



## Department of Management Studies Bachelor of Business Administration (B.B.A.)

### **PROGRAMME OVERVIEW**

The Department of Management Studies has been offering management education in the form of a BBA since 1998. These programs aim to develop the leadership and organizing skills of future managers. BBA programs cover various aspects of business, including Management, Finance, Accounting, Marketing, Human Resources, and Operations Management.

Core business courses include Accounting, Economics, Business Law, Statistics, and Organizational Behavior, providing students with a fundamental understanding of business functions. Specialization tracks allow students to focus on specific areas of interest, such as Finance, Marketing, Entrepreneurship, Management, International business, and Supply Chain Management.

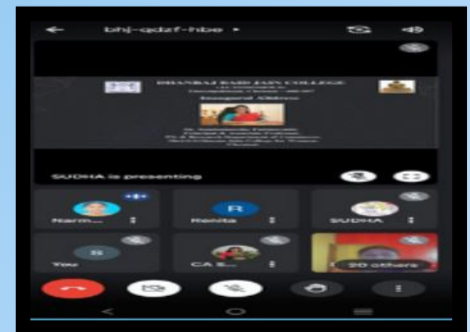
Practical experience is an essential aspect of BBA programs, allowing students to apply theoretical knowledge to real-world business situations and develop valuable skills. Critical thinking, analytical, and problem-solving skills are developed, allowing students to analyze business problems, evaluate alternative solutions, and make informed decisions. Effective communication and interpersonal skills are developed through coursework in business communication, negotiation, teamwork, and leadership.

Ethical and social responsibility are addressed in BBA programs, focusing on ethical decision-making frameworks and the impact of business activities on society and the environment. Networking opportunities are available for students to build relationships, explore career opportunities, and gain insights into various industries.

This degree serves as a foundation for further education, such as a Master of Business Administration, or for graduates entering the workforce directly.

# PEDAGOGY AND ACTIVITIES OF THE DEPARTMENT

The teaching methodology for Bachelor of Business Administration (BBA) students should be dynamic, engaging, and focused on developing both theoretical understanding and practical skills relevant to the business world. Effective teaching methodologies include case studies, interactive lectures, group projects, simulations, guest speakers, experiential learning, technology integration, feedback mechanisms, adaptability, and ethical considerations. Case studies help students apply theoretical concepts to practical situations, while interactive lectures incorporate discussions, debates, and Q&A sessions. Group projects foster teamwork, communication, and leadership abilities. Simulations provide hands-on experience in managing business aspects, while guest speakers offer real-world perspectives. Experiential learning involves field trips, industry conferences, and workshops. Technology integration enhances learning outcomes and prepares students for the digital age. Regular feedback helps identify strengths and areas for improvement. Adaptability allows for alternative learning resources or personalized support.



## **MISSION :**

**"To provide aspiring business leaders with a thorough education that is theoretically based, enriched by practical experiences, and ethically guided." Through innovative teaching methods and immersive learning opportunities, we foster critical thinking, creativity, and adaptability, preparing our graduates to excel in diverse professional settings and contribute positively to society.**

## **VISSION :**

**"Our vision is to be recognized as a premier destination for business education, known for our commitment to academic excellence, experiential learning, and global perspectives. We aspire to nurture a community of future-oriented leaders who embrace change, drive innovation, and uphold the highest standards of integrity and social responsibility. By instilling a passion for lifelong learning and a mindset of continuous improvement, we aim to empower our graduates to make meaningful contributions to the dynamic world of business and beyond."**

## **ELIGIBILITY CRITERIA :**



**Commerce stream in class XII with  
Commerce/Business Studies, Accountancy  
& Mathematics/Business Mathematics**

## **COURSE OUTCOMES:**



## **FOUNDATION COURSE**

- ENGLISH I , II , III & IV
- SECOND LANGUAGE I , II , III , & IV

## **CORE AND ALLIED COURSE**

- PRINCIPLE OF MANAGEMENT
- ACCOUNTING FOR MANAGERS I & II
- MARKETING MANAGEMENT
- ELEMENTS OF COST ACCOUNTING
- INTRODUCTION TO INFORMATION TECHNOLOGY

## **ELECTIVES**

**\*For Program outcomes, Program specific Outcomes and Course Outcomes refer to the college website**

# PROFESSIONAL GUIDANCE

Professional guidance is provided by faculty members, industry professionals, and entrepreneurs. Opportunities for contact are available through both online and offline channels with individuals from corporate, academic, and government institutions.



Chennai, Tamil Nadu, India

VILLA-6, TANGIRALA SOCIETY APARTMENTS, Jothi Nagar, Thorapakkam,

Chennai, Tamil Nadu 600087, India

Lat 12.946572°

Long 80.242974°

## **CLUB ACTIVITIES:**

The Co-Curricular activities and competitions for students are organized under the aegis of the programme clubs.

Programme clubs organize co-curricular activities and competitions for students, focusing on leadership and skill development. These clubs provide opportunities for students to create and execute various events, both intra-mural and inter-collegiate. Competitions include Business Quiz, B-Plan Writing, Product Packaging, Elevator Pitch, Stress Interview, Event Management, Web Designing, Code Breaker, Pot Pourri, Jingle Making, App Marketing, and Clash of Clans, aiming to enhance students' skills and prepare them for corporate careers.



## **JOURNAL:**



The programme publishes two student journals annually- 'M-Power'- B.B.A

## **WORKSHOP:**

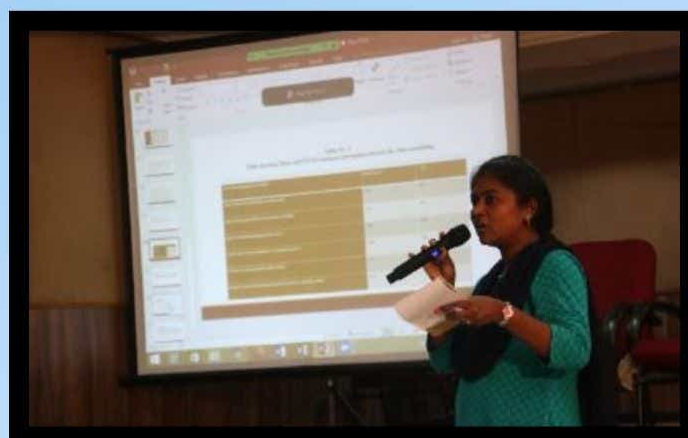
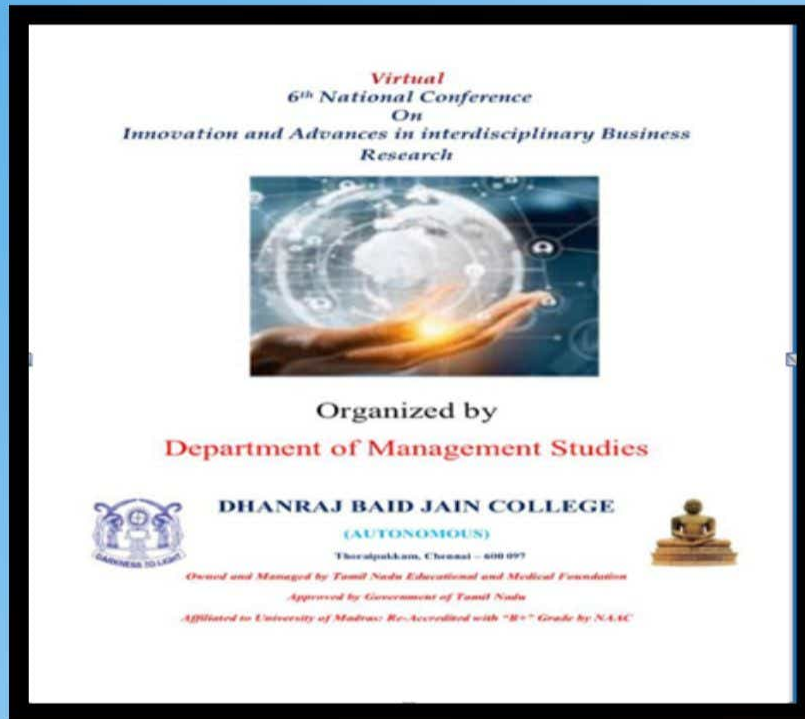


The program conducts workshops under the guidance of expert practitioners to improve students' skill quotient and increase their employability.



# NATIONAL CONFERENCE:

The Department hosts National conferences on socially relevant problems to explore optimal solutions by convening stakeholders such as Government of India officials, corporations, academia, researchers, and students.





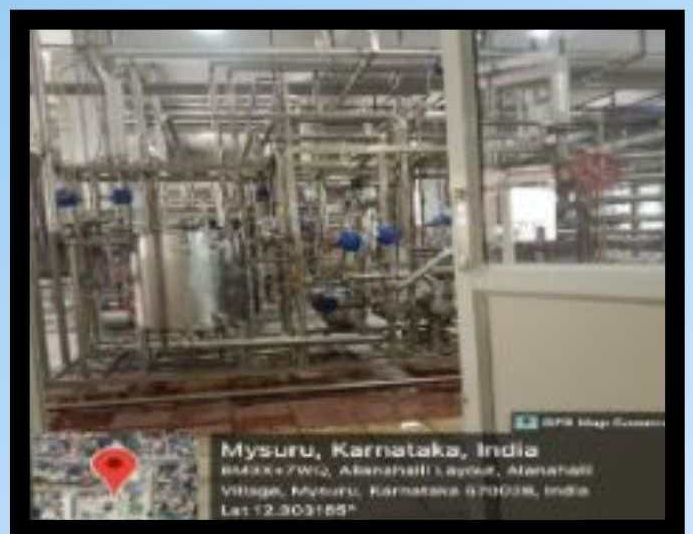
## **LEARNING CENTRE**

**The Business on Campus initiative offers students hands-on experience in running a business stall for a day on campus, providing them with valuable hands-on experience beyond the extensive teaching offered through the practice school.**



## **FIELD VISIT:**

**The 'Production Management' course curriculum includes field trips to production units to observe real-time production systems and material handling procedures, including visits to various factories.**





**Doddabetta Tea Factory  
And the Tea Museum**



**INDUSTRIAL VISIT CERTIFICATE**

This is to certify that students of **DHANRAT BAID JAIN COLLEGE**  
 Department of Management Studies - III BBA 4 III BCOMESH  
 visited The Doddabetta Tea Factory and the Tea Museum on 24/02/23.  
 They were given first hand information of the entire tea history and processing.  
 They participated in a guided factory tour in which the history of tea and the  
 different stages of tea processing like withering, crushing, cutting / tearing /  
 curling (CTC), shaping, fermentation, drying, cleaning and grading was  
 explained to them. The students evinced keen interest in knowing all aspects  
 about tea manufacture.

Place : Udagamandalam  
 Date : 24.02.2023



N. Jeyaraj  
 Authorised Signatory

Adm. Office : 16-B, Nankam Hospital Premises, Coonoor - 643 101, The Nilgiris. Phone : (0423) 2231679  
 Mobile : 94430 30520 | 94434 10000 www.teamuseum-india.com e-mail : teasmuseumt@rediffmail.com

# Our students have also visited,

- Nerolac Paints



- Cookie Man



- Coco-Cola



- Alliance Minerals Pvt. Ltd.



- Modern Breads



- Aavin



- Integral Coach Factory



- Madras Modern Bakers Pvt. Ltd



- Kaleeswari Refinery Limited



## RESEARCH PROJECTS :

Students develop research skills through a core course on Business Research Methods, survey-based internships in corporate organizations, and research-based industry projects in their final semester. Thrust areas include marketing research, consumer behaviour, human resource management, retailing, advertising, and branding, and socio-economic issues.

B.B.A. students must undertake research-based projects in functional areas of management, such as HR, Marketing, Production, and Systems.

# **PLACEMENT & STUDENT SUPPORT SERVICES**

**The department offers personalized training modules for final year college students, covering resume creation, personality development, group discussion, and interview techniques**



# **COMMUNITY SERVICES :**

**The programme is committed to the cause of creating a sense of social responsibility among its students. The students are encouraged to undertake several outreach and community development programmes.**

