

Parvathaneni Brahmayya
Siddhartha College of Arts and Science, Vijayawada
(Autonomous)

Programme: Bachelor of Business Administration (BBA)

Bachelor of Business Administration (BBA) popularly known as BBA is one of the most sought-after bachelor's degree programmes pursued by students after Class 12. The BBA course is the gateway to a plethora of job opportunities in numerous sectors such as Sales, Marketing, Education, Finance, Sales, and Government to name a few. The demand for BBA courses is rising continuously among students as it provides them with a deep understanding of the management skills required to run a business or organisation successfully. It also helps one think more clearly about the different phases and business-running techniques.

BBA Honours is a four-year **professional undergraduate course** in Business Management. The course is open to students from all three streams i.e., Science, Arts, and Commerce. The BBA course offers knowledge and training in management and leadership skills to prepare them for managerial roles and entrepreneurship. Students who wish to make progress in their careers in the field of management can pursue the BBA course after completing Class 12. The course will help the students learn various aspects of business administration and management through classroom lectures and practical projects like internships. The course will acquaint the students with various aspects of business administration, marketing, etc. The BBA programme is available for students in full-time, correspondence, and online modes of education. Also, the course can be done in various specialisations like Finance, Sales and Marketing, Human resources, Banking, and Healthcare Management.

BBA Honours (General) Highlights

BBA is a great option for those who want to go into a career in management or business after finishing high school. With the fierce competition in the commercial and corporate worlds, strong leadership and managerial abilities are required if one desires to have a successful career in the area. Check out the table below to know some of the important facts about BBA course.

Why Do BBA Honours (General)?

For students who wish to build a career in the management or business fields after Class 12, BBA is the perfect option. With the cut-throat competition in the business and corporate world, one needs to have strong leadership and managerial skills if one wishes to have a flourishing career in the field. A student who pursues BBA after Class 12 will have a wide range of job opportunities available to him/her. BBA graduates can also opt for higher studies such as MBA to fast-track their career in the management and business field. Here are a few reasons why should one pursue a BBA course:

- A stepping stone in the careers of students who wish to excel in the business and management world. BBA is the best professional degree to start your career in any organisation or start your own venture. The aspirants can enter a number of industries after gaining detailed knowledge about management and technical skills. It also helps them in getting a job with a good package.
- BBA programme will develop a better understanding of market requirements and various global trends required for different careers in this field. It also creates better career opportunities and enables fresh graduates to fetch a good package.
- BBA course will impart the knowledge required to study further in the same field. It also develops leadership, managerial, entrepreneurial, and people skills among the aspirants.
- After attaining a BBA degree, students can get more opportunities to go and work abroad and enhance their professional growth.

BBA Honours (General) Scope

In terms of BBA Honours (General) Scope, BBA graduates have the option to work in sales, marketing, human resources, finance, IT, operations, etc. According to Payscale, the average salary for a BBA graduate is INR 4.5 LPA. Other than that, BBA graduates can also pursue an MBA and aim for high-paying managerial positions. Moreover, students can also take up a BBA course abroad for a much better learning experience.

Jobs after BBA Honours (General)

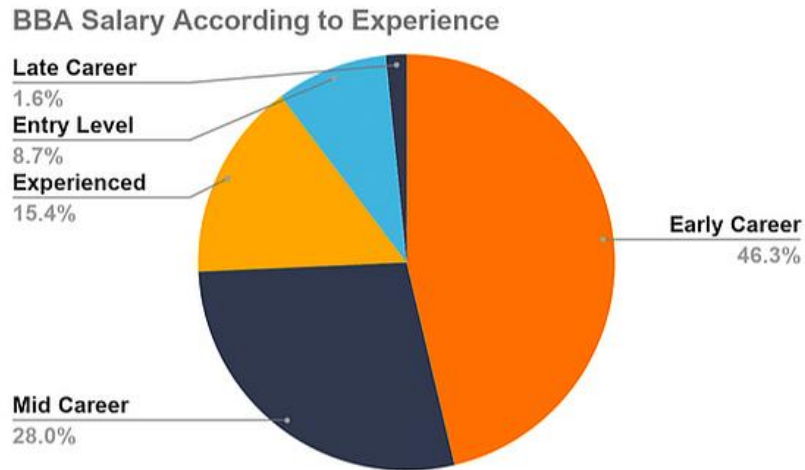
BBA graduates have the option to pursue a career as a Business Development Executive, an account manager, an event manager, etc.

Students can find more details about professions that they can pursue after a BBA course in the table below:

Business Development Executive	These professionals help businesses to grow.	3 LPA
Executive Assistant	Executive Assistant performs different clerical and office tasks like accepting and making phone calls, etc.	2.88 LPA
Marketing Executive	Marketing Executives carry out the marketing campaign and other activities daily in accordance with the market plan.	6.28 LPA
Travel & Tourism Manager	These professionals look after the company's activity of providing the best travel facilities.	3.5 LPA
Event Manager	An event manager plans and organizes various types of events, as per the client's needs.	4.5 LPA
Account Manager	The Account Manager is responsible for keeping the accounts-related data of the company intact.	4 LPA
Brand Manager	Brand Manager plans, develops and gives an effort to improve the performance of a brand, service or product.	5 LPA

BBA Honours (General) Salary in India

Salary for BBA graduates in India usually depends on what specialization they took, the type of college they completed the BBA course from and the internship experience they have. According to Payscale, the starting salary for Bachelor of Business Administration graduates can range from INR 3-5 LPA. The salary would increase as they climb up the ladder. Top recruiters for BBA graduates include Tata Consultancy Services, Deloitte, KPMG, etc.



What after BBA Honours (General)?

BBA is a gateway to multiple opportunities; BBA graduates can either take up jobs or pursue higher studies. Since BBA graduates are trained in various subjects, therefore they have the option to explore countless career opportunities.

Degree Courses after BBA

- **MBA:** Doing an MBA in the field of interest expands the knowledge that the students already have while studying BBA. Students who wish to start their job at the highest possible level must do MBA after BBA. This will result in good salary packages. It is important to research while choosing the MBA specialization.
- **PGDM:** Post Graduation Diploma in Management is a good alternative to MBA as it has a little more updated syllabus. PGDM Admission is done on the basis of entrance exams as well as on a merit basis. Both MBA and PGDM is a 2-year courses.
- **MMS:** Master of Management Studies or MMS is a 2-year postgraduate course which provides advanced general management knowledge. The course has been designed to offer managerial and leadership skills to the students.

Job Options after BBA

- **Product Manager:** A Product Manager identifies customer needs and prepares strategies so that the organization can utilize the need and fill the market gap. It is an interesting profession for BBA graduates to explore.
- **Data Scientist:** Students can become data scientists after completing a BBA course. The student will have to complete a certificate or diploma in data science course from a good institution in order to become a data scientist.

- **Digital Marketer:** With proper digital marketing courses and job training, BBA graduates can make quite a career in Digital Marketing. The Digital Marketing space is set to grow by more than 10% every year.
- **Civil Services:** Any graduate is eligible to have their try to crack the civil services exam. Apart from the civil services, there are other government services that students can try. Most of the government exams have one eligibility criterion of completing a Bachelor's course in any field from a recognized University.
- **Hotel Management:** If the hospitality sector attracts the student's attention then they should do Masters in Hotel Management after completing the BBA course. BBA deals with any business management and with the MHM course, students will be prepared to deal with the hotel industry.
- **Chartered Accountant:** In order to become a CA, students must pass 3 CA Entrance Exams and their eligibility is graduation in any subject. Thus, BBA students can study to become CA.

BBA Honours (General) Admission Process

Admissions to BBA Honours (General) are done on the basis of merit. The government of Andhra Pradesh notifies the admission process and asks registration for convener quota of 84 seats. The remaining 36 seats will be in management quota. For management quota consult the college office or use chat bot for enquiry.

BBA Honours (General) Eligibility

Students who wish to pursue BBA Honours (General) course should fulfil the following eligibility criteria in order to get through colleges offering BBA Honours (General) courses,

- Students should clear class 12th board exams.
- They should clear their class 12th board exams from a recognized board