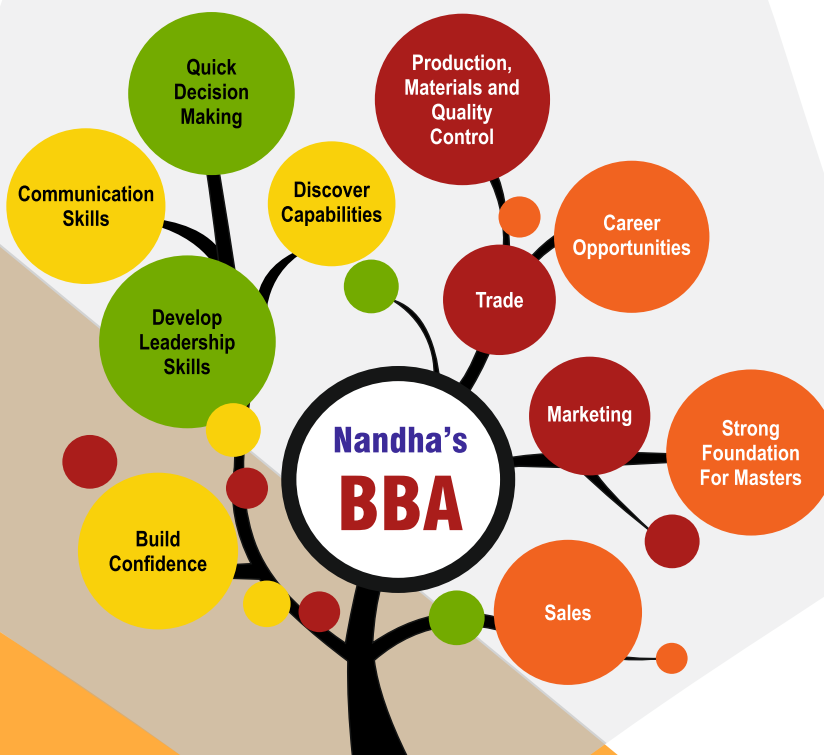


Department of Business Administration

BBA | BBA with IT



Enrich Your Career With Us



Nandha Arts and Science College

(Autonomous)



Affiliated to Bharathiar University, Coimbatore,
Recognized under section 2(f) and 12(B) of the UGC Act 1956
Approved by AICTE, New Delhi & Re-Accredited by NAAC with 'B+' Grade
Koorapalayam Pirivu, Pichandampalayam (PO), Erode - 638052.

Ph.: AO ; 73737 24422 | E-mail : nandhaarts@gmail.com





The undergraduate programme in Bachelor of Business Administration (BBA) is commenced in the year 2002 and is offered by the Department of Management Studies as a platform to prepare young minds with a positive attitude for excellent performance and committed service. It provides the right nurturing ground to enable students to pursue their entrepreneurial ambitions. The course aims at explaining the business environment of the public and private sectors. It helps the student to develop decision making ability in real time business situations. It also focuses on developing operational and analytical skills in students to tackle business problems in different sectors. The aim of the department is to create enhanced competence of career positioning tied up with opportunity to become a global business and management professionals. The program expects a serious commitment of the student to take up challenging study schedule and assignments. The course involves a blend of theoretical education and practical training which run concurrently for a period of three years and equips the student knowledge, ability, skills and other qualities required for professional executives. Our department encourages and paves way to the students who aspire to be an entrepreneur through extra curricular activities such as "Emporia "

WHY CHOOSE BBA?

Today's Companies need leaders with cross and flexible functional knowledge packed by domain expertise. The 3-year BBA degree program provides a fundamental education in business and management principles. Programs typically allow students to specialize on multiple areas, including International Business, Finance, Real Estate, Computer Information Systems, Accounting, Production, Marketing and Human Resource.



TRAINING AND ENTREPRENEURSHIP OPPORTUNITIES



At the end of fourth semester examination, every student of BBA will undergo practical training in any manufacturing, service or financial organization. The training will be of 4 to 6 weeks duration. The department will facilitate this compulsory training for students. During the training, the student is expected to learn about the organization; also analyze and suggest solutions to a live problem. The objective is to equip the student with the knowledge of actual functioning of the organisation and problems faced by them for exploring feasible solutions.

The Nandha's BBA organises "Emporia" programme with the aim of creating a spirit of entrepreneurship amongst its young executives. It has been designed to enable the students to get an overview of the various aspects related to launching and managing a business effectively. The programme focuses on developing the students and equipping them to meet the managerial challenges of the 21st century. The ability to work in teams is also focused upon as a key skill to be developed for success in the work-place. The programme also aims to develop the student's independent thinking, decision-making capability and research aptitude. Focus is also devoted to developing soft skills of the students. For core subjects, we outsource guest lectures by industrialists and professional in order to enable the students to get wider exposure.



INFRASTRUCTURE AND UNIQUE FEATURES OF NANDHA'S BBA

- Multi disciplinary specializations.
- Frequent inbound and outbound training.
- Well equipped and experienced faculties.
- 24 hours internet facilities (Wifi Campus).
- Learning resource center with E-journal and Magazines.
- Building Platform for leaders through a range of club activities.
- An exclusive centre for placement and soft skill training.
- Practicing corporate dressing in class room environment.
- The Lecture halls are well furnished with audio video devices like LCD / OHP Projectors.
- The hi-tech lecture halls are so endowed so as to simulate a modern corporate settings, and to give our students the ambience of professional learning.
- Training centre for aptitude, verbal & logical reasoning to take up competitive exams.

PRE TRAINING AND PLACEMENTS

Our department supports students in getting placed with organizations, while studying in the final year of their course. The department seeks feedback from recruiters, so as to prepare students better, to fit into the corporate world and meet mandatory expectations from hiring companies. As a result of this exercise, industry relevant topics are identified for students to get trained. Placement oriented training is provided from the first semester of their course so as to enhance their skills and knowledge in certain professional areas and thereby, better fit into the professional world.

Scholarship

Scholarship is extremely useful for every student and especially for needy students like myself. With the help of arranging scholarships, our department helps to complete the course and fulfill our dreams. I wish they continue to keep helping students.



S.Manoj - BBA



VISION

Shaping entrepreneurs to build quality enterprises and creating value based corporate leader

MISSION

Impart training and practical knowledge to imbibe managerial skill and confidence

MOU

Our department has signed MOU with EEDISSIA, Erode to extend the facilities available in various industries to the benefit of BBA students



HIGHER EDUCATION OPPORTUNITIES

After completing a BBA, individuals may consider furthering their education in order to qualify for top executive positions and promotions. A Master of Business Administration (MBA) is a graduate-level degree that is often desired by employers for positions such as Chief Executive Officer (CEO) and Chief Operations Officer (COO). Doctoral programs are also available in Business Administration, which can prepare business professionals to work as consultants, executives or university professors. Also BBA graduates can pursue M.Com, M.Com CA, BL & LLB, CA etc.,





The BBA Programme at Nandha Arts and Science College has helped me to deepen and broaden my leadership skills, and focus on the holistic picture. Now I have a wonderful experience in **TCS**. The training and placement classes have helped me a lot in building various skill sets required by the industry.

Madhumitha R - Tata Consultancy Services (TCS)
University Gold Medalist, First Rank (2024-2025)

Our College's Training & Placement Cell is one of the best placement cell among all the colleges. The team is very supportive and enthusiastic and takes genuine pain to place the students in the best possible companies with best salary packages in the current industry.



Jeevanantham S- Tata Consultancy Services (TCS)



Due to the efforts made by the faculty members of BBA Department and placement cell at Nandha Arts and Science College, I got placed in **KGIS**. I am thankful to all the faculty members and placement cell who supported me and corrected me throughout my course. I loved the infrastructure of Nandha Arts and Science College and its campus life.

Harini V - KGIS

My three years BBA at Nandha Arts and Science College have been excellent and a memory to cherish for a lifetime. The years spent here have been full of learning opportunities that were full of fun and frolic and sometimes with academic grind that one has to go through. The opportunity for exposure in the department makes me an University Rank holder and better IT employee to face the challenges of the corporate world.



Harish N - HCL
University Rank Holder, Second Rank (2021- 2022)

Recent Companies Visited for BBA



Placed Students with Associate Director, CTS



Placement Day



ELIGIBILITY FOR ADMISSION

Generally candidates who have passed Higher Secondary Examination (XII standard) conducted by the Government of Tamilnadu or an equivalent examinations shall be eligible to join the first year of the UG degree courses of study in this University, subject to the condition that the candidates satisfy certain specific conditions, if any, prescribed by the University, for admission to the respective courses.

- i. Higher Secondary Certificate course (+2), conducted by the Government of Tamil Nadu;
- ii. All India Senior School certificate course, conducted by CB S C;
- iii. Delhi Senior School certificate course, conducted by CB S C;
- iv. Indian School Certificate course, conducted by IC S E;

100% Placement opportunity is provided to BBA Students



For Admission, Contact :
 The Administrative Officer
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An aerial view of science campus