

Bachelor of Business Administration

Course Objective: This Course has been designed to equip the students with the integrated approach to management functions and managerial skills. It develops a range of skills, techniques and attributes for a successful corporate career.

The program highlights the relevant inputs integral to the Industry

NAAC 'A' Grade- UGC approved University Graduate Degree

+

LIHM Certificate in Basic Employability Skill

+

Specific inputs for overall specialization in management

+

Guaranteed Industrial Training

+

Guaranteed Industrial Tour

+

Free Tablet*

+

100% Placement & Internship

Duration : 3 years

Eligibility: Minimum 10+2

Course Content

English Communication, Industrial Psychology, Business Mathematics, Fundamentals of Economics, Principles of Accounting, Managerial Statistics, Business Environment, Principles of Management, Research Methodology, Organizational Behavior, Risk Management and Insurance, Managerial Economics, Information Technology, Marketing Management, Financial Management, Purchase and Supply Management, Cost Accounting, Operations Research, Human Resources Management, International Marketing, Strategic Management, Operations Management, Auditing, Project Analysis, Tax Legislation, Industrial Relations.



Employment Opportunity: Successful completion leads to bright career in Retail and Merchandising, Banking, Insurance, Financial Services, Hospitality, Manufacturing, FMCG, ITES and Service Industry ...

Positions Available: Management Trainee, Supervisors, Associates.