

Business Management:

A business management career focuses on planning, execution, analysis and supervision of business processes. A myriad of skills are required - communication, leadership ability, analytical ability and environmental awareness. This degree aims at providing fundamental education in business and management principles. The BBA course allows students to specialize in one of the multiple specialization areas, such as Finance, Marketing and Human Resource. BBA programs can offer practical management training that can prepare students to successfully work within a large or small organization.

Business Management Career Scope

A BBA gets you entry-level positions in many corporations and factories. You would do lot of backend work, and provide support services to your seniors. Exceptional candidates could expect to do some customer interface, though it is very rare. Also invariably, you would hit the glass ceiling very fast, and would require an MBA to move up the ladder.

Since the degree will equip a student of BBA with the basic knowledge about corporate management and skills it will help them understand the diverse functioning of a company. BBA graduates can look for jobs in sales and marketing department of companies as members of sales teams or as management trainees.

After completing a BBA, students should consider broadening their horizon 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 CEO or COO. Doctoral programs are also available in business administration, which can prepare business professionals for work as consultants, executives or university professors.

The job business managers do includes:

- Planning and forecasting
- Organising
- Selecting staff and equipment
- Controlling
- Motivating
- Researching
- Communicating

BBA graduates can be employed for roles in business management and sales. Some companies also offer roles of a production supervisor, planner and administrator. BBA graduates seek companies that are involved in the business of manufacturing, construction, retail, and finance. They can also apply for various government agencies.

Some of the esteemed job profiles you can attain after a successful completion of BBA are:

- Finance Manager
- Business Administration Researcher
- Human Resource Manager
- Research and Development Manager
- Business Consultant
- Information Systems Manager
- Marketing Manager

Some of the polished areas where a BBA graduate can look for employment are:

- Banks
- Marketing Organizations
- Educational Institutes
- Business Consultancies
- Multinational Companies
- Financial Organizations
- Export Companies

Best Wishes

Univariety Team

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