

View from the Top

“ The fundamental role of education is to provide a holistic learning experience. The need of the hour is to develop students with enlightened minds, strong industry orientation and intense human values so that they are capable of creating organizations, and lead them towards making the world a better place to live in. We need a paradigm shift in how we look at knowledge and skills which can be used to transform the huge talent base into our competitive advantage. ”

Rakesh Bharti Mittal

Vice Chairman & Managing Director
Bharti Enterprises and
Chairman
Centum Learning Limited

“ We are living in extremely challenging times and globally not many companies have been able to recover fully from the aftermath of recession. Indian economy however continues to take the world by surprise by promising hope and recovery that is unprecedented. Retail, Telecom, Banking, Insurance are few of the highly growing sectors that will create thousands of job opportunities. It is to tap these opportunities, we at Centum Learning, are offering these industry oriented courses to make more and more people employable. ”

Sanjeev Duggal

CEO & Executive Director
Centum Learning Limited and
Co-Chairman
FICCI Skill Development Forum

Distinguished luminaries from the **Bharti Group** grace interactive events at Centum Learning Centres



Manoj Kohli

CEO (International) & Joint MD
Bharti Airtel Limited

At the launch of the **Centum Vista 2009**,
a Corporate Knowledge Series



Inder Walia

Group Director - Human Resources
Bharti Enterprises

At the launch of the **Academic Year 2009-2010**



K. Shankar

Director - Human Resources
Bharti Airtel Limited

At the launch of the **Academic Year 2008-2009**

Learn from experts, work with leaders!

Centum Learning Centres' alumni placed at:

- Bharti Airtel
- Bharti Axa Life Insurance
- Centum Learning Limited
- Shoppers Stop
- Relligare Technova
- Reliance Communication
- Virgin Mobile
- IIJT Computer Education Ltd
- Club Mahindra
- Country Club
- Shelters
- Time Zone
- Angel Financial Advisors
- Vkalp Outsourcing Services
- Ava Merchandising
- India Infoline Limited
- Alwa Placements
- Blue Consulting
- Future Generali

and many more...

Centum Learning Centres' students interned at:

- Bharti Axa General Insurance
- Aditya Birla Group
- Shoppers Stop
- Centum Learning Limited
- Titan
- Eureka Forbes
- Spencer's
- Amul
- Tata Indicom
- Tata Sky
- Vishal Mega Mart
- Bharat Sanchar Nigam
- Pantaloon
- Next Retail India Ltd
- Hypercity
- More
- Satvik Trading Company
- Sarayu's Retail Mart
- TCL

and many more...



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Corporate Centre: **Centum Learning Limited (A Bharti Associate Company)**, Neelagagan, Mandi Road, Sultanpur, Mehrauli, New Delhi-110030.
Tel: +91-11-46001100-01, Fax: +91-11-46001111, E-mail: contactustg@bharti.in, Website: www.centumlearning.com

Corporate Speak

“ At the onset let me thank you and your team members in putting their hard work. We look forward to your support in sourcing more suitable profiles. ”

Manager - Human Resources
Bharti Airtel Limited

“ The responsiveness and the rigor of follow-ups about candidate profiles are extremely good. The candidates are really good and up to the mark. ”

Manager - Human Resources
Club Mahindra

“ Thanks for your kind support for sharing suitable candidates' profile on regularly basis. Looking forward to the same co-ordination in future too. I would like to thank your placement team for referring me students with great potential. ”

Manager - Talent Acquisition
Reliance Communication

“ I am pleased to inform that we have decided to take few Centum Learning Centres' Students on board. These candidates would be playing a key role in developing the business and managing the operations of their respective centers. I would like to thank you for referring such quality candidates to us. I am confident they will deliver in the long run. I appreciate your cooperation and support and particularly your consistent follow up on this activity. ”

Regional Manager - Human Resources
Timezone Entertainment

“ Students from Centum Learning Centres have great potential. They were very receptive to all the training programmes. The students are excellent in performing front line functions with our customers. I would like to give special thanks to the coordinator and students for their valuable inputs in our company. ”

Manager - Human Resources
Big Flix

“ I would like to convey my sincere appreciation to Centum Learning for their excellent support in recruitment of our business development positions. The understanding of our needs was clear and they responded in timely & prompt manner. ”

We look forward to a long & mutually beneficial association with Centum Learning. ”

Director
Cormorant India



A Bharti Associate Company

BBA Programme

Business Applications



Earn Corporate Ready skills for a great career

Academic Collaborations:



www.centumlearning.com

About Centum Learning Centres

Indian economy is breathing positively and indicators suggest that economy will witness 8-9% growth in next few years. While the world continues to battle the down-turn, Indian economy is vibrant and growing thus promising tremendous employment opportunities across multiple sectors. The service sector including banking & finance, insurance, retail, telecom, etc. has emerged as the largest and fastest-growing sector in the economy, making higher contributions to the output and employment in the country.

Towards this end, Centum Learning Limited*, a Bharti Associate Company, has set up Centum Learning Centres to provide higher order employability skills and bridge the existing talent gap.

The most important aspect that makes the programmes from Centum Learning Centres unique is the distinctive design and content of the programmes' curriculum. The programmes are structured and taught in a way that aim at creating 'employable' youth who would be ready to respond to the dynamic requirements of the corporate world.

With its robust learning methodology, cutting edge courseware and best in class faculty, Centum Learning Centres aim at making a significant contribution in bridging the existing gap between the academia and requirements of the service sector. The industry oriented programmes also strive to ensure that the increasing share of service sector in the GDP of the country is accompanied by proportionate increase in the sector's share of national employment.

* Centum Learning Limited is not a University under UGC and does not award degree. Degree is awarded directly from Annamalai University under distance learning mode.

Why is Centum Learning Centre your right choice

- An Initiative of Centum Learning Limited, a **Bharti Associate Company**, to make students corporate ready
- A **recognised University Degree** and Service sector-oriented **Professional Skills** to enhance employability
- Large student base in **Bharti Group Companies** endorses the quality & recognition of programmes
- Ease of studying programmes across India through a network of **130 Learning Centers in 90 cities**
- **100% Internship** opportunities at leading corporates for eligible students
- Industry oriented curriculum for providing maximum exposure of the corporate world
- An affordable tuition fees ranging from Rs. 20000 - Rs. 50000 per annum
- Improved confidence & self esteem with inbuilt **Personality Development for Career Launch** module

Voice of Students

“For becoming a renowned businessman in today's modern world one should graduate in business itself. This is the main reason of entering into this courses since Centum Learning is associated with one of the biggest names in the corporate sector, i.e. Bharti. The institute provides students with personality development sessions, access to library and computers and industry oriented education through a network of over 130 Centum Learning Centers.”

Hem Raj Singh Thakur
Centum Learning Center
Shimla



“The BBA (Business Applications) is not only about providing academic skills but also polishes the personality development skills of the students. The programme is designed in such a manner that after a 3 year term, the students will be able to survive in any economic condition. The study material is highly industry oriented and events, guest lectures, presentations etc are held at regular intervals. Faculty and academic staff are very co-operative and friendly.”

Ravi Prakash
Centum Learning Center
New Delhi



“I have undertaken the BBA Business Applications course because it will help me start my professional career in any corporation. It has provided me with knowledge and skills that will help me understand business and take on a challenging role in any organization.”

Akshansh Chauhan
Centum Learning Center
Ajmer



“My experience at Centum Learning Center is that – it's an ideal place for me to gain the best knowledge in the field of business studies. It is designed to increase my knowledge in the corporate world and personality development classes have made me confident to achieve my goal.”

Sujit Singh
Centum Learning Center
Agra



The growth of the service sector is playing a vital role in enhancing employment and economic progress of the country. To ensure skill development of the modern youth and enhance employability in the service sector, **Centum Learning Limited - a Bharti Associate Company, in collaboration with Annamalai University, conducts three-year BBA programme.**

Programme Curriculum

Duration: Three Years

First Year

- PART-I**
Business Tamil or Elements of Insurance
- PART-II**
English-I: Prose and Usage
- PART-III**
1. Management and Employee Relations
2. Introductory Accounting
3. Marketing Principles

Eligibility Criteria

- Pass Pre-University / 10 + 2 or equivalent qualification from a recognised board

Admission Process

- Written test / UGAT score
- Personal interview
- Provisional admission based upon
 - Performance in written test and personal interview
 - Submission of necessary documents as per University requirements
 - Submission of appropriate fee for the programme

Second Year

- PART-II**
English-II: Composition and Business Correspondence
- PART-III**
1. Principles of Economics
2. Quantitative Methods
3. Behavioral Management
4. Business and Trade Law

Additional PERSONALITY DEVELOPMENT module at Zero Cost

In addition to the B.B.A. programme from Annamalai University, a module on soft skills, much needed for success in the service sector, will be conducted for developing a holistic personality. The module includes learning about Grooming, Etiquette, Leadership, Effective communication, Resume writing, Interview handling etc. Successful candidates will be certified on this module by Centum Learning Limited.

Third Year

- PART-III**
1. Marketing Management
2. Business Information Management
3. Entrepreneurial Management
4. Business Policy and Strategy
5. Corporate Accounting for Decision Making

Academic Council

Academic excellence cannot be achieved without intellectual diversity! The diversity of thoughts, opinions and ideas... Many luminaries from diverse fields joined hands to strengthen Centum Learning's academic prowess. The Academic Council comprising top-notch educationists and professionals, who would play a critical role in providing academic leadership.

Sanjeev Duggal
CEO and Executive Director
Centum Learning Limited

Subhash Ghai
Noted Filmmaker & Chairman
Mukta Arts

Dr. Amir Ullah Khan
Dean & Director Research
Bangalore Management
Academy

Dilip Cherian
Consulting Partner
Perfect Relations

Prof. Amit Basu
Carr P. Collins Chair in MIS
Cox School of Business
Southern Methodist University

Sumantra Sen
Vice President
Global Wealth Management
Bank of America
Fellow Researcher on
Corporate Governance

Prof. Surendra Prasad
Director
IIT Delhi

S. Srinivasan
CEO
Kotak Realty Funds

Prof. S. K. Khanna
Former Vice Chairman
University Grants Commission
and Chairman, AICTE
Currently: Management
Advisor, Jaypee Institute of
Information Technology

K. Shankar
Director - HR
Bharti Airtel Limited

Prof. K. K. Aggarwal
Retd. Vice Chancellor
Guru Gobind Singh
Indraprastha University

Sandeep Dhar
CEO
TESCO HSC

Dr. B. S. Sahay
Director
Management Development
Institute

Sanjeev Bikhchandani
CEO
Naukri.com

Dr. Savita Datta
Director
Campus of Open Learning
University of Delhi

Ratan Jalan
CEO
Erstwhile Apollo Health & Lifestyle
Currently: Founder & Principal
Consultant at Medium
Healthcare Consulting Pvt. Ltd.

Providing a winning edge to corporates

Centum Learning Centre is an initiative of Centum Learning, which has unparalleled experience in transforming business outcomes for many of the Fortune 500 companies:

Bharti Airtel: Launched corporate universities like Airtel Sales University, Enterprise University.

Airtel Digital TV: Encountered top-two box scores for Overall Customer Satisfaction at 100%

Delhi International Airport: Ranked 4th best airport in the World and also top ranked as the "Best Improved Airport" in the Asia Pacific Region

Bharti Retail: Promoting inclusive growth by successfully sourcing and training people from diverse backgrounds.

Bharti Walmart: Established and managing the Bharti Walmart Training Centre to enhance employability.

Maruti Suzuki: Impacted over 12,000 employees across roles in areas related to Sales and Customer Service standards.