipur 302015  
☎ 0141 - 2709341 / +91 - 9549332248

### Kanpur

117/H1/365, 1<sup>st</sup> Floor, Above SBI Bank,  
Near Neer Ksheer Chouraha,  
Pandunagar, Kakadeo, Kanpur 208002  
☎ +91 - 8081442233 / 8808017100

### Kolkata

1<sup>st</sup> Floor, Shree Manjari, 1/1 Camac  
Street, Near Camac Street - Park Street  
Crossing, Kolkata 700016  
☎ 033 - 40735191 / +91 - 9674935191

### Mumbai (Borivali)

9-10, 4<sup>th</sup> Floor, Pantaloons Building,  
Opp Borivali Station Platform #1,  
Borivali (W), Mumbai 400092  
☎ +91 - 9029064535 / 9029064515

### Mumbai (Dadar)

1<sup>st</sup> Floor, Rajaram Estate, Rajaramseth  
Lad Chowk, Near Dadar Railway Station,  
Dadar (E), Mumbai 400014  
☎ 022 - 24116600 / +91 - 9004469889

### Mumbai (Thane)

5<sup>th</sup> Floor, "Thakor Niwas", Opp Thane  
Station West, Near Thane Post Office,  
Thane 400601  
☎ 022 - 41009898 / +91 - 9920076435

### Mumbai (Vashi)

3<sup>rd</sup> Floor, Arenja Arcade, Above  
Domino's, Near Kshirsagar Restaurant,  
Sector 17, Vashi, Navi Mumbai - 400703  
☎ 022 - 41238989 / +91 - 7666587770

### Mumbai (Vile Parle)

Shree Natraj Building, N S Road No. 2,  
Opp Bhaidas Auditorium, JVPD,  
Vile Parle (W), Mumbai 400056  
☎ +91 - 8655267788 / 8655267888

### New Delhi (Connaught Place)

4<sup>th</sup> Floor, H-11A, Block H, Middle Circle,  
Connaught Place, New Delhi 110001  
☎ 011 - 49405833 / +91 8800884082

### New Delhi (North Campus)

2531-A, 1<sup>st</sup> Floor, Hudson Lane,  
Kingsway Camp, GTB Nagar,  
New Delhi 110009  
☎ 011 - 49067171 / +91 - 9205071771

### Pune (Law College Road)

1<sup>st</sup> Floor, Tandale Heights, 815, Shivaji  
Nagar, Near German Bakery Wunderbar,  
Law College Road, Pune 411004  
☎ +91 - 9028014802 / 4 / 5 / 6

### Pune (Pimple Saudagar)

401, Ganeesham - E, Beside Gold's Gym,  
Near Govind Garden Chowk,  
Pimple Saudagar, Pune 411027  
☎ +91 - 90280 10133

### Rajkot

3<sup>rd</sup> Floor, Kings, Opp Punjab Honda,  
Near G T Seth School, Kalawad Road,  
Rajkot 360001  
☎ +91 - 7228008434 / 7048007525

### Surat

UL/45-48, Pooja Abhishek,  
Opp SPB College, Athwa Lines,  
Surat 395001  
☎ 0261 - 4041717 / 2211948

### Vadodara

316, Atlantis, Opp Vadodara Central,  
Sarabhai Road, Vadodara 390016  
☎ 0265 - 2341992 / +91 - 9033100222

### Vallabh Vidyanagar (Anand)

3<sup>rd</sup> Floor, Diwaliba Chambers,  
Near ICICI Bank, Bhaikaka Statue,  
Vallabh Vidyanagar 388120  
☎ 02692 - 233511 / +91 - 8000053206