



**A Great Place to Start**

# **BBA**

**Bachelor of Business Administration**



**ADMISSIONS OPEN**  
**APPLY NOW**

**The Technological Institute of Textile & Sciences**

a GD Birla Initiative Estd. 1943

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## **WHY BBA ?**

After your 10+2 exams, your immediate focus shifts to choosing a professional course that may help realize your dream career. While career options in engineering, medicine, commerce and science generally dominate students' choice after their higher secondary education, management programmes such as BBA at undergraduate level also present lucrative career options in the world of business and corporate management.

### **Offering early opportunity for acquiring Professional skills:**

BBA programmes help you acquire management skills at very early stage. Just after your 12th course, it brings you closer to the world of management and helps you grasp knowledge of making business decision like a leader. If you wish to become an entrepreneur, it also helps you think more precisely on different aspects of running a business. It helps you build tactical skills and develop strategic thinking.

### **3-year programme gives more academic years to learn basic management**

The undergraduate management programmes gives you a minimum of three years to learn basic management theories comprehensively. The topics covered during the programme range from business economics, accounting principles, finance and marketing management, to business law, and computer fundamentals, etc. These courses under a BBA programme help develop a holistic approach towards management.

### **An industry fit programme for mass managerial position**

The BBA programs are also an industry-fit as companies look for BBA graduates for their mass managerial openings at entry-level jobs. An MBA, for them is overkill for the job they offer. The positions which BBA graduates fit into includes Cost estimator, Loss prevention manager, Sale manager, Security officer and Operation manager, supply chain managers etc.

### **Makes one financially independent with a lesser investment compared to other MBA:**

If you wish to pursue your career in management, the BBA programmes offer you an opportunity to enter the working environment early in your age, hence making you financially independent also. Further pursuing an MBA after your graduation in any other stream makes it more expensive proposition than your BBA programs. Also, the return on investment (ROI) also counts in favour of BBA. While MBAs spend five years after their class 12 exams, it takes only three year for BBAs to enter the job market.

### Develops a management focused approach from the very beginning:

The BBA programme helps you develop management focused approach from the very beginning of your career. Thus you don't need to unlearn many things which otherwise you do while pursuing MBA after your graduation from other streams. As a fresher, your capability to learn is also better as you catch everything very quickly.

### Early work-ex brings in-depth insight into application of theories during higher studies:

As BBA programmes help you enter the corporate world at a tender age, your dream of pursuing higher studies can be more beneficial as you can enter an MBA programme with a good industry experience and insight in management domain. Your management insight while working post-BBA develops depth on application of management theories that you learn during MBA.

### Why you may still shun your BBA opportunity?

Despite so many advantages of doing a BBA, you may still shun this opportunity if you are not determined on your career path. If you are not yet sure on management becoming your definitive career choice after your graduation, you need to give a second thought to your BBA plan.

#### CURRICULUM AND SCHEME OF EXAMINATIONS OF BBA PROGRAMME

First Semester	Second Semester
Business Organization	Principles of Management
Financial Accounting	Company accounts
Business Communication	Organizational Behavior
Business Mathematics	Macro-economic Analysis and Policy
Computer Fundamentals	Computer Applications in Management
Micro-economics for Business Decisions	Business Statistics
Third Semester	Fourth Semester
Cost and Management Accounting	Financial Management
Marketing Management	Human Resource Management
Capital Markets	Business Research Methods
Introduction to Information Technology	Business Laws
Environment Studies	Data Base Management System
Disaster Management	Human Rights and Values
Fifth Semester	Sixth Semester
Production and Materials Management	Income Tax
Company Law	System Analysis & Design
Indian Business Environment	Foundations of International Business
Computer Networking & Internet	Consumer Protection
Presentation Skills and Personality Development	E-Commerce
Cyber Security	Project Report
Summer Training Report	Comprehensive Viva-voce

## Opportunities after completion of BBA

BBA graduates can be employed for roles in business management and sales. Some companies also offer roles of a production supervisor, planner and administrator. BBA graduates seek companies that are involved in the business of manufacturing, construction, retail, and finance. BBA passout are also eligible for all Govt Jobs which require graduation as Degree for eligibility.

## Some of the esteemed job profiles you can attain after a successful completion of BBA are:

Finance Manager  
Business Administration Researcher  
Marketing Manager  
Information Systems Manager  
Banks & Research and Development Manager  
Business Consultancies  
Financial Organizations

Human Resource Manager  
Income Tax  
Business Consultant  
Marketing Organizations  
Educational Institutes  
Multinational Companies  
Export Houses

## Why at TIT&S:

- Strong placement cell.
- Highly qualified, motivated and senior faculty.
- Highly modernized lab and Library.
- Industrial tours and excursions.
- Institutional Support System.
- Customization of student's policies.
- Adopting innovative practice in teaching.
- Motivate earn while learn.
- Participations in exhibitions, workshops, seminars and conferences

## Admissions:

Senior Secondary Examination (10+2) with 45% marks in aggregate or an equivalent recognized examination. 12th pass out students from Arts, Commerce and Science are eligible for admission. The admission shall be on the basis of merit list to be prepared on the basis of marks in 12th.

## Your Next Step

We are ready to help you to explore BBA at TIT&S. Visit our website [www.titsbhiwani.ac.in](http://www.titsbhiwani.ac.in) for more details.

Please feel free to contact us with any question about qualification, academic, the application process, and job prospectus or any thing relating to BBA programme.