

ADITYA DEGREE COLLEGES, ANDHRA PRADESH
DEPARTMENT OF MANAGEMENT STUDIES
BBA+ COURSE STRUCTURE

BBA+

This is the most innovative Bachelor Degree with semester pattern of examination designed for ambitious students who want to become Global Entrepreneurs. A Bachelor of Business Administration is a credential designed to provide students with a strong foundation in business fundamentals and an understanding of their application in real-world work environments. BBA + degree is designed to help you prepare for real-world business administration roles and how to reach smart business conclusions through empirical analysis, such as planning how an organization operates day-to-day to adjusting strategies in the face of ongoing changes and challenges. The teaching method includes Lectures, Case Studies, Seminars, Assignment, Live Projects, Group Discussions, Business Games, Experimental Learning Activities, Educational Excursions, Role Plays, Simulation Exercises, Personality Development Sessions and Field Visits.

HIGH LIGHTS OF THE COUSE:

1) TISS CERTIFICATE (TATA INSTITUTE OF SOCIAL SCIENCES) IN THREE MOUDELS IN 3 YEARS OF GRADUATION

- i) Banking and banking operations
- ii) Indian Financial Markets
- iii) Trade Life Cycles

Classes will be conducted by STRATADIGM faculty from Hyderabad or Chennai or Bengaluru

2) REAL TIME ACTIVITIES (ACTIVITY BASED LEARNING)

Daily 2 hours per day is given for activities to enhance rational decision making skills to the students through Simulation Exercises, Management Games, Role Plays, Group Discussions, JAM sessions, Communication Exercises and many more.

3) EXCEPTIONAL INFR STRUCTURE

Fully Computerized Digital Library
Integrated coaching for entrance exams like CAT & MAT

CRT PROGRAM

ADITYA is known as a epitome of placements. The **program** is designed to train students in the **recruitment** process which helps them land a good job in a good company. The **training** includes all modules that most of the companies consider for aptitude test i.e Quantitative ability, Verbal, Logical Reasoning.

4) SOFT SKILLS TRAINING

Soft skills will enhance the listening and writing skills to ensure that there is a smooth flow of ideas without any conflicts. This creates a productive and healthy work environment. Good **communication** and negotiation **skills** can help you gain an edge over other candidates.

5) **INDUSTRIAL VISITS:**

Students are taken for industrial visit which helps them to bridge the gap between the theory and practice. This helps them to have a close picture of Corporate World. These visits help to gain in-depth knowledge on present market and industry situations.

6) **PD SESSIONS (Personality Development Sessions)**

Personality development training helps the students to shape their personalities by helping them develop their confidence, being assertive and projecting a positive image. It brings new and insightful perspectives for everyone. Personality development can promote free thought and out-of-the-box thinking leading to new ways to resolve old problems. **Personality development training** can give a competitive edge to the students to compete in the competitive world.

7) **MANAGEMENT ACTIVITIES:**

In-House Event: Every year students will conduct In-House Event by name "LUMINANCE"

External Event: All Students together conduct "A STATE LEVEL FEST-CONFLUENCE" by inviting all BBA colleges across the State.

They also release ANNUAL MAGAZINE which contains all yearly departmental activities and Academic Achievements of the students.

8) **TOP CAREER OPTIONS AFTER BBA IN BUSINESS ANALYTICS:**

Specialization courses after a BBA include an MBA degree, which is a natural progression. During or after your BBA, you can study Chartered Accountancy (CA) and Company Secretary (CS) courses, which have a rewarding career trajectory. You can also opt to study law, specializing in business, intellectual property, and company law. If you are looking for creative courses after a BBA, you can opt for courses in journalism, advertising, graphic and computer-aided design. If you wish to go for non-professional or academic specialization, you can opt for an MA or MA/PhD in areas such as organizational behavior with an accredited university.

After your BBA, you can take the Indian Administrative Exams (IAS), the Provincial Civil Services Exam (PCS) to join lucrative government service. You can also take the Central Defence Services (CDS) or NDA exams to join the armed forces, and bank exams to join public sector banks, such as State Bank of India.

Whether or not you have specialized in finance in your BBA, you can find work as a financial analyst with MNCs, consulting firms, or Knowledge Process Outsourcing (KPO) firms, such as KPMG and Genpact.

Events management companies, hotels, and various other businesses are always on the lookout for managers to oversee their operations. Ops managers supervise all working operations of a company from procuring goods and services to final delivery.

You can work as a sales and marketing executive with companies such as Amazon and Tata, or as a marketing researcher with consulting firms and advertising agencies, such as Gartner and Leo Burnett. If you enjoy coming up with fresh ideas and can turn a witty phrase, you can also join an advertising firm as a copywriter.

Retail stores, food delivery outlets, malls, and companies manufacturing FMCG products all need retail managers. Though starting salaries may not be very high, you'll be surprised to know that some big brands pay store managers very rewarding median and advanced salaries even without an MBA or other advanced degrees.

A BBA degree can be a great way of learning the ins and outs of business if you have an entrepreneurship idea in mind. You may already know what you want to do; a BBA will give you the tools on how to execute your dream.

Whatever option you pick, the multi-faceted BBA degree is a great way to acquaint yourself with the world of business, and prepare you for a fruitful career in leadership!



