

# ELIGIBILITY & SELECTION CRITERIA

PROGRAM	ELIGIBILITY	SELECTION CRITERIA
BBA	candidates must have a minimum of 60% marks in both Class X and Class XII. Students from both science and non-science backgrounds can apply.	Evaluation is based on their aptitude, past academic performance, and a Personal Interview (PI)



**22 CRORES** CSR SCHOLARSHIPS  
FOR MERITORIOUS STUDENTS

SCAN TO APPLY



CALL : 18008896555  
WEBSITE : [spsu.ac.in](http://spsu.ac.in)  
CAMPUS: Sir Padampat Singhanian University  
Bhatewar, Udaipur, Rajasthan - 313601  
CITY OFFICE  
UDAIPUR: Ground Floor, Lake City Mall, University Road,  
Ashok Nagar, Udaipur

Disclaimer: The flyer provides general information about the programs. SPSU reserves the right to revoke, modify, add or delete one or more of the terms and conditions outlines in the flyer. SPSU reserves the right to amend the provisions of the program, eligibility, selection, admission & scholarships without notification & as deemed fit/ appropriate to any changed circumstances

An initiative of  
**JKCement**



## Sir Padampat Singhanian University

Faculty of Management

# BBA (Hons.)

Digital Marketing  
Marketing with JK Cement  
Finance with ACCA,UK  
Fintech and Blockchain  
Sports Management

 18008896555 |  [spsu.ac.in](http://spsu.ac.in)

# ABOUT BBA(HONS.)

The BBA (Hons.) at SPSU is a four-year, industry-integrated undergraduate degree that combines core business education with specialisations aligned to emerging career domains. Designed under the framework of the National Education Policy (NEP) 2020, the program emphasizes experiential learning, industry collaboration, and global relevance. This program prepares graduates for leadership and strategic roles across sectors like finance, marketing, digital, and tech.

## PROGRAM FOCUS



DIGITAL  
MARKETING



MARKETING WITH  
JK CEMENT



FINANCE WITH  
ACCA, UK



FINTECH AND  
BLOCKCHAIN



SPORTS  
MANAGEMENT



## WHY CHOOSE THIS PROGRAM?



ALIGNMENT  
WITH NEP 2020



GLOBAL  
CERTIFICATIONS



HANDS-ON DIGITAL,  
ANALYTICAL &  
ENTREPRENEURIAL  
SKILLS



START-UP &  
INCUBATION  
SUPPORT



INDUSTRY-LINKED  
SPECIALISATIONS



LIVE PROJECTS AND  
INTERNSHIPS



MENTORSHIP BY  
INDUSTRY LEADERS



WORKSHOPS &  
SEMINARS BY  
INDUSTRY  
EXPERTS

## CAREER OPPORTUNITIES

Digital Marketing Manager	Marketing Analyst	Forensic Accountant
SEO Specialist	Financial Analyst	Management Consultant
Social Media Strategist	Investment Banker	Blockchain Analyst
Brand Manager	Risk Manager	Sponsorship Coordinator
Sales Executive	Chartered Accountant	Event Manager

## ENGAGEMENT & EVENTS



### INDUSTRY VISITS & FIELD EXPOSURE

Gain hands-on experience through peer collaboration on cutting-edge blockchain and FinTech projects. solutions.



### CASE COMPETITIONS & BUSINESS SIMULATIONS

Engage in practical sessions on blockchain programming, data analytics, and business challenges.



### SUMMER INTERNSHIP PROGRAMS

Work with top industry leaders and gain real-world insights through guided internships, professionals and thought leaders.



### STUDENT EXCHANGE OPPORTUNITIES

Participate in global networking events and broaden your academic and cultural horizons.

## VALUED RECRUITERS



YUTIKA  
Natural Private Limited



Pyrotech

Teachnook



Venture Fincorp  
Useful Scout, Good Steer

Xebia

iNeuron

tcs

TATA  
CONSULTANCY  
SERVICES

JKCement

Sis

GenZ EducateWing

GenZ EducateWing  
Dream Big, Fly High



LANTERN  
DIGITAL

TECH  
CTANET

SERVICES PVT LTD

M

GLOBUS

L&T  
EduTech

## FAQS

### Q1: What makes SPSU's BBA unique?

Our BBA integrates industry-focused specialisations, experiential learning, and mentorship from corporate partners like JK Cement and ACCA.

### Q2: Are internships part of the program?

Yes, students undertake internships in their area of specialisation in both summer and final-year projects.

### Q3: Can I change specialisations later?

Flexibility is allowed in the early semesters before final specialisation declaration.

### Q4: Will I earn certifications?

Yes. For example, ACCA certification with Finance, or Google Ads credentials with Digital Marketing.

### Q5: Does SPSU provide placement assistance?

Yes, SPSU has a strong placement cell and ties with top recruiters.