

2.BBA (Bachelor of Business Administration)

The four years BBA program is tailored made to serve the needs of the bright young people who have completed 12 years of education. This program is open to the candidates with diverse educational background including humanities, science, arts, and commerce. However, on account of challenging academic curricula, this program is mainly accessible to those students who have excellent academic record and high potential for success.

The primary aim and underlying philosophy of the program is to focus on the development of managerial skills to bring about the excellence in practice. The process begins with introducing students to the contemporary ideas about business functional areas including management, marketing and finance. Program also emphasise on the importance of developing problem solving/ decision making and communication skills, which help students to improve their analytical skills of diverse and complex realities of doing business. Students on completion of BBA program will be eligible to apply for admission in MBA and MS programs.

Program objectives

1. Equip BBA graduates with the necessary capabilities and competencies for professional development in diverse business domains.
2. Develop critical and analytical thinking among BBA students to enable effective problem solving in managerial contexts.
3. Cultivate creativity and teamwork skills in BBA students to foster innovative approaches to business challenges and enhance collaborative capacities.
4. Nurture managerial and leadership capabilities in BBA students, providing them with the skills needed to lead and influence in diverse business settings
5. Instil a commitment to quality research among BBA students, encouraging them to contribute to the practical knowledge in the field of business

Eligibility Criteria

1. Applicants who have passed their Intermediate Examination or equivalent from a recognized Board or Institutions securing at least 45% marks in aggregate are eligible to apply for admission in BBA Program.
2. Candidates who have done “O & A levels” are required to submit IBCC Equivalence Certificate at the time of submission of application.

Duration of program 4 Years

No. of semesters 8

Degree Awarding Criteria

The following are essential requirement for the award of BBA Degree;

1. Successful completion of 43 BBA courses (each of 03 Credit Hours), along with an Internship and a Capstone Project of 3 CRH each.
2. Maintaining a minimum cumulative grade point average of 2.0 in all semesters and attaining a minimum CGPA of 2.2 at the end of eighth semester.
3. Business Internship: 6-8 weeks (3 CRH)
4. Successful completion of Comprehensive Examination (evaluation shall be made on the basis of Pass/Fail. There shall be no grading or marks for comprehensive examination).
5. Compliance of Uniform Semester Rules in true letter & spirit.