

*If you are serious about your career,  
it has to be Endeavor*

## Your flight starts @

**Batch Date:**

**Batch Days:**

**Batch Timing:**

**Fees:**

[www.endeavorcareers.com](http://www.endeavorcareers.com)

**Gandhinagar**  
302, Swagat Rain Forest – I, Block A,  
Opp Pratik Mall, Gandhinagar 382007  
Contact: 079 - 23600050 / 65727273

**Jaipur**  
312-313, 3<sup>rd</sup> Floor, Sunny Paradise,  
Near Big Bazaar, Tonk Road,  
Jaipur 302015  
Contact: 0141 - 3341668 /  
+91 9549332248

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

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

**Mumbai - Borivali**  
Office No. 9-10, 4<sup>th</sup> Floor,  
Pantaloons Building, Opp Borivali Station  
Platform #1, Opp. Gokul Shopping Center,  
Borivali (W), Mumbai 400092  
Contact: 022 - 65354515 / 65354535

**Mumbai - Dadar**  
40- 45, 1<sup>st</sup> Floor, Rajaram Estate,  
Rajaramseth Lad Chowk,  
Near Dadar East Railway Station,  
Dadar (E), Mumbai 400014  
Contact: 022 - 24116600 / +91 9004469889

## Endeavor Centres

**Ahmedabad**  
1<sup>st</sup> Floor, Suyojan Towers,  
Near Hotel President, Off CG Road,  
Ahmedabad 380009  
Contact: 079 - 26464053 / 26420509

**Bangalore**  
23, 1<sup>st</sup> Floor, Vasavi Plaza,  
Near Cool Joint, 11<sup>th</sup> Main,  
Jayanagar, Bangalore 560041  
Contact: 080 - 41310888 / 41550888

**Bhopal**  
174, Modi Complex,  
Opp Rajpal Honda, MP Nagar, Zone II,  
Bhopal 462011  
Contact: 0755 - 4009501

**Bhubaneswar**  
A-102, Janaki Bhawan,  
Nayapalli, Bhubaneswar 751012  
Contact: 0674 - 2561114 / +91 9437155330

**Mumbai - Thane**  
501, 5<sup>th</sup> Floor, Thakor Niwas,  
Opp Thane Station West,  
Near Thane Post Office, Thane 400601  
Contact: 022 - 41009898 / 41319898 /  
+91 9920076435

**Mumbai - Vashi**  
301, 3<sup>rd</sup> Floor, Arenja Arcade,  
Above Domino's, Near Kshirsagar Restaurant,  
Sector 17, Vashi, Navi Mumbai,  
Maharashtra 400703  
Contact: 022 - 65652221 / +91 7666587770

**Mumbai - Vile Parle**  
Shree Natraj Building, N S Road no. 2,  
Opp. Bhaidas Auditorium, JVPD,  
Vile Parle (W), Mumbai 400056  
Contact: 022 - 65568888 / 65567788

**New Delhi - Connaught Place**  
4<sup>th</sup> Floor, H-11A, Block H,  
Middle Circle, CP, Delhi 110001  
Contact: +91 8800884082

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

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

**Rajkot**  
3<sup>rd</sup> Floor, Kings, Opp Punjab Honda,  
Near G T Seth School, Kalawad Road,  
Rajkot 360001  
Contact: 0281 - 6555525 / +91 7228008434

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

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

**Vallabh Vidhyanagar**  
3<sup>rd</sup> Floor, Diwaliba Chambers,  
Near ICICI Bank, Bhaikaka Statue,  
Vallabh Vidhya Nagar 388120  
Contact: 02692 - 230826



# BBA

Bachelor of Business Administration





## Exploring the Management Option

Management is one of the most demanded fields in the corporate world today. Aspiring students, right after completing their Second Year of Junior College i.e. 12<sup>th</sup>, enroll themselves for a BBA which is a 3 Year Program or a BBA + MBA which is a 5 Year Program in Management. Studying for a business and management studies degree allows one to develop a broad understanding of business organizations and provides subject-specific knowledge in areas such as markets, customers, finance, operations, communication and information technology, business policy and strategy. The goals are to Build, Expand and Reinforce management skills needed to excel in the era of globalization. The course not only provides the basics and deeper concepts of all the functional areas of management but also the practical understanding of management concepts. This happens through the unique teaching methodology of Case studies, Summer trainings and Live projects.



## Career Opportunities for Management Graduates

A Management program lays the basic platform for the students on the basis of which they further explore the field of management. Entry Level positions in various domains are the available prominent options. In the Finance domain, different private and public sector banks offer various roles such as financial analyst, management trainee, support executive, accountant, etc. In the Sales and Marketing Domain, FMCG, Life Insurance, Banking organizations offer roles such as marketing executives, customer care executive, business development executives, etc. In the HR domain, various organizations offer roles related to recruitment, performance evaluation and appraisals.

## Specializations at a glance

- ◆ **Banking and Insurance**  
A degree in banking and insurance deals with the fundamentals used in banking sector. Students learn basic management modules with specializations in subjects like international banking, risk management, investment banking etc and gain mastery in the core subject.
- ◆ **Finance**  
A very versatile field as finance executives are required in every company. Is designed to create highly trained and competitive professionals.
- ◆ **HR**  
It deals with the basics of business management along with training in human resource and personnel management.
- ◆ **International Business**  
It prepares to meet the challenges of global business and administration world.
- ◆ **Information Technology**  
The programme in BBA IT develops proficiency and competency in computer technology. Graduates trained in information technology can handle managerial positions in IT firms.
- ◆ **Marketing**  
A very popular field, Graduates learn the basics of marketing along with business management skills. It also deals with other areas like sales, advertising, promotion and research.



↑  
Top Management Schools  
that you can target



### Colleges providing 5 Year Integrated Program in Management

- < IIM, Indore
- < Anil S Modi School of Commerce, NMIMS, Mumbai
- < Nirma Institute of Management, Ahmedabad
- < B K Majumdar Institute of Business Administration, Ahmedabad

### College providing 4 Year BBA Program

- < S. P. Jain Global BBA Program, Mumbai
- < Symbiosis Center for Management Studies, Pune & Noida
- < Deen Dayal Upadhyay College, Delhi
- < Keshav Mahavidyalaya, Delhi
- < Shaheed Sukhdev College of Business Studies, Delhi

### Colleges providing 3 Year BBA Program

- < Symbiosis Center for Management Studies, Pune & Noida
- < Department of Management Studies, Christ University, Bangalore
- < St. Xavier's College, Mumbai
- < Guru Gobind Singh Indraprastha University, Delhi
- < Department of Commerce, Manipal University, Manipal
- < Amity School of Business Management, Noida
- < Department of Business Administration, St. Xavier's College, Kolkata
- < Department of BMS, Mithibai College, Mumbai
- < Jamnalal Bajaj Institute of Management Studies, Mumbai
- < Birla Institute of Technology, Allahabad
- < Bharati Vidyapeeth Deemed University, Pune
- < Institute of Management Studies, Noida
- < O.P. Jindal al University

## Other Avenues for Commerce and Arts students

### Law

#### 5 Year Integrated Program in Law (BA LLB, BBA LLB, B Com LLB, etc)

- < National Law University (NLU) Bangalore, Bhopal, Jodhpur, Odisha, Guwahati
- < Gujarat National Law University, Gandhinagar (GNLU)
- < Hidayatullah National Law University, Raipur (HNLU)
- < Dr. Ram Manohar Lohiya National Law university, Lucknow (RMLNLU)
- < Rajiv Gandhi National University of Law, Patiala (RGNLU)
- < National University of Advance Legal Studies, Cochin (NUALS)
- < Chanakya National Law University, Patna (CNLU)

### Liberal Studies (BA Hons., B Com Hons., B Sc)

- < School of Liberal Studies, PDP, Gandhinagar
- < Symbiosis School for Liberal Arts, Pune
- < Amity University, Noida

### Computers & IT (BCA)

#### 3 Year course offered by Premier Indian Institutes:

- < Indian Institute of Technology
- < Symbiosis Institute of Computer Studies and Research, Pune
- < Birla Institute of Technology & Sciences, Pilani
- < National Institute of Technology, Surathkal & Trichy

### B Sc Finance

- < Symbiosis Institute of Finance
- < Narsee Monjee Institute of Management Studies
- < Delhi University
- < Indraprastha University

### BA Economics

- < Symbiosis Institute of Economics
- < Narsee Monjee Institute of Management Studies
- < Delhi University
- < Indraprastha University

### Hotel Management (BHM)

#### 3 Year course offered by Premier Indian Institutes:

- < Inst. of Hotel Mgmt. – Mumbai, Chennai, Hyderabad, Ahmedabad, Gwalior, Bangalore, Kolkata and Delhi
- < Welcome Group Graduate School of Hotel Administration, Manipal
- < The Oberoi Centre of Learning and Development, Delhi
- < Dr. D.Y. Patil Inst. of Hotel Mgmt. & Catering Tech., Navi Mumbai
- < Institute for International Management and Technology, Gurgaon
- < Rizvi Institute of Hotel Management, Mumbai
- < Christ College, Bangalore


### Mass Media & Communication (BMS, BMC, BJMC, BA)

- < Symbiosis Institute of Media and Communication, Pune
- < Department of Media Studies, Christ University, Bangalore
- < St. Xavier's College, Mumbai
- < Madras Christian College, Chennai
- < Delhi College of Arts & Commerce, Delhi
- < K.C. College of Arts, Science & Commerce, Mumbai





## Stage 1: The Aptitude Test: Sub Sections

- 
- A hand is shown writing on a green chalkboard. The chalkboard has some faint, partially visible text that appears to be a math problem:  $\frac{100}{25} = 200\%$ .

**Skills Evaluated**

- Clarity of Thought
- Group Behaviour
- Academic Understanding
- Leadership
- Communication
- Awareness
- Fitment

**Group Discussion**

**Personal Interview**

IPM-AT								
Sections	Section Questions	Section Marks	Section Duration in	Answer Options	Marks for Correct Answer	Marks for Wrong Answer	Total Duration in Minutes	Total Marks
Sec. 1 Quantitative Ability	60		No Sectional Timing	4	4	-1	120	100
Sec. 2 Verbal Ability	40							
NPAT 2018								
Sec. 1 Language Skills	50		No Sectional Timing	4	4	-1	150	150
Sec. 2 Quantitative Skills	50							
Sec. 3 Logical Reasoning	50							
UGAT 2018								
Sec. 1 English Language	40		No Sectional Timing	4	1	-0.25	120	130
Sec. 2 Numerical & Data Analysis	30							
Sec. 3 Reasoning & Intelligence	30							
Sec. 4 General Knowledge	30							
SET (GENERAL)								
Sec. 1 General English	40		No Sectional Timing	4	1	0	150	150
Sec. 2 Quantitative	40							
Sec. 3 General Awareness	40							
Sec. 4 Analytical & Logical Reasoning	30							
DU-JAT 2018								
Sec. 1 Quantitative Ability	30		No Sectional Timing	4	3	-1	120	360
Sec. 2 Reasoning & Analytical Ability	30							
Sec. 3 General English	30							
Sec. 4 Business & General Awareness	30							
IPU-CET								
Sec. 1 English Language & Comprehension	25		No Sectional Timing	4	4	-1	150	600
Sec. 2 General Awareness	25							
Sec. 3 Logical and Analytical Ability	25							
Sec. 4 Aptitude relating to the field of Management and for Communication Skills	25							

## Why Endeavor?

Endeavor stands for three things - Quality, Clarity and Determination. Each is a shared effort. Our students dream to break into the top echelons, we provide the clarity and guidance on how to do it, and the determination - both theirs and ours - is what makes the dream a reality. A low score, an average college, a compromise, is never an option. Our mission is a relentless, infallible ideology - precise guidance and consistent, measured effort can help you scale any heights in your career.

### Few things you should know about us:

Our offerings are standardized but our mentoring and guidance is individualized. We do not discriminate through "merit" scholarships because for us, each student has an equal potential to achieve the best, a potential that we nurture like no one else can, and our record till date stands testimony to our beliefs. We ensure students from all backgrounds mix together because someday, in the corporate world, you will work with colleagues from diverse backgrounds.



## Our Success Stories

**Jay Jethaliya**  
HB Kapadiya  
IIM Indore (IPM)

Within just 3 months after joining Endeavor I got a letter from IIM Indore. I still recall those exhaustive preparations, clearing doubts with faculties and the quick learning received at Endeavor. The extensive Mock tests certainly helped me to gain confidence and prepare better.

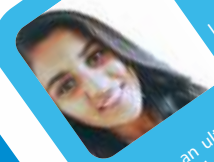


**Tanmay Patel**  
Atmiya Vidhyia Mandir  
IIM- Indore (IPM)

Endeavor played a crucial role in my preparation for IPM. The correct material helped me to sail through the exam. The mock tests were quite close to the actual paper. But most important was the constant support and guidance of the faculty for both Test & GDPI. Endeavor got me through this. Go Endeavorians!



**Rhea Banerjee**  
DPS  
IIM - Indore (IPM)  
Endeavor has been the best choice I have made. The modules were comprehensive and to the point. Our practice papers included SET, AILET, LSAT papers. The extra value added sessions, regular doubt solving and the counseling sessions helped as well.



**Sahana Iyer**  
Navrachana  
SCMS Pune

I don't have enough words to describe my journey at Endeavor. Endeavor has been an ultimate support to fulfill my dream. I really did not imagine that I would be studying at a top Management institute in India. It was the faculty members who saw the potential in me, motivated me to dream big and pushed me to reach where I am.



**Varun Thacker**  
Satya Sai High School  
NMIMS

Endeavor brought out the best of me. On the first day during orientation I knew I had made the right decision. We had lectures for form filling and 1-to-1 sessions with faculty members to guide us in targeting colleges. The best part was the GDPI sessions, the practice helped me in cracking GDs.



**Shazz Lalwani**  
Jamnabhai Narsee School  
NMIMS

The NPAT, is one of the most challenging, was made much easier by Endeavor. The undying effort of the teachers coupled with the vast amount of practice makes the student realize their potential. It is due to the efforts of the teachers, that I was able to get into Economics.



**Veda Sphoorti Veluvolu**  
DPS Bopal  
BHEL, DU

Endeavor has helped me understand my potential and has shown that hard work and sincerity go a long way. The extremely skilled faculty not only challenged me but also guided me. The atmosphere helped me focus and compete with other students. All the success I have had till date is owed to the institute.



## How do we do this?

### Right Counseling:

Endeavor prides itself on providing the correct career counseling to each and every students who comes here for advice or information. This includes understanding their aspiration, the various sources influencing them, assessing their actual dreams and finally, guiding them according to their interests and not according to what the multitude thinks is a good or a bad career.

### Full-time Expert Faculty:

With full time faculty specially equipped to handle career and exam preparation related questions, you can be rest assured you are in safe hands.

### 360° Career Development:

Our comprehensive & proven course material along with regular workshops cover every aspect of preparation. This learning is carried forward in their attitude and careers.

### Personalised Mentoring:

One-to-one regular interactions and feedback sessions with our expert mentors and faculties offers an unparalleled test preparedness and hand-holding for career guidance.

## 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 I: 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 and Grammar
- < Mathematical Ability: Mental Calculations, Problem Solving and Data Interpretation
- < General Awareness: General Knowledge and Current Affairs
- < Reasoning Ability: Analytical and Logical Puzzles and Quizzes

During the sessions the faculty member will introduce different topics which would help the student understand the same and help him deal with short-cuts and tricks in order to work smartly.



## Phase II: 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 accuracy and speed ratio in place and understand his strengths and weaknesses.

### < Preparing for further Selection Process:

This includes preparing students for Writing Ability Test, Group Discussion (GD), Micro Presentation and Personal Interview (PI) which calls for right mix of communication skills and analytical approach.

The Mock GD 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 shared.



## The Extra Edge

- ◆ Course Structure and Pedagogy designed specially by IIM Alumni
- ◆ Exhaustive Course Material of over 1500 pages to tackle all prestigious BBA Entrances
- ◆ Limited Batch Size for Highest Personal Attention and Customised Prep-plan for every student
- ◆ 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
- ◆ Power Test Series: 18+ Simulated Mock Tests
- ◆ Strong focus on building Static and Dynamic GK by Workshops and In-house
- ◆ Current Affairs Magazine - The Genesis
- ◆ Special Workshops and Guest Lectures by IIM Alumni
- ◆ Intensive Audio-Visual Training for Group Exercise and Personal Interview
- ◆ Personalized Individual Counselling for Institute Selection
- ◆ State-of-the-Art Infrastructure including exclusive Online Testing Computer Lab
- ◆ Exclusive Reading Room with well stocked Library

