

Bachelor of Business Administration (BBA)

Course Overview:

The Bachelor of Business Administration (BBA) is a comprehensive three-year (six semesters) full-time undergraduate program affiliated with Dr. Bhimrao Ambedkar University, Agra. This program is designed to equip students with essential knowledge in areas such as marketing, finance, human resources, operations, and entrepreneurship. Designed to develop competent, confident, and ethically responsible professionals, the BBA curriculum integrates foundational knowledge with practical skills essential for success in today's competitive global marketplace. Students are encouraged to develop critical thinking, problem-solving abilities, leadership qualities, and effective communication skills—traits essential for future managers and entrepreneurs. The program is ideal for students aiming to build a career in business, management, or entrepreneurship.

Eligibility Criteria:

An intermediate (10+2) in any discipline or an equivalent qualification from a recognized board, with a minimum of 45% of marks.

Course Structure:

- Business Organization, Business Environment, Mathematics, Communication, Fundamentals of Computers and IT, Fundamentals of Accounting
- Micro Economics, Cost Accounting, Management & Philosophy, Business Statistics.
- Macro Economics, Company Law, Management in Marketing, Financial, Project, Human Resources, Production, Advertising, E-Business
- Entrepreneurship, Business Policy, International Business Management
- Sales and Distribution, Operations Research



Distinctive Features:

- Classes equipped with smart boards
- Case Studies and Research Methodology workshops
- Annual excursion trips for exposure
- Industry exposure through visits
- Presentations and group discussions
- Business simulation
- Communication and soft skills development

Career Opportunities:

- Marketing Executive
- Financial Analyst
- Human Resource Manager
- Business Development Associate
- Sales Representative
- Operations Manager.

