

ADITYA DEGREE COLLEGES, ANDHRA PRADESH

DEPARTMENT OF MANAGEMENT STUDIES BBACOURSE STRUCTURE

BBA (Bachelor of Business Administration)

Typically, a three-year long course, a BBA includes core modules in business studies, economics, marketing, and computer science. Since it a professional course, the BBA emphasizes project work & practical, hands-on training in management, leadership skills, teamwork, and communication abilities. This is carried out through case studies, visits to work sites, and internships. The end goal of a BBA is to leave you career-ready for management, in case you don't want immediately to pursue higher studies. Another question you may have is how to get a job after your BBA. Most good institutes offer campus placements, primarily if you have scored well in your course, so doing well in academics always helps. Even if your institute doesn't offer placements, many Indian and multinational companies (MNCs) hold recruitment drives for entry-level managers, analysts, and researchers.

1. Soft Skills Training

Soft skills or Interpersonal skills relate to students ability to get along well with others, social graces and communication abilities.

2. INDUSTRIAL VISITS

- ❖ BBA & BBA+ Students are taken to industry which helps them to bridge the gap between the theory to the corporate world.
- ❖ These visits aid the students to gain in depth knowledge on present and current scenario of the business world.
- ❖ Minimum 2 visits per semester.

3. PD SESSION (Personality Development)

PD is important to energize the students so as to show-case their innate talents. The essence of PD is to ignite new ideas among the students and implement them to develop their skills. It is relatively endearing pattern of thoughts, feeling and behaviours that distinguish individuals from one another.

4. MANAGEMENT ACTIVITIES.

In House Activities — **EXPOAIR**

External Activity – **CONFLUENCE** – Annual Management Fest.

5. Annual Magazine release comprises of student activates and Academic achievements
6. Campus Recruitment (CRT Program)
7. Consistent campus placements

