



PCET's  
Pimpri  
Chinchwad  
University, Pune

Learn | Grow | Achieve

“  
Take the first step toward  
your dream career  
with our programs.”

# BBA MBA

ACADEMIC  
YEAR  
**2026-27**

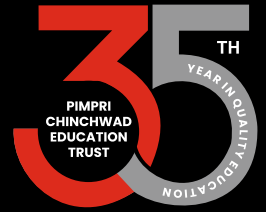
[www.PCU.edu.in](http://www.PCU.edu.in)






**PIMPRI CHINCHWAD EDUCATION TRUST**  
A Trusted Brand in Education Since 1990.

# About Pimpri Chinchwad Education Trust (PCET), Pune



## Institutes Under Pimpri Chinchwad Education Trust (PCET Pune)



 **PCET Campus, Akurdi, Pune**

Pimpri Chinchwad Education Trust (PCET) has a legacy of nurturing excellence since its establishment in 1990. Its sole mission was aimed at serving society, the industry, and all stakeholders through value-inculcating, quality education in the area of schooling, as well as professional tutelage in the fields of engineering, IT, management, design, health sciences, liberal arts, and computer applications.


Our 12 institutes spread across our 3 campuses in Nigdi, Ravet, and Sate, Vadgaon Maval, Pune, respectively have carved out a name for themselves, having transformed the lives of over 47000 students so far. Our institutes: Pimpri Chinchwad College of Engineering (PCCOE), Pimpri Chinchwad College of Engineering & Research (PCCOER), and S.B. Patil College of Architecture & Design are some of the most sought-after colleges in the country.

## About Pimpri Chinchwad University, Pune

Pimpri Chinchwad Education Trust (PCET) is the driving force behind Pimpri Chinchwad University, Pune. As a trusted and renowned educational institution, PCET has a rich history of providing quality education across various disciplines. With a strong commitment to academic excellence, research, and industry-relevant programs, PCET has become a beacon of learning in the Pune region.

Pimpri Chinchwad University, Pune, is a dynamic and forward-thinking university committed to delivering high-quality education and fostering innovation. Located in the thriving city of Pimpri Chinchwad Pune belt, it is strategically positioned within an industrial belt that includes IT hubs, automobile industries, and diverse manufacturing sectors. The university offers a diverse range of programs, from engineering and technology to management, design, liberal arts, mass media, law, pharmacy, health sciences, and more, ensuring students have a plethora of options to explore.



 **PCU Campus, Sate, Vadgaon - Maval, Pune**

- + Pimpri Chinchwad Polytechnic ([www.PCPolytechnic.com](http://www.PCPolytechnic.com))
- + Pimpri Chinchwad College of Engineering ([www.PCCOEpune.com](http://www.PCCOEpune.com))
- + Pune Business School ([www.PuneBusinessSchool.com](http://www.PuneBusinessSchool.com))
- + S. B. Patil Public School ([www.SBPatilSchool.com](http://www.SBPatilSchool.com))
- + S. B. Patil College of Science & Commerce ([www.SBPatilCollege.com](http://www.SBPatilCollege.com))
- + Pimpri Chinchwad College of Arts, Commerce and Science ([www.PCACSpune.com](http://www.PCACSpune.com))
- + S. B. Patil Institute of Management ([www.SBPatilMBA.com](http://www.SBPatilMBA.com))
- + Pimpri Chinchwad College of Engineering & Research ([www.PCCOER.com](http://www.PCCOER.com))
- + S. B. Patil College of Architecture & Design ([www.SBPatilArchitecure.com](http://www.SBPatilArchitecure.com))
- Institutes Under Management Support By Pimpri Chinchwad Trust (PCET)**
- + Nutan Maharashtra Institute of Engineering & Technology ([www.NMIET.edu.in](http://www.NMIET.edu.in))

# BBA

Bachelor of Business Administration



Duration

3/4 Years

Fee Per Annum



₹ 1,25,000/-

Courses Offered

**Eligibility :** Open Category student should have scored minimum 50% of Score at 10+2 level from ICSE/ CBSE/Any State Board Examination or equivalent examination from any recognized board in Art, Science, Commerce or any other stream and 45% for reserved category candidate.

Candidates are selected on the basis of Merit And Personal interview conducted by PCU.

## Specialization



### Marketing

- + Digital Consumer Behaviour
- + E-Commerce Analytics



### Human Resource

- + Employee Motivation
- + Talent Acquisition



### Finance

- + Corporate Finance
- + Behavioural Finance



### Digital Marketing & Media Comm.

- + Digital Marketing Analytics
- + Social Media Marketing



### Logistics & Supply Chain Mgmt.

- + Digital Supply Chain Solutions
- + Sustainable Logistics Practices

## About School of Management

Pimpri Chinchwad University's School of Management is a premier institution offering cutting-edge undergraduate and postgraduate programs in management. Focused on academic excellence, skill development, and experiential learning, The school prepares students to navigate the complexities of the global business landscape. With a vibrant learning environment, experienced faculty, and industry-aligned curriculum, we cultivate ethical leaders equipped with the knowledge and competencies to succeed in the corporate world.

## PCET's International Collaborations

### Bilateral Agreements (34+ MoUs) with International Universities.

(USA, UK, Australia, Russia, Germany, Japan, Malaysia, Indonesia, Vietnam, Myanmar and Ireland)

PCET's international collaborations stand as a testament to its commitment to global education and academic excellence. With partnerships involving over 34 prestigious international universities and organizations, PCET fosters academic and research exchange, facilitates expertise sharing for course design, and jointly conducts workshops, conferences, webinars, and symposiums. These collaborations also offer valuable opportunities for students across all PCET institutes, including Pimpri Chinchwad University (PCU).



## WHY CHOOSE US ?

- Global Competence** : Foreign language proficiency in German , Japanes & Korean for international career opportunities.
- Industry Partnership** : MoUs with NSE Academy & Cytolife Agritech for hands-on training and internships.
- Diverse Specializations** : Finance, HR, Marketing, Digital Marketing, Investing Banking, Fintech, Entrepreneurship Development, Business Analytics & AI, Agribusiness, & Pharmaceutical Management.
- International Certifications** : MOOC's Certifications, Google certifications to enhance career prospects.
- Dynamic Learning** : Industrial Visit, Workshops, guest lectures, seminars, Webinars & global study tours for a 360-degree learning experience. Association with NIPM Student Chapter for training Counselling & Placement
- Networking Opportunities** : Conferences with industry leaders & academic veterans for insights and collaboration.



# MBA

Master of Business Administration

**Duration**  **2 Years** **Fee Per Annum**  **₹ 3,70,000/-**

**Courses Offered**

**+ International + Business Analytics & AI (International & Domestic Study Tour)**

# MBA

Master of Business Administration

**Duration**  **2 Years** **Fee Per Annum**  **₹ 2,60,000/-**

**+ General + Agribusiness Management + Pharmaceutical Management**

**Specialization** For MBA International & General Program



## Marketing

- + Strategic Marketing Management
- + Consumer Insights & Behavior
- + Digital Marketing Innovations
- + Brand Strategy & Digital Engagement



## Human Resource

- + Strategic Human Resources Mgmt.
- + People analytics and reporting
- + Managing People with Power Skills
- + Humanitarian Response to Conflict and Disaster
- + Managing the Human Side of Digital Disruption
- + Human-Computer Interaction



## Finance

- + Mastering Financial Markets
- + Corporate Finance for Decision Making
- + Data-Driven Financial Strategies
- + Risk Mgmt. & Sustainable Investing



## Digital Marketing

- + Digital Mktg Analytics
- + Digital Consumer behaviour
- + Social Media Mktg + Content Mktg
- + SEO + Web Analytics



## FinTech

- + Machine learning with Python for finance professionals
- + Machine Learning Use Cases in Finance
- + Fintech : AI & Machine Learning in the Financial Industry
- + Fintech : IoT and APIs in the Financial Industry
- + Blockchain and FinTech: Basics, Applications, and Limitations
- + Cryptocurrency as an Asset Class



## Logistics & Supply Chain

- + Optimizing Global Supply Chains
- + Digital Supply Chain Solutions
- + Sustainable Logistics Practices
- + Data-Driven Logistics Innovation



## Investment Banking

- + Financial Analysis for Decision Making
- + Unlocking Investment and Finance
- + Risk & Return
- + Revenue Forecasting and Analysis
- + Sustainable Corporate Financing : Application
- + M&A : Concepts and Theories



## Entrepreneurship & Venture Dev.

- + The Entrepreneurial Mindset
- + Digital Technology and Innovation
- + Entrepreneurial Operations : Launching a Startup + Sustainable Energy
- + Entrepreneurship : Venture Creation Programme
- + Enabling Entrepreneurs to Shape a Better World

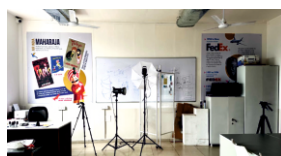
**Eligibility :** Open Category student should have scored minimum 50% aggregate in Graduation in any stream from UGC approved Institution or equivalent (at least 45% marks, in case of reserved category candidate belonging to Maharashtra State only) And Positive score in the following National Level Test conducted by an apex testing body in 2025 CAT, XAT, PERA, MH-CET, CUET & CMAT or PCU Test will be accepted. Candidates are selected on basis of Entrance Test Score and Personal Interview conducted by the PCU.

## PCU International & Domestic Study Tour



## A Flourishing Student Life at PCU

Life at PCU is not just about academics it's also about personal growth, cultural exposure, and extracurricular activities. Our campus is buzzing with societies and events that cater to diverse interests, ensuring that students have a well-rounded experience.





## Highlights: PCET Centralised Placement Cell

The PCET Centralized Placement Cell is a pioneering initiative that serves as the cornerstone of placement activities across all institutes under the Pimpri Chinchwad Education Trust (PCET). With a strong legacy of academic excellence and industry collaboration, this centralized cell ensures that all students within the PCET ecosystem have access to high-quality placement opportunities.

### Highest Salary Offered to our Student

**CTC 61 Lakhs p.a**

**PCET TOTAL OFFERS 2023 BATCH:**

**2272 JOB OFFERS FOR 1943 STUDENTS**

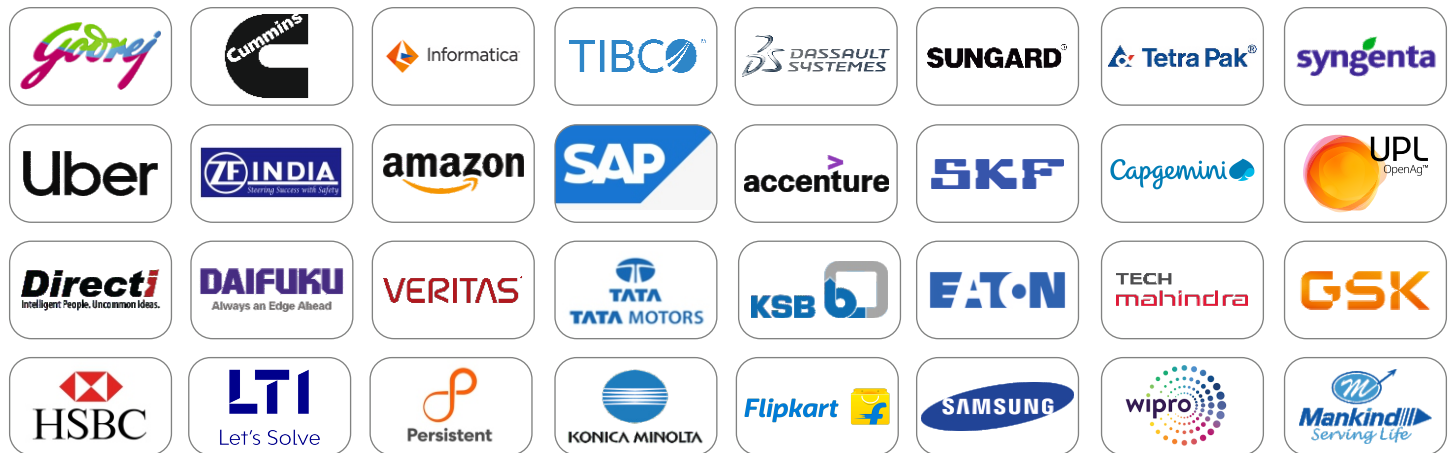
### Some Of Our PCET's Major Internships

Microsoft	: ₹. 1,25,000 p.m.
Google	: ₹. 1,20,000 p.m.
Adobe	: ₹. 1,00,000 p.m.
Linkedin	: ₹. 1,00,000 p.m.
Morgan Stanley	: ₹. 87,000 p.m.
Amazon	: ₹. 80,000 p.m.
Barclays	: ₹. 75,000 p.m.
Data Insights	: ₹. 65,000 p.m.
Philips	: ₹. 45,000 p.m.
Nutanix	: ₹. 40,000 p.m.
Veritas	: ₹. 32,000 p.m.
Bharti Airtel	: ₹. 30,000 p.m.

Company	Salary (LACS PER YEAR)	Company	Salary (LACS PER YEAR)
UBER	61 L	AFour Technologies	8.0 L
Data Insights	36 L	Samsung R&D	7.5 L
ZF India	32 L	Capgemini	7.5 L
Amazon	28L	Dassault	7.5 L
Directi	26 L	Josh Software	7.0 L
Konica (Japan)	20 L	Bombardier	7.0 L
Daifuku Co Ltd (Japan)	18 L	TIAA	7.0 L
Techfirm (Japan)	17 L	Accenture	6.5 L
Veritas	12.5 L	Informatica	6.0 L
HSBC	12 L	Mediaocean	6.0 L
1E0 Technologic	11.6 L	TetraPak	6.0 L
Adobe	11 L	ThoughtWorks	5.8 L
Flipkart	11 L	Tibco	5.5 L
Credit Suisse	11L	Cummins	5.5 L
Vmware	10 L	Godrej & Boyce	5.5 L
LTI	10 L	Value Labs	5.3 L
Quantiphi	9.5 L	KSB Pumps	4.75 L
Symantec	9.0 L	Sagitec	4.5 L
Persistent Systems	8.4 L	Uno Minda	4.5 L
SAP Lab	8.25 L	SKF	4.5 L
Pubmatic	8.0 L	Sungard	4.5 L

### Industry Connects

Our strategic location amidst the industrial hubs of Pune, Pimpri Chinchwad, Talegaon, Chakan, Navi Mumbai, and Mumbai provides students with unparalleled opportunities for internships, industrial visits, and collaborations with leading companies. Our strong network of PCET alumni, many of whom are leaders in their respective industries, frequently engage with the students, sharing valuable insights and paving the way for their success.



**Over 130 companies offered placements to PCU students and 60+ internships were provided to students of the School of Management during AY 2024-25.**

### Highlights at Pimpri Chinchwad Education Trust, Pune

<b>35+</b> Years Legacy In Quality Education	<b>1,000+</b> Recruiters On Campus Every Year	<b>34,000+</b> Placements	<b>60,000+</b> Alumni	<b>5,500</b> Research Papers
<b>1,200+</b> Faculty	<b>20,000+</b> Students on Campus Every Year	<b>4</b> Campuses	<b>11</b> Educational Institutes	<b>550+</b> Patents



## STEP 1

### VISIT WEBSITE

Visit [www.PCU.edu.in](http://www.PCU.edu.in)  
Click on Application  
Form button



## STEP 2

### APPLICATION

Fill the online Application Form  
Enter Mobile Number and Email ID  
Enter OTP & Validate



## STEP 3

### CHOOSE THE PROGRAM

Select your Program  
from the list



## STEP 4

### SUBMIT

Complete the Admission Form  
with all the details  
Upload the Necessary Documents

## Shape your future at PCU with International-National certifications & Experiential Learning in Academics In collaboration with



**Spoken Tutorial**  
Software Training Project  
Developed by IIT Bombay



**EduSkills**  
Nation Building Through Skills



**HARVARD  
BUSINESS SCHOOL  
CASE STUDY**



**NSE  
Academy**



**Red Hat Academy**  
World's largest Linux Company

**coursera**



**NPTEL**

**Google  
CERTIFICATIONS**

**INTERNSHALA**

**in Learning**

## PCU HOSTEL

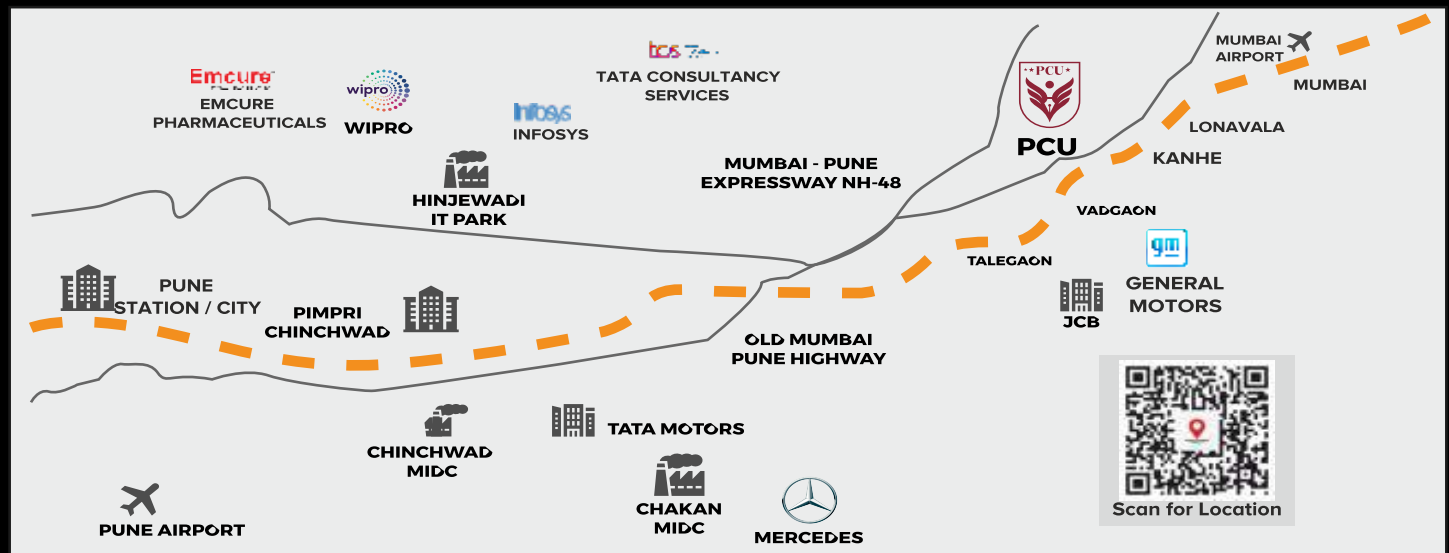
We are delighted to introduce our exceptional Pimpri Chinchwad University, Pune hostel facility, nestled amidst the breathtaking beauty of lush green nature and majestic mountains. Designed to provide students with a truly enriching living experience, our hostel offers a range of outstanding features.

## Key Features We Offer

- Modern and Well-Equipped Rooms
- Wi-Fi Connectivity
- Secure and Safe Environment
- Indoor Games
- Gymnasium
- Lush Green Nature
- Study Areas with Scenic Views
- Supportive Staff and Services



## Location Advantages of PCU



## Leading the Way in Education : Maharashtra's Finest University

**AWARDS  
&  
RANKINGS**



Best Emerging  
University  
of the year 2023



Best Organization in  
Academics,  
Placements & Research



Awarded as the  
'Pride of  
Maharashtra'



Awarded as the  
"Best Private University  
in Maharashtra".



Ranked 5 among the  
best emerging  
state-private universities.



Eduskills Emerging University  
& Academic Credit for  
Internship Award 2024



Times Education  
Icons 2024



Bharat Leadership  
Award



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Pimpri  
Chinchwad  
University, Pune**

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## PCET's Pimpri Chinchwad University (PCU)

(Established under Govt. of Maharashtra Act No. V 2023)

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✉ : [admissions@pcu.edu.in](mailto:admissions@pcu.edu.in) 🌐 : [www.PCU.edu.in](http://www.PCU.edu.in)

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