

3. Bachelor of Business Administration (BBA)

Course Outcomes (COs)

CO1: Demonstrate comprehensive knowledge of management principles, marketing, finance, human resource management, economics, and business analytics.

CO2: Apply managerial concepts and quantitative techniques to analyse business situations and make effective organizational decisions.

CO3: Evaluate business strategies, operational challenges, and organizational performance using critical thinking and analytical skills.

CO4: Exhibit leadership, communication, teamwork, ethical values, and entrepreneurial competencies required in dynamic business environments.

CO5: Integrate theoretical knowledge with practical managerial applications to address contemporary business challenges and pursue successful professional careers.

Career Opportunities

The BBA programme develops managerial, entrepreneurial, analytical, and leadership competencies required for diverse business and corporate environments.

Career opportunities include:

- Management Trainee
- Business Development Executive
- Marketing Executive
- Sales Manager
- Human Resource Executive
- Operations Executive
- Financial Services Executive
- Customer Relationship Manager
- Supply Chain Executive
- Retail Manager
- Digital Marketing Executive
- Business Analyst
- Project Coordinator
- Entrepreneur / Start-up Founder
- Management Consultant
- Corporate Communications Executive
- Higher Studies (MBA, PGDM, M.Com., Professional Certifications, Ph.D)