



# Bachelor of Business Administration (BBA)

## What is Bachelor of Business Administration (BBA)?

BBA is an undergraduate program focused on business management and administration.

## Course Highlights

- 1 Management Foundation
- 2 Industry Oriented
- 3 Leadership Skills
- 4 Professional Growth

## What You Will Learn

- 1 Management Principles
- 2 Marketing
- 3 Finance Basics
- 4 HR Management
- 5 Business Communication

## Who Can Join?

- 1 12th Pass Students
- 2 Commerce / Any Stream
- 3 Management Aspirants

## Course Duration

- 3 Years
- Semester System
- As per University Norms

## **Certification**

Degree awarded as per university / institute norms.

## **Career Benefits**

- 1 Management Trainee
- 2 Business Executive
- 3 MBA Pathway