

**JAGORA UNIVERSITY -
GLOBAL EDUCATION INITIATIVE
PROGRAMME INTERNATIONAL
D'EXCELLENCE**

**BACHELOR OF BUSINESS
ADMINISTRATION (BBA)**

PROGRAM OVERVIEW



A 3-year Bachelor of Business Administration (BBA) program aims to provide students with the required skills, information, and training in these fields so that they may better understand how to manage a successful business's finances, marketing, and administration.

WHY SHOULD ONE STUDY THE BACHELOR OF BUSINESS ADMINISTRATION (BBA) PROGRAM WITH JAGORA-UIECC?

Pursuing this BBA is incredibly lucrative due to its flexibility, self-paced nature, a Dual degree, global viewpoint, affordability, and opportunity to learn while applying in a real situation. It offers a huge chance to many people who, for a variety of reasons, were unable to continue higher education.

Throughout the course of the study, the students will realise multiple community projects that will help develop their employability skills such as:

- Problem-Solving and Decision-making Skills
- Task-Related Skills
- Personal Values
- Relations with Other People
- Communication Skills
- Maturity
- Health and Safety Habits
- Commitment to Job

KEY HIGHLIGHTS:

- Job Oriented
- Learning flexibility
- NAAC A ++ Grade program in India
- Placement Support
- Multiple Mode of Communication

ELIGIBILITY CRITERIA:

Candidate must have completed high school diploma (Baccalaureate or GCA)

PROGRAM DURATION:

The Bachelor of Business Administration (BBA) is a 6-semester, 3-year undergraduate program.

PROGRAM BENEFITS:

- **Hones Managerial Skills:** A BBA course will hone your managerial skills like effective communication, staying organized, building team and professional relationships.
- **Career starts Early:** The best aspect of the BBA Online course is that it allows one to launch a profession very early, increasing the possibility of exponential career growth.
- **Professional Course:** The BBA program is specifically designed to help students advance their professional opportunities and business-related skills.
- **Industry Oriented:** Industry standards are applied in the development of a BBA program. Finding the ideal position is therefore not difficult.
- **Higher Earning Potential:** Since BBA is a professional program, there is a huge scope for earning a fat package.

CAREER OPTIONS:

- **Financial Analyst:** By obtaining data, organizing information, and evaluating historical data, a Financial Analyst is in charge of a company's financial planning and analysis, enabling the organization to make well-informed business decisions.
- **Operation Analyst:** Operation Analysts evaluate a company's policies, processes, and procedures, look for any flaws or potential development areas, and identify any areas for improvement. They also plan and carry out new projects as part of their primary responsibility to maintain optimal operational performance and output.
- **Human Resource Manager:** HR Managers are in charge of organizing, coordinating, and monitoring the hiring of new personnel. Additionally to serving as a point of contact between management and employees, they offer business executives strategic planning advice.
- **Operation & Supply Chain Manager:** Every step of an organization's supply chain is under the management of the supply chain manager, who also oversees, supervises, and organizes all activities related to the discovery, purchase, manufacture, and distribution of the company's commodities.
- **Business Development Officer:** The Business Development Officer's responsibilities include identifying company products and services that are underperforming, analyzing sales reports, developing in-depth knowledge, and providing strategies to trim overhead and increase profit.

COURSE CURRICULUM

SEMESTER WISE COURSES

SEMESTER I

- Integrated Professional English
- Business Mathematics
- Business Environment
- Business Economics
- Perspectives of Management
- IT for Business Managers
- Ecology & Environment

SEMESTER II

- English Proficiency
- Introduction to Financial Accounting
- Business Statistics
- Organizational Behaviour
- Management Information Systems
- Foreign Language
- Design Thinking and Innovation I

SEMESTER III

- Business Communication Skills – III
- Management Accountancy
- Marketing Management
- Human Resource Management
- Business Research Methods
- Macro Economics
- Design Thinking and Innovation II

COURSE CURRICULUM

SEMESTER WISE COURSES

SEMESTER IV

- Cost Accountancy
- Production and Operations Management
- Business Law
- Financial Management
- Business Model Generation
- Campus to Corporate

SEMESTER V

- Business Analytics
- Soft Skills
- Fundamentals of Digital Marketing
- Research Paper Writing
- ELECTIVE 1
- ELECTIVE 2

SEMESTER VI

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- Entrepreneurship
- Strategic Management
- Enterprise Resource Planning
- ELECTIVE 3
- ELECTIVE 4
- ELECTIVE 5

ELECTIVE COURSES

SEMESTER WISE COURSES

MARKETING

- Consumer Behaviour
- Product and Brand Management
- Advertising and Sales Promotion
- Customer Relationship and Management
- Services Marketing
- Rural Marketing

FINANCE

- Banking & Insurance Management
- Investment Management
- Financial Services
- Financial Markets
- Managing Personal Finance
- Financial Derivatives

HUMAN RESOURCE (HR)

- Personal Effectiveness and Self-Leadership
- Dynamics of Industrial Relations
- Human Resource Development
- Performance Management System
- Labour Legislation
- Training & Development