

Bachelor in Business Administration (BBA)



Vision Group of Institutions

B.Tech Diploma MBA BBA BCA





Vision College of Management

MBA BBA BCA

**Campus: Kanpur Campus: Hathipur, Mahrajpur, Off NH2,
Kanpur- 209402**



Program Overview

The BBA program at Vision College of Management (VCM) offers a comprehensive three-year course approved by AICTE and affiliated with Chhatrapati Shahu Ji Maharaj(CSJM) University, Kanpur. Students gain a strong foundation in business management principles and practical experience. The curriculum covers accounting, finance, marketing, and human resources. Practical training in business technologies enhances skills.

Graduates receive a specialized BBA degree recognized worldwide for its excellence in business management, opening doors to successful careers in the dynamic business landscape.

Program Highlights

Gain a comprehensive foundation in business management with an emphasis on critical thinking, problem-solving, and leadership skills. Explore real-world applications of business concepts and theories across various topics.

Benefit from experienced faculty, guest lectures, and networking events. Gain practical experience through internships and case studies. Access state-of-the-art facilities, including a well-equipped library and computer labs, for a well-rounded learning experience in business management.





What is BBA about?

The demand for skilled business graduates is on the rise, making a BBA degree a valuable asset in today's competitive job market." - Economic Times

The three-year BBA program offers a comprehensive understanding of business management. Topics covered include accounting, finance, marketing, operations, and human resources. Emphasis is placed on critical thinking, problem-solving, and leadership skills.

The program is ideal for aspiring entrepreneurs, providing knowledge in market research, business planning, financing, marketing, and operations. Practical experience is gained through internships, case studies, and projects. Access to industry professionals through guest lectures and networking events enhances learning.

The program equips students with the skills and insights needed to succeed in the dynamic business world.





Why study BBA at VCM?

Choose BBA at VCM for a comprehensive curriculum covering all facets of business management. Benefit from faculty with industry experience and gain real-world insights. Connect with industry professionals through guest lectures and networking events. Gain practical experience through internships and case studies. Enjoy state-of-the-art facilities, including a well-stocked library and advanced computer labs.

Elevate your business education and open doors to a successful career with BBA at VCM.



Details

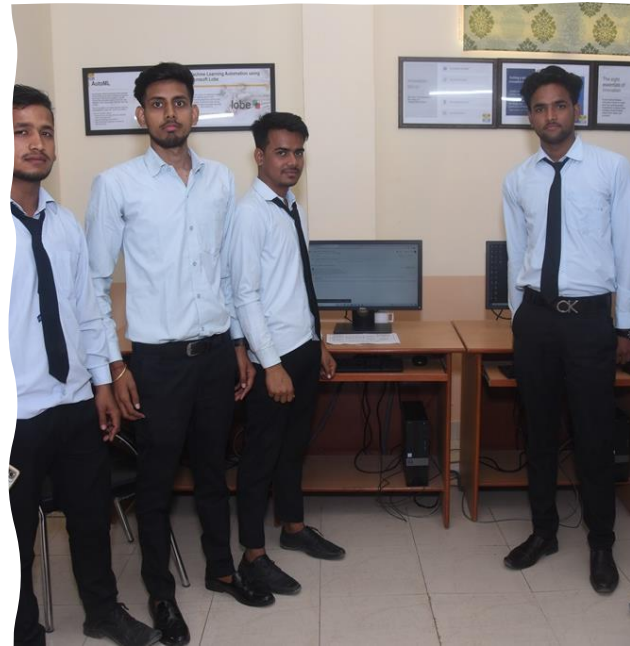
A BBA degree sets the foundation for a successful career, offering diverse job prospects and the potential to make a significant impact in the business world. - Business Insider

- Eligibility

Candidates must have passed Intermediate (10+2)/Equivalent examination in Science/Arts/Commerce group with minimum 50% marks. Eligibility is as per the university guidelines.

- Curriculum

VCM is affiliated with Chhatrapati Shahu Ji Maharaj(CSJM) University, Kanpur, following its prescribed curriculum for the BBA program. The comprehensive curriculum encompasses key subjects such as accounting, marketing, HR, operations, and more. Our BBA program is particularly beneficial for aspiring and existing entrepreneurs, providing practical skills and in-depth knowledge essential for success in a competitive business landscape.





Job Prospects

A BBA degree opens doors to a multitude of job opportunities and positions you for success in the corporate world.- Business Today

Graduates of the BBA program at VCM can expect to find employment in various fields of business, including:

- Finance and Accounting
- Marketing and Sales
- Human Resources
- Operations and Supply Chain Management
- Entrepreneurship and Small Business Management
- Consulting

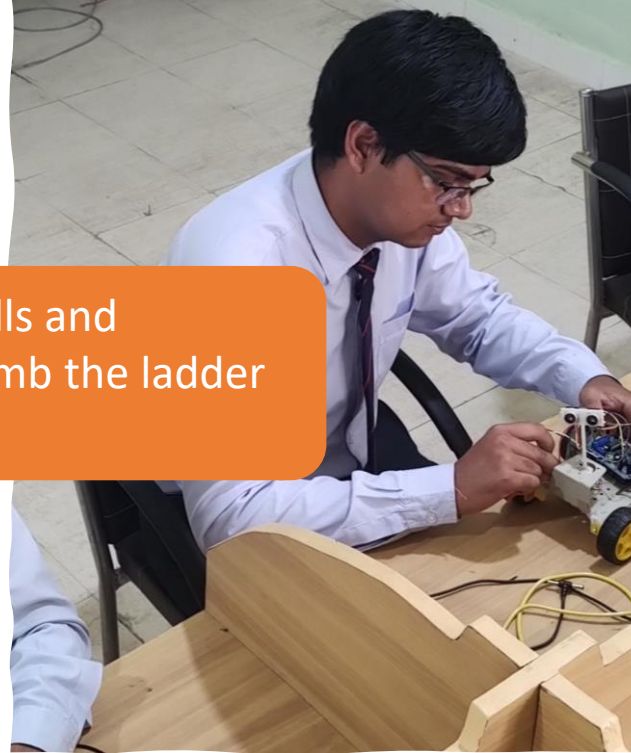


Research

With a BBA degree in hand, you possess the skills and knowledge to excel in various industries and climb the ladder of success. - Forbes

BBA students at VCM have the opportunity to conduct research in various areas of business management. Students can work on research projects under the guidance of faculty members or collaborate with industry professionals to gain practical insights into the business world.

The research projects can help students develop critical thinking and problem-solving skills and prepare them for further academic pursuits or careers in research.



Advantages @ VIT



Academics



Certification Programs



Center of Excellence (CoE)



Student Development Activities



Placement & Pre-Placement Activities

Advantages @ Vision Group of Institutions

Vision Group of Institutions offers number of unique advantages including academics, student development programs, placement & results, and facilities. From Advance Labs, Centre of Excellences, to numerous Student Activities; let college leave a lifelong cherished memory.



Industry Visits & Surveys



World Class Facilities



Academic Records & Merit Holders



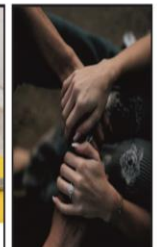
750+ Placements in Reputed Companies



Hobby Clubs



Projects & Lab Work



Centre for Character and Leadership Development (CCL)

वृष्टि... आने वाले समय का आभास



Hostel Life @ VIT



Guest Lectures & Workshops



Innovation & Research Centre



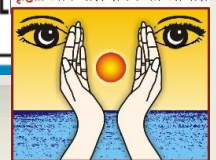
Entrepreneurship & Start-up Cell



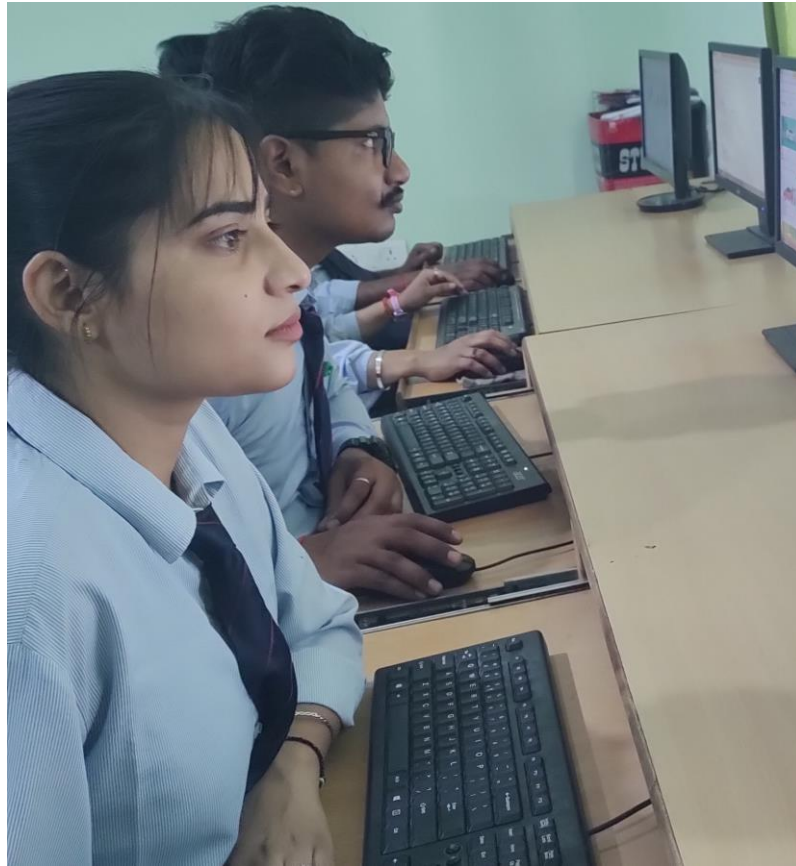
Alumni Success Stories



Academics



Vision... the shape of things to come



Life @ Vision

Building the future @
Vision Group of Institutions



Advantages @ Vision



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Guest Lectures & Workshops



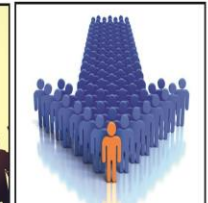
Innovation & Research Centre



Entrepreneurship & Start-up Cell



Alumni Success Stories



Academics

ALIGARH CAMPUS: SHAHPUR MADRAK, ON ALIGARH-AGRA HIGHWAY, APPROX 10KM FROM SASNI GATE, ALIGARH

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Vision... the shape of things to come

Management Programs @ Vision



Vision College of Management is running [Bachelor of Business Administration \(BBA\) Program](#), an under-graduate program suitable for inculcating managerial skills.

Vision College of Management is running [Bachelor of Computer Application \(BCA\) Program](#), an under-graduate program suitable for software developers and programmers.

Both the programs are permanently affiliated to CSJMU, Kanpur.

[Master in Business Administration \(MBA\)](#), is a Two years Full Time Degree Program, Approved by AICTE, affiliated to AKTU, Lucknow. The M.B.A program is the flagship management program which molds students into competent value-driven professionals, with strong grounding in management principles and processes.

Specializations offered:

- Finance
- Human Resource
- International Business
- Information Technology
- Marketing

Campus: Hathipur, Mahrajpur, Off NH2, Kanpur Allahabad Highway, Kanpur- 209402; vitk.vision.org.in/



Path to Continuous Learning

In today's ever-changing global economy, equipping individuals with the necessary skills to thrive in the job market is crucial. The rise of Industry 4.0 and its automation and artificial intelligence aspects have reshaped future employment requirements. To succeed, aspiring managers must be prepared and possess critical and creative thinking abilities.

Pursuing programs like BBA, BCA, or B.Sc. Agriculture at Vision Institute offers long-term benefits, refining skills across multiple domains and enhancing technological knowledge. The curriculum emphasizes essential competencies such as critical thinking, growth mindset, and practical proficiency, enabling students to excel in both their careers and personal lives.

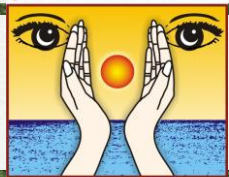
Vision Institute's B.Sc. Agriculture program combines scientific knowledge, practical skills, and sustainable farming practices, preparing graduates to navigate the dynamic agricultural sector and contribute to its growth. Join Vision Institute for intellectual growth, professional success, and personal fulfillment.

[Check full details...](#)





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