

Bachelor of Business Administration

BACHELOR OF BUSINESS ADMINISTRATION (BBA):

3 YEARS AND FULL TIME

The course of BBA is an intermediate step towards an integrated master's course in management. It aims at catering to the demand for the skilled and chiselled management professional in the industry in general and at all levels in the world of business in particular.

The teaching and learning philosophy of the BBA program are driven by the focus on students as learners, and creating a peer-to-peer learning environment which maximizes their potential. Therefore, in every course we teach, independent of the content of the course, we strive to create environments whereby students are motivated to take part as members of this learning community. This objective is achieved through class participation, expository writing, creation of e-learning tools, projects, problem-based learning, and assignments, etc. A unique feature of the program is the industry interface: Action Learning Project. Groups of three to four students engage with local companies and submit professional quality reports with analysis.

Programme Structure

BBA is 3 years, full time programme offered in six semesters.



Career Opportunity:

After completion of BBA, the graduates can join as frontline executives in Business Enterprises in agriculture, manufacturing and servicesector companies (FMCG, FMCD, telecom, retail, infrastructure, financial services, agricultural input and output suppliers, etc.); or pursue higher education (MBA, etc.); or start own business as an entrepreneur.

Eligibility for Admission:

+2 Arts/Science/Commerce (Senior Secondary) or its equivalent public examination conducted by any recognised Board of Education in India or abroad.

Programme Fee:

Rs 50, 000 per year without boarding and lodging.