

**IBM** IBM Business  
Analytics Lab



**“EMPOWERING  
THROUGH SKILLS,  
BEYOND THE DEGREE”**



**BBA**  
GENERAL

**BBA**  
BUSINESS  
ANALYTICS  
in Collaboration  
with IBM Business  
Analytics Lab

**BBA**  
DIGITAL  
MARKETING  
in Collaboration  
with Management  
and Entrepreneurship  
and Professional Skill  
Council (MEPSC),  
Government of India.

**B.Com**  
BACHELOR OF  
COMMERCE



**Welcome** to the three years **undergraduate BBA & B.COM Program** offered at Lloyd Institute, affiliated to Chaudhary Charan Singh University (CCS) Meerut. The Institute aims at creating an environment of experiential learning through various platforms to provide practical exposure and utilising opportunities to apply learned skills in a diverse business world.



## ABOUT US

The Lloyd Group of Institutions, one of the best education institutes with 21 years of academic legacy, offers education in the fields of management, law, pharmacy, and engineering since its inception in 2003.

At Lloyd Institute, we focus on providing an industry-integrated academic environment to make our students ready to face the corporate world with confidence and fervour.



### MISSION

To provide an academically rigorous, practice, and research-based management education that is based on principle and ethical values and is responsive to the ever-changing needs of the profession, society, industry, and country.

To continue to provide a stimulating learning environment that fosters the understanding of disruptive technological developments and encourages continuous innovation and learning.

To promote the practice of collaboration and work-related learning experiences which focus on the application of knowledge and skills and are globally relevant.



### VISION

To be a leading management institute and produce ethical leaders with functional expertise, sustainable solutions, and an entrepreneurial perspective to improve their employability exponentially.

**21 Year**  
Legacy

**1000+**  
Placements  
in MNCs

**10,000+**  
Students

**32,000+**  
Alumni

**8.50 Lac**  
Highest  
Placement

**230+**  
On Board  
Recruiters





## From the Desk of **PRESIDENT**

At Lloyd, we've nurtured determination and action in students for more than two decades. Our BBA, affiliated with CCS University, blends academic excellence with industry insight. We shape future leaders through a pragmatic, global approach to management education.

**Welcome to Lloyd BBA**—where your journey to a dynamic career begins.

**Manohar Thairani**  
President, Lloyd Group of Institutions

## From the Desk of **GROUP DIRECTOR**

Lloyd Institute stands as a hub of transformative management education, driven by innovation and industry engagement. Our BBA program nurtures young talent through experiential learning and continuous corporate exposure. We harness digital tools to build leadership, communication, and networking skills for a dynamic future.

With pride and purpose, we welcome aspiring professionals to a journey of excellence at Lloyd.

**Dr. Vandana Arora Sethi**  
Group Director, Chief Strategy Officer and  
Head of Growth Lloyd Group of Institutions



## From the Desk of **HEAD OF DEPARTMENT**

Lloyd's BBA program fuses academic excellence with practical industry exposure to develop future-ready leaders. Specializations in Business Analytics and Digital Marketing equip students with high-demand, tech-driven skills. Hands-on learning through internships, live projects, and industry interaction ensures real-world readiness. With tailored value-added programs and dedicated career support, we empower students to thrive in a dynamic business world.

**Dr. Shilpi Sarna**  
HOD, UG Management Department,  
Lloyd Group of Institutions







# Build Your Future with Lloyd

- Clubs & Committees
- Best Infrastructure
- Academic Industry Interface
- Best Undergraduate B- School in Delhi/NCR
- Industry Collaborations & MOUs
- Value Added & Skill Development Courses
- Excellent Placement

## Certifications & Industry Collaboration



IBM Certifications



Beginner & Advanced  
Excel Certification

NCFM

&

NISM

Beginner & Advanced  
Excel Certification

--- HIGHEST PLACEMENT ---



**Safal Malik**

Package **8.50** LPA



**Tanmay Bhatia**

Package **7.25** LPA





# BBA

Bachelor of Business  
Administration  
(Business Analytics)



in collaboration with



IBM Business  
Analytics Lab



## Why Study BBA Business Analytics?

- Stay ahead in a high-demand field of Data Analytics
- Learn from IBM-certified experts with global certifications and industry-led workshops.
- Gain hands-on experience with tools like Python, Power BI, and MS Excel.
- Receive personalized mentorship from experienced and supportive faculty.
- Avail dedicated placement and career support in the analytics domain.
- Benefit from over 50+ hours of supplementary analytical learning.
- Study a future-ready curriculum aligned with emerging tech and industry trends.

## Skill Enhancement Initiatives In BBA-Business Analytics

IBM  
Day  
Visits

Business  
Analytics  
Skill  
Enhancement  
Program  
Series

Specialized  
Excel Series  
for BA  
Students

Interview  
Training  
workshops



## Career Prospects



Business  
Analyst



Data  
Analyst



Market  
Research  
Analyst



Financial  
Analyst



Entrepreneur  
Start-Up Support



**Aman  
Karan**

BBA Batch 2020-23



CTC  
4.5 LPA

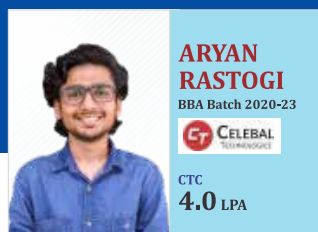


**TISHA  
GUPTA**

BBA Batch 2020-23



CTC  
4.5 LPA



**ARYAN  
RASTOGI**

BBA Batch 2020-23



CTC  
4.0 LPA



**PRANJAL  
BHARDWAJ**

BBA Batch 2020-23



CTC  
4.5 LPA

PLACEMENT





# BBA

Bachelor of  
Business Administration  
(**Digital Marketing**)

in Collaboration with  
**Management & Entrepreneurship  
and Professional Skill Council  
(MEPSC)**, a Sector Skill Council  
under the Ministry of Skill Development &  
Entrepreneurship, Government of India.

## Why Choose **BBA (Digital Marketing)** at Lloyd?

**Gain knowledge, skills, and job experience** at the same time with the Apprenticeship Embedded Degree Program.

Designed to **prepare students for jobs** in today's fast-changing digital world.

Offered with **support from MEPSC** (under the Ministry of Skill Development & Entrepreneurship, Govt. of India).

**Learn by doing** – through internships, real projects, and case studies.

Get **multi-skill training** and earn certification.

## Certifications

Management & Entrepreneurship and Professional Skill Council (MEPSC)

Apprenticeship Embedded Degree Programme

Multi-Skill Training and Certifications on approved courses aligned to National Skills Qualification Framework (NSQF)



## Course Highlights



Search Engine Optimization (SEO) and Search Engine Marketing (SEM)



Web Designing with Content Management System (CMS) and Web Analytics



Mobile Marketing and Online Reputation Management (ORM)



Generative AI

## Career Prospects



Digital Marketing Analyst



SEO/SEM Specialist



Content Strategist



E-Commerce Manager



Brand & Social Media Manager



AI-enabled Marketing Consultant





# BBA

Bachelor of Business Administration  
(General)

## Programme Highlights

- Comprehensive understanding of key management concepts and practices.
- Develop analytical and problem solving skills.
- Develop business acumen and entrepreneurial aptitude.
- Practical Learning Approach.
- Skill-Based Development.
- Career Guidance & Placement Support.
- Workshops, Webinars & Guest Lectures.
- Clubs, Events & Competitions.

## Career Prospects



Management  
Trainee



Marketing  
Executive



Customer  
Relationship  
Manager



Business  
Development  
Executive



Entrepreneur/  
Start-up Owner



Administrative  
Roles



# B.Com

Bachelor of Commerce

## Program Highlights

- Strong Foundation in Management, Accounting, Finance and Economics.
- Skill Development.
- Practical Learning.
- Course Designed to Create Career and Higher Education Ready Individuals.
- Industry Exposure.



Business  
Accounting and  
Taxation



Financial  
Analyst



Banking  
Professional



Insurance  
and Wealth  
Management

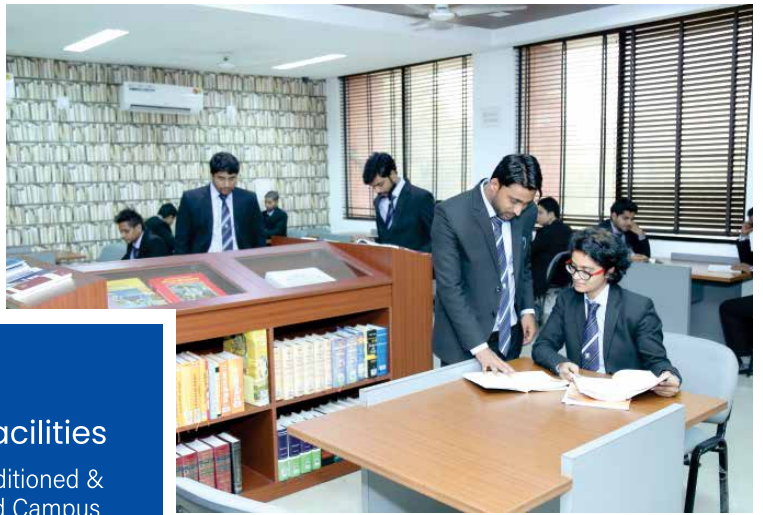


Financial  
Risk  
Management









### Campus Facilities

- Fully Air-conditioned & Wi-Fi Enabled Campus
- Hi-Tech Computer Labs
- Multi-Cuisine Cafeteria
- Auditorium
- Yoga Studio
- Sports Facility
- In-Campus Hostel









# Centre for Training Learning and Development (CTLTD)

The CTLTD Department at Lloyd plays a pivotal role in facilitating technical training, providing placement support to students in prestigious organizations and managing industry interactions. It fosters Institute-Industry connections, offers career counseling, conducts personality development sessions, and organizes industrial visits, expert lectures, alumni activities, and annual job fests.

The placement model at **CTLTD comprises:** Pre-Placement Activities, Career Guidance, and Post-Placement Reviews. The CTLTD undertakes various initiatives such as mock interviews, GD sessions, resume writing workshops, and HR meetings to prepare students for future placements.



**Urvashi Saxena**  
Deputy General Manager-  
CRC



**Kanika Jain Gupta**  
Deputy General Manager-  
CRC



**Ms. Vaibhavi Singh**  
Manager-CTLTD



**Mr. Ashok Kumar**  
Executive-CTLTD

## Our Prominent Recruiters

		and many more...				





# BIGGEST JOB FEST OF THE YEAR NIYUKTI 2025





# Internship and Placements



**Harsh Sharma**  
Finance Assistant  
Tata Steel



**Vivek Kumar**  
Trainee Associate  
Tech Mahindra



**Ankur Chaudhary**  
Digital Marketing Intern  
Timex Group



**Navanya Mahindera**  
Talent Acquisition  
Specialist- Vega 6



**Tajinder Kaur**  
Customer Service Associate  
PLMD India Pvt. Ltd.



**Devansh Bhardwaj**  
Service Advisor  
British Airways



**Sahil Kumar**  
Live Project  
Dabur



**Shantanu**  
Digital Marketing Executive  
Investodeck



**Prachi Jaiswal**  
Operations Executive  
LRDMC Travel



**Shruti Yadav**  
B. Com Batch 2021-24  
Genpact



**Yashveer Kumar**  
HR Assistant  
Indag



**Anugya Kumari**  
Live Project  
Dabur



**Aditya Agrawal**  
Account Executive  
HestaBit



**Aakash Kr Mishra**  
B. Com Batch 2020-23  
Accountant,  
Ministry of Tribal Affairs,  
Government of India



**Nandni Jaiswal**  
Data Research,  
Database Management,  
Event Management,  
India Exposition Mart Ltd.



**Priya Kumari**  
Data Research,  
Database Management,  
Event Management  
India Exposition Mart Ltd.



**Parul Kumari Srivastava**  
Data Research,  
Database Management,  
Event Management  
India Exposition Mart Ltd.



**Afifa Hasmi**  
Sony India Pvt LTD.



**Mrityunjay Mishra**  
Sony India Pvt Ltd



**Saurabh Joshi**  
Internship  
Sony India Pvt. Ltd.



**Gourav agarwal**  
Internship  
Sony India Pvt. Ltd.



**Vibhav Pandey**  
Internship- PromediExcel  
Learning Pvt. Ltd. (PEL)



**Anjali Kumari**  
Internship  
Yire Rentacar Pvt. Ltd.



**Jainab Shamim**  
HR Intern  
Bizupon India Pvt Ltd



**Prashant Chandel**  
Associate QDA  
XeberTech  
International Pvt LTD



## Alumni Speakes



The Lloyd BBA program shaped my career and boosted my confidence through practical learning and faculty support. It was a transformative journey that empowered me to pursue my dreams.

**Chanchal**  
**BBA Batch 2013-16**  
Assistant Manager,  
New York Stock Exchange



Lloyd Group of Institutions shaped my intellectual and personal growth through practical learning and inspiring mentorship. It became a catalyst for my ambitions and continues to guide me in my career journey.

**Sakshi Tomar**  
**BBA Batch 2014-17**  
Sr. Associate,  
Tech Mahindra



My time in the Lloyd BBA program transformed me academically and personally, blending rigour, real-world learning, and strong faculty support. Lloyd instilled in me resilience and leadership, and I'm proud to be a graduate of such a transformative institution.

**Rohit Chauhan**  
**BBA Batch 2012-15**  
Assistant Manager,  
Genpact Noida



Joining the Lloyd BBA program was a turning point in my life, shaping me into a confident, career-ready professional. With its innovative curriculum and supportive mentors, Lloyd gave me the tools to thrive—I'm proud to be an alumnus.

**Aman Deep Jha**  
**BBA Batch 2020-23**  
Digital Marketer,  
The Fresh Tokri



The Lloyd BBA program was both inspiring and transformative, blending practical experience with strong faculty support. It unlocked my potential and laid the foundation for my personal and professional growth—I proudly carry the Lloyd spirit with me.

**Swapnil Singh**  
**BBA Batch 2018-21**  
Divisional Account Officer,  
CAG



The Lloyd BBA program was a life-changing journey that empowered me to think creatively, lead responsibly, and grow through every challenge. Lloyd gave me a strong foundation that I will always cherish in all my future endeavors.

**Sachin**  
**BBA Batch 2015-18**  
Senior Administrative Assistant,  
Military Engineering Service (MES),  
Ministry of Defence













## Life @ Lloyd







## Students' Success Stories



**LLOYD GROUP OF INSTITUTIONS**  
• EDUCATE • INNOVATE • EMPOWER

**STUDENT SUCCESS STORIES**

**SUCCESSFULLY PRESENTED PAPER**

**B.Com BATCH 2024-27 SAURAV KUMAR**

**HAS PRESENTED**  
A RESEARCH PAPER TITLED  
"THE EVOLUTION OF AUDIT  
TECHNOLOGY: A CASE STUDY  
ON ERNST AND YOUNG'S  
APPLICATION OF BLOCKCHAIN  
TECHNOLOGY"

**AT THE PRESTIGIOUS:**  
4TH ANNUAL INTERNATIONAL  
UNDERGRADUATE FINANCE  
RESEARCH CONFERENCE 2025  
LANKA FINANCE ASSOCIATION

**TOLL FREE NO: 1800-1238414**  
www.lloyddugmanagement.edu.in

Follow us on:



**LLOYD GROUP OF INSTITUTIONS**  
• EDUCATE • INNOVATE • EMPOWER

**STUDENT SUCCESS STORIES**

**STUDENTS OF BBA AND B.COM  
BATCH 2024-2027  
SUCCESSFULLY COMPLETED**

**5-DAY ADVANCED  
MANAGEMENT DEVELOPMENT  
PROGRAM ON  
"LEGAL FRAMEWORK FOR  
ENTREPRENEURS"**

**ORGANISED BY:**  
IIT KANPUR  
NOIDA EXTENSION CENTER,  
IN COLLABORATION WITH MSME.

**24TH TO 28TH FEBRUARY, 2025**

**TOLL FREE NO: 1800-1238414**  
www.lloyddugmanagement.edu.in

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**Dr. Alka Jyoti**

Director - Admissions

# ADMISSION PROCESS

## MESSAGE FROM THE DIRECTOR- ADMISSIONS

Lloyd Institute is a premier education centre in Delhi-NCR, offering world class facilities and unparalleled industry exposure to its students. Our aim is to integrate theoretical knowledge with practical application to create highly skilled and employable management professionals. We contribute significantly to research and development, and take an active part in the movement for sustainability. Our alumni holds top-ranking positions across the corporate world.

### Eligibility Criteria

The candidate must have passed senior secondary from a recognised board in any stream.

**Minimum 45% marks : General and OBC candidates.**

**Minimum 40% marks : SC and ST candidates.**

Candidates who have given their senior secondary exam and are awaiting results are also eligible to apply.



### Application Procedure

Application form can be obtained from admission office of Lloyd Institute or can also be downloaded from the website: [www.lloydbusinessschool.edu.in](http://www.lloydbusinessschool.edu.in)

### Payment Procedure

Lloyd Institute has various options available for efficient, hassle free and secure payment of fees for students. Details regarding the different modes of fee payment are given below:

- \* Payment by Cash in the Institute.
- \* Payment can be made by depositing Demand Draft in favor of "**Lloyd Institute of Management and Technology**" payable at New Delhi.
- \* Online payment can be done through NEFT mode : In favour of,  
LLOYD INSTITUTE OF MANAGEMENT & TECHNOLOGY  
A/C NO. 218305000041, ICICI BANK, OMEGA 1, GREATER NOIDA-201308, IFSC CODE – ICIC0002183
- \* Please note that no cash deposits made in favour of the above mentioned account will be accepted at the Bank.
- \* Examination Charges (as per university norms) are excluded
- \* Uniform Charges are excluded



### Fee Structure Details for the session 2025-26

Courses	Registration	Ist Year	IInd Year	IIIrd Year
BBA (Gen)	Rs. 25,000/-	Rs. 65,000/-	Rs. 90,000/-	Rs. 90,000/-
BBA (BA)	Rs. 25,000/-	Rs. 85,000/-	Rs. 1,10,000/-	Rs. 1,10,000/-
BBA (DM)	Rs. 25,000/-	Rs. 85,000/-	Rs. 1,10,000/-	Rs. 1,10,000/-
B.Com	Rs. 25,000/-	Rs. 44,000/-	Rs. 43,000/-	Rs. 43,000/-

\*Fees is Non-Refundable



## OUR MENTORS



**Prof. (Dr.) Vandana Arora Sethi**

Group Director, Chief Strategy Officer and Head of Growth  
Lloyd Group of Institutions



**Prof. (Dr.) Shilpi Sarna**

Head of Department



**Prof. Faisal Noman**

Programme Coordinator

## CORPORATE MENTORS



**Ms. Shweta Berry**

Director  
Aeris Communication



**Mr. Chandresh Gupta**

Corporate Trainer  
SEBI & NiSM



**Mr. Gagan Agrawal**

IBM  
Delivery Manager



# FACULTY & CORPORATE MENTORS

## MARKETING / INFORMATION BUSINESS



**Anand Pillai**  
Chief Advisor,  
Prof. of Practice



**Dr. Ripudaman Gaur**  
Dean  
MBA, Ph.D. (Marketing)



**Dr. Kriti Gulati**  
Dean Academics  
MBA, Ph.D. (Marketing)



**Prof. Kajal Chauhan**  
Assistant Professor  
MBA



**Dr. Charul Agrawal**  
Assistant Professor  
MBA



**Prof. Santosh Lal**  
Assistant Professor  
MBA Finance Ph.D (Pursuing)



**Prof. Bhavana Sharma**  
Assistant Professor  
Ph.D.(Pursuing)

## FINANCE



**Dr. Satish Kr. Matta**  
Professor  
MBA, LLB, P.G.D.B.M.,  
Ph.D., M.Com.



**Dr. Puja Goel**  
Professor & Area Chair  
Ph.D.



**Prof. Sachin Sinha**  
Assistant Professor  
BBA, MBA, M.Com,  
UGC NET, MA in Yoga



**Prof. Monika Kadam**  
Assistant Professor  
M.Com, MBA ( Finance)  
Ph.D. (Pursuing) UGC NET



**Prof. Anup Nautiyal**  
Assistant Professor  
B.Com, MBA (Finance)



**Adnan Ahmad**  
Assistant Professor  
Ph.D.(Pursuing), ACCA  
UGC-Net Qualified,  
MBA(Finance)

## HUMAN RESOURCE



**Dr. Fehmina Khaliq**  
Professor & Area Chair  
Ph.D., MBA(HRM)



**Prof. SC Kapoor**  
Associate Professor  
Ph.D.



**Dr. Shilpi Sarna**  
Professor & HOD  
Ph.D.



**Prof. Nilakshi Goel**  
Assistant Professor  
MBA (HR & Marketing),  
B.Tech (IT)



**Dr. Inakshi Kapur**  
Assistant Professor  
PGDBM , B Ed, B Com (H)  
M Com, Ph.D., UGC-NET



**Prof. Parul Tripathi**  
Assistant Professor &  
Placement Trainer



# FACULTY & CORPORATE MENTORS

## TRAINING & DEVELOPMENT



**Prof. Natasha Gambhir**  
Soft Skill Trainer  
MBA



**Prof. Supriya Dang**  
Assistant Professor  
M.A. (English), M. Ed,  
UGC NET, Ph. D. (Pursuing)



**Prof. Ritika Joshi**  
Soft Skill Trainer  
BA (DU)



**Prof. Shalini Anand**  
Soft Skill Trainer,  
NLP Practitioner &  
Career Coach



**Rity Choubey**  
Soft Skill Trainer,  
UGC NET, GATE,  
M. A. (English)  
Amity University



**Alishaa Mukherjee**  
Soft Skill Trainer,  
B.A Honours (English)  
Kalinga University

## IT/BUSINESS ANALYTICS



**Dr. Saumendra Mohanty**  
Professor & Area Chair (B.A)  
B.Tech (NIT Calicut)  
PGP (IMI Delhi), PhD



**Prof. Neha Issar**  
Assistant Professor  
B.Com, IBM Spark & Ph.D.(Pursuing),  
PGDM (Finance & Marketing)



**Prof. Rajul Gupta**  
Associate Professor  
PhD (Pursuing),  
MBA (IT & Marketing)



**Prof. Mohit Agrawal**  
Associate Professor  
PGDM(Marketing & strategy),  
B.Tech (CSIT)



**Dr. Neetu Kamra**  
Associate Professor  
Ph.D., PGDM, MBA



**Tanya Aggarwal**  
Assistant Professor  
BCA, MCA,  
IBM Certified Data Analyst

## OPERATIONS & GENERAL MANAGEMENT



**Prof. Faisal Noman**  
Assistant Professor  
M.A., B.A. (H),  
UGC-NET, M.Phil



**Dr. Syed Mohd Shahzeb**  
Assistant Professor  
MBA, Pursing Ph.D.



**Dr. Vishesh Mishra**  
Ph.D., M.A.,  
UGC-NET



**Prof. Samridhi Pant**  
Assistant Professor  
MBA



**Dr. Pankaj Dutta**  
Associate Professor  
Degree: Ph.D. (Economics),  
UGC-NET (Economics)



**Dr. Manisha Seth**  
Associate Professor  
Ph.D, MBA, UGC- NET



**Prof. Gaurav Vashishth**  
Founder,  
Green Decor





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CONNECTED,  
TIME  
EFFICIENTLY  
SAVED!**



**Metro**  
5 Min. | 1.5 KM



**Bus**  
6 Min. | 1.75 KM



**Airport**  
45 Min. | 43 KM



## **LLOYD GROUP OF INSTITUTIONS**

Plot No. 3 & 11, Knowledge Park-2, Greater Noida - 201306

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