



# Bachelor of Business Administration-General



## What is Unique About Loyola's BBA?

The 3-year undergraduate BBA program at Loyola Academy focuses on building strong business knowledge and managerial skills.

It aims for the overall development of students by shaping them into:

- Competent professionals
- Responsible individuals
- Global citizens with values like compassion, commitment, and conscience

## Key Features:

- Covers core areas: Finance, HR, Marketing, and Management
- Encourages summer internships for real-world experience
- Promotes awareness of global business trends
- Students are encouraged to:
- Present research papers
- Publish in journals

## Department Activities

- Regular industrial visits
- Workshops and seminars
- Internship programs
- Minor projects

These activities enhance practical learning and industry exposure

## Infrastructure Facilities

- Spacious campus
- Well-equipped laboratories for practical learning
- Good infrastructure
- Library with:
  - Books
  - Online journals
  - DELNET
  - INFLIBNET

## Placement & Exposure:

- Special recruitment drives conducted
- Connects students with potential employers
- Improves employability

## About the Programme

- Started in 2011
- Aim: To develop socially responsible and globally competitive leaders

## Course Structure:

Balanced mix of:

- Accounting
- Management

subjects



## Admission Guidelines

Students must have completed Intermediate

- MEC / CEC / CEG / MPC / HEC

## Minimum requirement:

- 60% aggregate or above
- Basic computer knowledge is an added advantage

## Career Opportunities

Graduates can pursue roles like:

1. Middle-level Manager
2. Financial Advisor
3. Business Consultant
4. Business Analyst
5. Entrepreneur
6. Bank Manager
7. HR Analyst
8. Marketing Professional

## Additional support:

- CRT (Campus Recruitment Training)
- Soft skills training (communication improvement)





# Bachelor of Business Administration- General



## Semester 1

- Business English I
- Indian Heritage & Culture
- Business Economics
- Banking Theory & Practice
- Financial Accounting
- Principles of Management

## Semester 2

- Business English II
- Value Education
- Organizational Behaviour
- Business Statistics
- Corporate Governance & Ethics
- Disaster Management

## Semester 3

- Business English III
- Startup Management
- Stress Management (GE)
- Research Methodology
- Taxation
- Advertising & Brand Management
- Internship

## Semester 4

- Business English IV
- Environmental Studies
- Entrepreneurship Development
- Financial Management
- Marketing Management
- Human Resource Management

## Semester 5

- Cost Accounting
- Operations Research
- Business & Company Law
- Strategic Management
- Electives:
  1. International Marketing / International Business
  2. Leadership / Compensation Management

## Semester 6

- Project Management
- Management Accounting
- Supply Chain Management
- Dissertation
- Electives:
  1. Financial Markets / Investment Management
  2. Retail Marketing / Consumer Behaviour

## SEMESTER VISE SUBJECTS

### Extra-Curricular Activities

- Sports
- AICUF (All India Catholic University Federation)
- MAGIC Youth
- Resonance (cultural activities)
- NCC (National Cadet Corps)
- NSS (National Service Scheme)

### Student Support

- Academic Counseling
  - Mentoring System
  - Guidance for Generic Elective subjects
  - Encouragement for Self-Study
- Non-CGPA Courses**
- PLANET Programs
  - NPTEL Courses
  - Bridge Courses

### Student-Centric Methods

- Minor Projects
- Internships
- Research Paper Presentations
- Poster Presentations
- Group Discussions
- Seminars
- Debates