

Business Administration (BBA) - Profile

Business Administration programme offers wide exposure to students with comprehensive knowledge on business theories and models and their application to the real world. The students are trained to provide imaginative and innovative solutions to business problems that encompass human need and with ethical values.

Department of Business Administration (formerly BBM, Business Management) was established in the year 1996 as a self financing programme. The curriculum is framed keeping the university syllabus and using the autonomy latter the curriculum is reframed emphasizing on leadership qualities, entrepreneurial traits, team work, problem solving and critical thinking for decision making. The syllabus is either updated or revisited periodically through BOS to suit the needs of the students of this area.

The **vision** of the department is ‘Creating Excellence in Business Administration’. This is achieved through a well framed **mission** which is meticulously planned. Taking the expertise advice, curriculum is updated to match contemporary practices. Project work is one of the courses in the final semester of the programme, where students have to identify a problem in the business environment and study in detail through systematic data collection, tabulation and analyzing thereafter and have to submit the findings in the form of a written report. Industrial visits are periodically undertaken to gain practical exposure of a business organization. To mention few, Biscuit factory at Bangalore, Soap factory, Tea factory, Paper industry, milk processing unit and so on were visited. Students also tour to different places to see the varieties in culture, practice, tradition and appreciate the values imbibed in them.

Since the college is situated in the rural area and that too in the area where agriculture is the predominant occupation of the people, the department offers elective subjects like Agricultural marketing, Rural Consumer Behaviour, Retail Management and so on, this enables the students to acquire knowledge and apply.

After getting the degree, few students opt for higher studies, few opt for doing business. Considerable students get placed through campus interviews and seek jobs locally through references or on their own. To mention few, TCS, Accenture, CRI Pumps and so on are concerns where they got placed. The department has completed two decades in serving the student community. During the process as a part of academic exercise the department organizes guest lecture programs inviting experts in the field of management and business. To mention few, MD of Aachi Masala was here to address our students. CEO of an export concern-Green India exports was here to talk on Coco based products and the prospects of export business for those products. Consumer awareness programs were conducted by inviting an advocate to speak on the topic. A programme on public speaking was held to emphasize the importance of communication in fetching jobs.

The students are encouraged to participate in management programs organized by other departments of the college as well as other colleges to exhibit their talents and also to get exposed to the outside world. The department has organized inter departmental meets (ADMINUTSAV); inter collegiate meet (B₃), Programmes for school children (WISQUEST) through the association namely '**AFEX**'. Students also take active participation in social services through Rotract Club and other clubs of our college. They also involve themselves in NSS, sports, Student Guild Services as a part of their community service. 'Consumer Day' rally was organized to create awareness among public about issues related to consumerism.

The department brings an in house magazine '*manomag*', a vent to bring out the hidden talents.

The department staff members are actively engaged in research activities. All have completed M.Phil degree and one is pursuing his doctorate. Staff members have published research articles in conferences, State level and National Level symposia and conferences. They also serve as members in Board of studies of the University and other colleges. The department has organized workshops to kindle the interest in students. The staff members attend FDP's to rejuvenate their knowledge and update themselves with the current changes taking place in the field of business.