



BBA

Bachelor in Business Administration



**ABHIRAM INSTITUTE
OF MANAGEMENT & SCIENCE
Provides Regular BBA course.
Permitted by Department of Higher
Education , Govt. of Odisha and
Affiliated to Utkal University**



ABHIRAM
GROUP OF INSTITUTIONS

Hatatota Road, Near Railway Crossing, Talcher, Dist. - Angul, Pin - 759100

Mob. : 99371 49115, 81143 71602, 81143 71611

E-mail : abhiramgrouptalcher@gmail.com, Website : www.abhiramgroup.org

BBA – Bachelor in Business Administration

A Bachelor in Business Administration (BBA), a three-year program; is perhaps the most sought-after course along with engineering and medicine at the undergraduate level. The BBA degree is designed for Under Graduates & provides a good head start for candidates who wish to develop managerial skills and who aspire to make a career in the field of Management. The course takes students through the core areas of management including Marketing, Sales, Strategy management, etc., along with the key areas such as finance and economics.



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Why to choose BBA?

- ❖ In demand course- There will always be a need of skilled managers or business minded individuals. Management roles are present in every sector of commerce on the planet, from small local businesses to large international corporations. BBA help you to become a high potential business person.

Analytical Skills

Strategic Skills

Business Sense

Professional Talent



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❖ Discover the entrepreneur in you:-

More and more, students of Abhiram Institute of Management & Science to learn how to launch their dream business. Being your own boss has many perks, but becoming a successful entrepreneur demands creativity, innovation, and strong execution strategy. The college develops your entrepreneurial skills and enables you to test launch your ideas.



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❖ Knowledge of FAME by AIMS- Business and related subjects (such as the FAME group – finance, accounting, management and economics) are among the most popular fields of study worldwide. As business graduates are in high demand worldwide, these subjects focus on every aspect of modern human society by the college.



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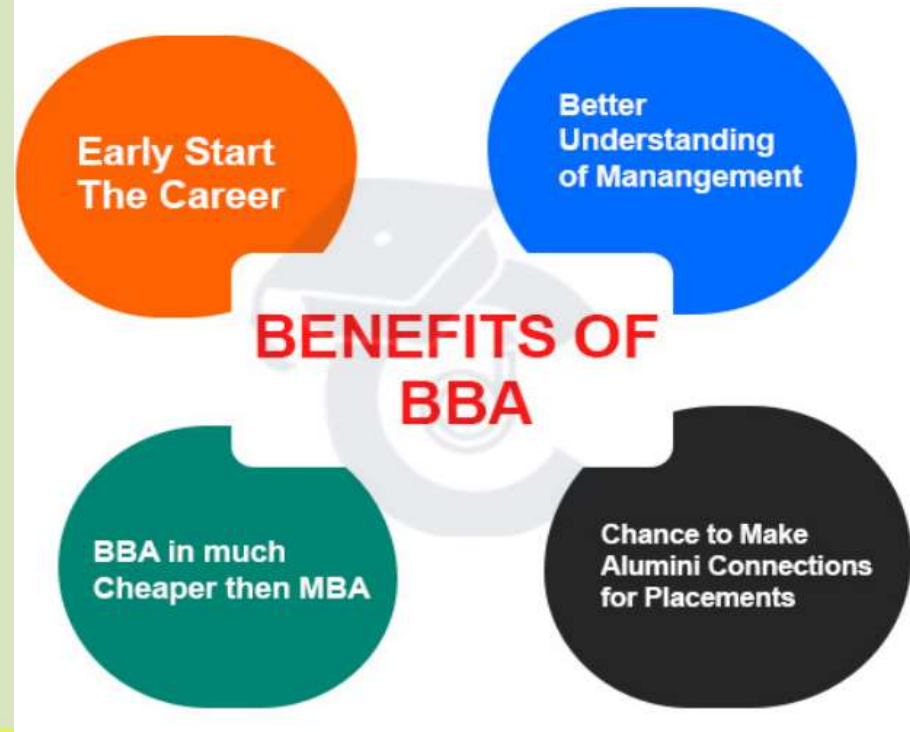
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❖ **Build transferable skills-** A BBA qualification ensures that you can apply your abilities to almost any kind of industry or venture. Your certification could help you get a job role as a financial advisor, financial analysis, or a financial manager. Possibly you see yourself moving into the realm of corporate management. This course can help you across a range of sectors, from legal to logistics.



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- ❖ **High Salary Potential**-In comparison to other employees within any establishment, a BBA graduate is usually better compensated. Whether the graduate is employed within the private or public sector, their salaries are in a high range. You can also be offered a higher pay range in various domains including finance, accounts, economics, marketing etc.



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❖ **Leadership skills**- A degree in BBA at AIMS can help you to develop your leadership skills. You may master the theories and constructs of business, while you may also acquire an entrepreneurial spirit. But business is a competitive field. To get noticed by business leaders, you need to be a leader yourself. A BBA program can help you develop these skills. Not only do you learn the fundamentals of business, you learn how to lead and motivate people, communicate effectively, and think critically



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- ❖ **High earning potential with small investment-** One has to invest a significant amount of time and money to pursue BBA, but it is far more worthy than that. Once you complete the course, you will have countless opportunities. Many vast companies are willing to hire and pay BBA graduates with the requisite skill set. They believe these skills are valuable to take their organization forward.



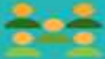
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❖ Build a professional network- Last but not the least, having an exceptional professional network will help you find better jobs, better business opportunities, and so forth. Develop the right skills to talk and interact with people. Take time to take a business management course from the best BBA College in Talcher to improve your understanding.

BBA		vs	B.COM	
Managerial Course			Financial Course	
Combination of theory and practical			Mostly theory based	
Business based course			Number based course	
Modern Course			Conventional Course	
Develops management and leadership skills			Focuses mainly on monetary skills	
Consists of classical and contemporary knowledge			Consists mainly of foundational courses of commerce	



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❖ Career – Job Opportunity

This exciting field is full of [career](#) opportunities, both at the corporate and the academic level. The career opportunity the BBA degrees is one of the reasons why students are pursuing it this degree leads to a great career in management or administration. But that's not all regarding career opportunities, the BBA degree is helpful in the following ways:-

Job Profiles Available after BBA

- Branch Manager
- Retail Manager
- Hotel General Manager
- Human Resource Manager
- Event Manager
- Operations Manager
- Airport Manager



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- Management is required in all industries, so you have a wide range of choices when it comes to choosing a career. You can choose what you love.
- Though you may not immediately start as a manager or administrator, with a BBA degree, you will be in a position that leads to these roles.
- In the degree, you are also taught to negotiate for a good salary. So, whatever position you are, you will be able to secure a good salary.



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- A BBA also opens doors for you to have careers abroad. If you have dreamt of working overseas, you can choose international business as your specialisation, and be poised to work abroad and earn big.
- One of the greatest advantages of getting a BBA degree is that you are eligible to pursue higher studies in business management. BBA is the main foundation course for pursuing MBA, Masters of Business Management. Moreover, candidates can also go for other Master's programs such as Masters of Business Economic (MBE), Masters in Economics.



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Job Opportunities.....

FINANCE SECTOR :-

Investment banker

Accountant

Financial Advisor/Manager

Trader

Loan Officer

MANAGEMENT:-

Human Resources Manager

Information System Manager



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OTHER SECTORS:-

- Marketer
- Real Estate Agent
- Entrepreneur
- Business Consultant
- Sales Executive etc.



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❖ Higher Studies After BBA

- MBA.
- PGDM.
- Bachelor of Law (LLB)
- Chartered Accountant (CA)
- PG Diploma in Banking.
- Master of Management Studies (MMS)
- Masters in Finance Management.
- PG Certification in Data Science.

BBA Graduates



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Eligibility & Admission Process:-

Course Name	Eligibility	Duration	Affiliation
B.B.A	+2 or equivalent Any Stream with at least 45% mark for General and 40% for SC/ST	3 Year	Utkal University

- ❖ The eligible candidates will have to apply through prescribed application form of AGI with the following documents.

Original Document	Self-Attested Copy Of	Passport Photo of
CLC/TC	Aadhar of Student & Guardian	Student's 06nos
	HSC Certificate & Marksheet	
	+ 2 or equivalent Provisional Certificate	Guardian's 1 no
	+ 2 or equivalent Provisional Marksheet	

- ❖ For SC/ST students who wants to apply for scholarship form Govt, will have to submit current ICR certificate from proper authority.



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FEE STRUCTURE- 2022-23

SL.NO	COURSE NAME	Type	DURATION	Affiliation	COURSE FEE/MONTH	COURSE FEE/ANNUM	FORM FILLUP FEE / SEM	KIT FEE/ Reg. FEE
1	B.B.A (Utkal)	Day Scholar	3 Yr.	Utkal University	--	40000	1500	1000
		Residential	3 Yr.	Utkal University	--	88000	1500	1000

Terms & Conditions:-

- ❖ KIT FEE of Rs 1000.00 includes registration fee, one pair of uniform cloth, one study bag and I card.
- ❖ In case of SC/ST student form fill-up fee per semester will be Rs 500.00 for BBA/BCA/PGDCA courses and Rs 1000.00 for DMLT courses.
- ❖ Hostel fee includes one individual bed with daily 3-time food and weekly 3 days non-veg.
- ❖ For monthly system 2 months security should be deposited at the time of admission.
- ❖ For annual system, minimum 50% amount should be deposited at the time of admission and the rest amount should be cleared within 3months from date of admission.
- ❖ Fees once paid is neither refundable nor transferable.
- ❖ The management reserves the right to modify/alter/cancel the above fee structure at any time.



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Course Details & Syllabus:-

The duration of the programme shall be 3 years with 6 semesters. Odd semester is from July to December (i.e. 1st , 3rd , 5th semester) and even semester is from January to June (i.e. 2nd , 4th , 6th semester). The examination shall be held tentatively in the month of December and May for odd and even semesters respectively.

Semester	No. of Papers	Credit	Marks
I	4	16	400
II	4	16	400
III	5	18	450
IV	5	18	450
V	5	18	450
VI	5	18	450
TOTAL	28	104	2600



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1st Semester

Code	Subject	Credit	Marks
101	Introduction to Business	4	100
102	English Language and Literature	4	100
103	Quantitative Techniques for Management	4	100
104	Basic Financial Accounting	4	100

2nd Semester

Code	Subject	Credit	Marks
201	Economics	4	100
202	Management Theory and Practice	4	100
203	Cost and Management Accounting	4	100
204	Computer for Management (including practical)	4	100



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3rd Semester

Code	Subject	Credit	Marks
301	Psychology for Management	4	100
302	Business Ethics and Corporate Governance	4	100
303	Introduction to Banking and Insurance	4	100
304	Business and Corporate Law	4	100
305	Communicative English	2	50

4th Semester

Code	Subject	Credit	Marks
401	Financial Management	4	100
402	Marketing Management	4	100
403	Human Resource Management	4	100
404	Production and Operation Management	4	100
405	Environmental Studies	2	50



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5th Semester

Code	Subject	Credit	Marks
501	Organizational Behavior	4	100
502	Financial Markets and Institutions	4	100
503	Advertisement and Sales Promotion	4	100
504	Management Information System and DSS(including practical)	4	100
505	Indian Society and Culture	2	50

6th Semester

Code	Subject	Credit	Marks
601	Research Methodology	4	100
602	Entrepreneurship and Small Business Management	4	100
603	Organizational Change and Development	4	100
604	Dissertation and Viva-voce	4	100
605	E-Business	2	50



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Conclusion:-

In short, candidates with BBA degree are always in demand. They not only earn their livelihood, but their brilliant minds can serve the economy during a crisis.



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THANK
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