



Indirapuram

INSTITUTE OF HIGHER STUDIES
(Affiliated to CCS University, Meerut | College Code-397)

BBA

BACHELOR OF BUSINESS ADMINISTRATION



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

VISION

- To develop professionals who are committed to excellence in their personal and professional endeavors through continuous competency building.
- To encourage, support and celebrate intellectual curiosity and impart value based education for the purposeful citizenship and socio-ethical leadership.
- To serve as an intellectual resource based in India, maintain the standards of excellence in every aspect of operation and become a role model for newly emerging centers of quality education.

Mission

- IIHS is committed to a long – term mission of grooming professionals par excellence. We aim at empowering students of business with the knowledge, skills, attitudes and learning experiences which are a prerequisite for transforming them into inspired and responsible leaders who create values in their respective fields, services, business and occupation and influence economic growth and societal advancement.

Objective

- To develop managers, leaders and entrepreneurs with vision, values and ethics.
- To ensure relevance of curriculum to the changing needs of society.
- To provide diversified corporate exposures to the learners in the form corporate induction and industry interface. To groom the budding managers as value based business leaders through defined learning programs and modules on KRAs like academic learning, industry ac- quaintance, personality development and soft skills.
- To continuously upgrade the intellectual capital for better learning.
- To achieve excellence through team work and dedication.

EXCELLENCE AT IIHS

Multi Disciplinary Campus	Traning and Placement	Students From PAN India	Scholarship
Ragging Free Campus	Wi-Fi Campus	Education Loan	State of The Art-Lab



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 12th, 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

Bachelor of Business Administration (BBA)



About The Programme

The BBA Program at IIHS is designed to prepare students for successful careers in the industry immediately after graduation. It's meticulously structured to align with current industry demands, ensuring that graduates possess relevant skills. The curriculum is tailored to meet industry needs, supplemented by industrial visits that offer hands-on experience. The focus extends beyond academics, with various co-curricular and extracurricular activities aimed at achieving Outcome-Based Education. This student-centered approach emphasizes defined goals in both formal and additional programs to shape well-rounded graduates. Through a modern case-based approach, students engage with real-life business scenarios in class, enabling them to absorb theories while honing leadership skills.

Programme Objectives

- Upon completion of the BBA program, the individual must demonstrate maturity, professionalism and team working skills.
- Upon completion of the BBA program the students will have general idea of operations in business.
- Upon completion of the BBA program, the individual will have specialized skills to deal with area specific issues of concern.
- Upon completion of the BBA program, the individual will be able to apply technological knowhow for business advancements.
- Upon completion of the BBA program, the individual will be capable of analyzing, investigating and solving critical business issues.

Programme Specific Outcomes (PSOs)

- To develop students professionally to handle business issues.
- To develop students to be a better team worker.
- To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.
- To develop socially, ethically responsible business leaders.
- To sharpen soft and hard skills among the students.

Career Options In Banking & Finance



Career Path



Infrastructure



Computer Lab



Library Services



Smart Classroom



Fully Wifi Campus



Transport Faculty



Sports Faculty

Life @ IHS





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OUR INDUSTRY CONNECT





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