



## **DEPARTMENT OF COMMERCE**

### **MANAGEMENT COURSES**

#### **BBA (HONOURS)**

BBA (Honours) Bachelor of Business Administration is a four-year programme in management. The course is useful to the students who are interested in management studies. This course introduces the students the Fundamental principles and concepts of management including planning, organizing, leading and controlling.

- It is a broad based programme that provides comprehensive understanding of management skills like leadership with decision making, marketing, organizational behavior and operations management.
- Students are trained with various aspects of management through class room lectures, seminars, presentations and conducting various students meet.
- Students will gain in-depth knowledge in Finance, Economics, Business Law, HRM and computerized Accounting etc., to suit themselves for industry.
- Internship opportunities are provided to inculcate research culture among the students in various business firms and financial institutions. This provides students with Hands on Experience allowing them to apply their knowledge real world banking environment by preparing a project.
- Internship opportunities are provided to inculcate research culture among the students in various business firms and financial institutions. This provides students with Hands on Experience allowing them to apply their knowledge in real world banking environment by preparing a project.

#### **BBA (Honours) General Jobs and career:**

BBA (Honours) General is offered to provide in-depth understanding of various subjects in management. It is designed to offer higher level of specialization and expertise.

- Business Manager/Operations Manager/Project Manager/Department supervisor
- Marketing Executives/Brand Managers/Market Research Analyst/Sales Representatives/Digital Marketing Specialist
- HR Coordinators/Recruiters/Training and Development specialists
- Consultants in MNC's and private sectors
- Supply Chain Analyst/Logistic coordinators/Procurement specialists
- Business Development Managers/ Trade Specialists

#### **BBA (Honours) General Career -Scope:**

- After completion of the degree in **BBA (Honours) General** they are placed through **college placements** in reputed MNCs, Private and public companies Banks, Insurance Companies Finance Companies and consultancies etc.
- Students who want to be excel in the management courses can go for Master of Business Administration (**MBA**), Post Graduate Diploma in Business Administration (**PGDBA**), Post Graduate Diploma in Management (**PGDM**), Post Graduate Programme in Management (**PGPM**), **Master of Management Studies (MMS)** and other Professional Diploma or Degree.

#### **Proposed Minor Courses:**

- Finance
- Business Analytics
- Digital Marketing