

BBA

Career in BBA

The BBA or Bachelor of Business Administration is an undergraduate degree in the field of business administration and commerce. In majority of the colleges and universities in India, the BBA degree is awarded to the students once they complete the entire duration of the course successfully which is four years.

The BBA is a full-time course and entails 120 credit hours in one or over one subject or field of business concentration.

The professional course normally incorporates both general business study programs and higher-level study programs for particular concentrations. The Bachelor of Business Administration program has been planned to offer comprehensive awareness about the operational domains of an organization and also their dependent ancillaries. At the same time, the course offers specialization in a particular domain. In this way, BBA study courses in India offer plenty of exposure to the students with regard to a range of "core subjects". The biggest advantage of studying a BBA course in India is that it permits the students to do specialization in a particular subject or field.

The core subjects of BBA in India are as follows:

- Business Law and Ethics
- Accounting
- Financial Management
- Economics
- Information Technology

- Human Resource Management
- Operations Management
- Marketing
- Quantitative Techniques (financial mathematics, business statistics, operations research)
- Organizational Behavior
- Strategic Management
- In addition, students can specialize in the following topics:
- Entrepreneurship
- Accounting
- Real Estate
- Finance
- International Business
- Human Resource Management
- Legal Management
- Information Technology
- Management
- Design Management
- Marketing
- Management Information Systems (MIS)
- Supply Chain Management
- Operations Management
- Tourism Management

Current Scenario of BBA in India

A BBA degree helps improve the communication skills, managerial skills, and business decision-making skills in a student. A considerable number of BBA study courses in India therefore include hands-on experience and guidance as case studies, demonstrations, industrial tours, internships, and communication with specialists of the industry.

The Bachelor of Business Administration degree offers the opportunity of acquiring specialized knowledge on business management to the students. Students get the chance to learn about Marketing, Local and International (Global) Business, Finance, Information Systems, Human Resources Management, Tourism, and Insurance. In order to be eligible for studying BBA in India, students should pass their intermediate or 10+2 exams with at least 45% or 50% marks (whichever is specified by the college or university in question).

After completing BBA successfully, students can get jobs in sectors like FMCG and Consumer Durable Industry (P&G, HUL, Marico), Consultancy, Banking, Finance (HSBC, Citibank), Information Technology Companies (Wipro, Infosys, Compaq, Microsoft), Advertising Agencies (Lintas, JWT, O & M, Mudra, Leo Burnett) and so on.

Entrance Exams for BBA

Entrance Exams For Admission in BBA

Conducted By	Name of Entrance Exam
Pune University	Pune University BBA / BBM CET
Guru Gobind Singh Indraprastha University	Conducted by Guru Gobind Singh Indraprastha University, Delhi, GGSIPU CET is a common entrance test for BBA
GITAM University	GITAM University Admission Test (GAT) UGM BBA Entrance Exam GAT UGM
All India Management Association (AIMA)	AIMA-UGAT:- All India Management Association BBA Entrance Examination
Symbiosis International University	Symbiosis Entrance Test:- Symbiosis Entrance Test (SET)

There are limited numbers of seats in BBA colleges in India which signify that only the creamy layer students get the chance for admission.

Subjects of BBA Entrance Exam in India

Students need to answer questions on the following subjects and topics when they sit for the BBA entrance exam:

- **Logical Ability and Reasoning:** Classification, Analogy Test, Coding-Decoding Test, Series Test, Sitting Arrangement Test, Alphabet Test, Direction Test, Comprehension of Ranks, Puzzle Test, Blood Relations Test, Mathematical Operations and Reasoning, Data Sufficiency Test, Venn Diagram Test, Input and Output Test, Decision Making, Syllogism, Statement-Conclusions, Statement-Assumptions, Clock and Calendar Test, Strong and Weak Arguments, Image Test, Cube and Dice, Counting of Figures Test, Paper Cutting and Folding, Embedded Figures Test, Formatting of Figures Test, Completion of Figures Test, and Miscellaneous Test
- **Numerical Ability and Quantitative Aptitude:** HCF and LCM, Number System, Profit and Loss, Percentage, Time, Speed and Distance, Average, Time and Work, Simple Interest and Compound Interest, Mixture or Alligations, Plane Geometry, Ratio and Proportion, Data Sufficiency, Mensuration, Data Interpretation
- **English:** Sequence of Sentences, Comprehension, Synonyms, Word Power, Fillers, Antonyms, Spelling Test, Cloze Test, Idioms and Phrases, One Word Substitution, Sentence Improvement, Common Errors, Direct and Indirect Speech, Active and Passive Voice
- **General Knowledge:** Geography, Indian History, Indian Economy, Indian Polity, General Knowledge, General Science, Objective Corner