



योग: कर्मसु कौशलम्

**Darshan**  
UNIVERSITY

**BBA**

BACHELOR OF BUSINESS ADMINISTRATION



A  
**management**  
**under-graduate**  
program  
that provides  
**industry-oriented**  
education in  
**business management**



## WHAT IS BBA?

Bachelor of Business Administration (BBA) is a 3 year full time industry oriented program that aims to groom basic skills of business and management. The program also focuses on developing critical thinking and problem-solving abilities in real-life situation and equip students to work effectively as team members through Projects, Presentations, Case Studies and Problem Analysis. BBA is a soft skill program that nurture students in 360° to compete in today's competitive environment.

**ELIGIBILITY:** HSC or equivalent in any stream with minimum 45%.

## THE BBA ADVANTAGE

- Basic knowledge of Business and Management concepts.
- A firm foundation in theoretical and practical concepts and applications to meet the various needs of business organizations at a global level.
- Develop responsibilities and career opportunities with corporate and as entrepreneurs.
- To cope with the rigors of post graduate programs in India and abroad as well as to prepare them for managing businesses globally and as entrepreneurs who will also be sensitive to societal concerns.
- Helps in acquiring professional skills at an early stage. Just after 12<sup>th</sup>, it will bring you closer to the world of management and help you grasp the knowledge of making business decisions like a true leader.
- A majority of the students who enroll in for an MBA come from different streams of education, whereas, BBA students come from the same stream of education. Since their fundamentals are strong, they tend to do better than the others, and are at an advantage throughout the course.
- A vast array of subjects are covered that will make you a knowledgeable professional and give you many options for pursuing a career.



## OPPORTUNITIES IN SECTORS



Startups



Banking



Finance



Education



Marketing



Entrepreneurial ventures



Insurance



IT



Manufacturing & Consultancy sectors



Marketing Research



Recruitment



Retail

# BBA @ DARSHAN UNIVERSITY

- Highly Qualified, Well Experienced, Industry Linked, Dedicated Faculties.
- A Strong theoretical foundation for crystal clear fundamentals.
- Exposure to cutting-edge technologies through seminars and workshops.
- Inter-disciplinary, management and soft skill courses for holistic learning.
- Extensive student–corporate interaction through internships and projects.
- Strong focus on informed application of knowledge to real-world business challenges.



## Infrastructure

21 Acres Land	50+ AC Classrooms Equipped with Projectors	27,000+ Books & Journals	11 Auditoriums & AV Rooms	50+ GPS equipped Buses	Wi-Fi Campus
------------------	--	--------------------------------	---------------------------------	------------------------------	-----------------

## SYLLABUS

### Semester-1

- Principles of Management
- Fundamentals of Accounting-1
- Micro Economics
- Business Organizations & Management
- Computer Essentials
- Business Mathematics
- English

### Semester-2

- Fundamentals of Accounting-2
- Macro Economics
- Company Law
- Business Statistics
- Financial Statement Analysis
- Organizational Behavior
- E- Commerce

### Semester-3

- Cost Accounting
- Financial Management
- Taxation-1
- Business Communication
- Marketing Management
- Management of Financial Services
- Human Resource Management
- Company Study Report

### Semester-4

- Indian Financial System
- Taxation-2
- Entrepreneurship
- Productions & Operations Management
- Business Environment
- Management Information System
- Tally ERP / Miracle Accounting Software

### Semester-5

- Management Accounting
- Research Methodology
- Operation Research
- Strategic Management
- Summer Project
- Specialization-1
- Specialization-2

### Semester-6

- Business Ethics
- Import-Export Procedure
- International Business
- Project Management
- Research Project
- Specialization-3
- Specialization-4

### Specialization

- Marketing Management
- Financial Management
- Human Resource Management
- International Business

## ENTREPRENEURSHIP DEVELOPMENT CELL (EDC)



The Entrepreneurship Development Cell of Darshan University, makes strides to create an environment where the students get 360° exposure to the business resources available to them. Darshan University has nurtured plethora of entrepreneurs who have successfully taken their small ventures to soaring heights. For strengthening the entrepreneurial attributes of the budding professionals, the EDC conducts motivational sessions from highly influential personalities who have a prowess in this field, so that the

students get the right insight into the whole process. This facilitates the ambitious students to receive proper planning and prosecution to convert any start up idea into a concrete business. Aspiring students receive complete support and mentoring from the cell which makes them feel the flexibility in working. In order to ensure the students get the right direction, various awareness camps, development programs, E-talks, hands on training and workshops are organized.



योग: कर्मसु कौशलम्

**Darshan**  
UNIVERSITY

### University Campus

📍 Rajkot-Morbi Highway, Rajkot – 363650 📞 9727747310

### Counseling Centre

📍 401, Lotus Arcade, 8 - Royal Park, 150 Ft. Ring Road, **Rajkot**

📍 Galaxy Plaza, Nr. Umiya Circle, Opp. Bajaj Showroom, **Morbi**

📞 7096979973 / 9825366601 🌐 [www.darshan.ac.in](http://www.darshan.ac.in)