

Bachelor of Business Administration (BBA)

Management as a profession has gained increased importance with globalization of the world economy. This has been fueled due to the rapid exponential growth in Information Technology (IT) and expansion of digital economy in last four decades. Today's industrial scenario is totally different from the mechanized industry of the early 60's and 70's. Automation through computers, miniaturization of electronic devices, prevalence of mobile based access to banking systems have overhauled the functionality of diverse set of industries including agriculture, manufacturing, factories, aviation, banking, healthcare, construction, road transportation, railways, shipping, fertilizer, consumer goods etc.,

The current decade is characterized by a very diverse set of industries which cover a broad range of jobs, which range from running a small business to being a CEO in some of the largest companies. It has become essential in the era of social media, digital banking, automated factories that professionals running these industries not only require technical know-how but also have necessity to understand business processes, commercialization, accounting, international trade, along with programming skills.

The global scenario of Management has seen dramatic shifts. The current scenario has witnessed a significant improvement in the technological level, which has been reflected in the advancements that have been observed in terms of both the qualitative and quantitative improvements that the industry has seen in terms of its structure and operational systems. In addition to this, the industry has seen a significant amount of expansion with the presence of new players in the industry, which has seen a vast shift from the traditional players to the players that offer customized solutions to their clients. Additionally, the expansion of the industry has been witnessed across the globe. The current Industry 4.0 is defined by data analytics, digital marketing, e-commerce, IoT (Internet of Things), e-logistics, digital strategy etc. This will eventually lead to Industry 5.0 by 2030 which will be characterized by interaction between humans and robots.

BBA : Bachelor's of Business Administration Curriculum

RAAK Arts & Science College is offering a three years undergraduate degree program Bachelor of Business Administration (B.B.A). The college is affiliated to Annamalai University, Annamalainagar, Chidambaram, India.

The Curriculum focus areas are :

- ✔ Financial Accounting
- ✔ Business Environment
- ✔ Business Mathematics & Statistics
- ✔ Organisational Behavior
- ✔ Production Management
- ✔ Financial Management
- ✔ Marketing Management
- ✔ Research Methodology
- ✔ Industrial Relations & Labour Law
- ✔ Strategic Management
- ✔ Entrepreneurship & Small Business

Career Pathways

- ✔ Entrepreneurship Development Program
- ✔ Business Development Trainee
- ✔ Customer Services & Operations Analyst
- ✔ Financial Analyst
- ✔ Analyst-Investment Banking
- ✔ Junior Social Media Executive
- ✔ Content & Design Specialist
- ✔ Assistant Manager (Operations)
- ✔ E-commerce Executive
- ✔ Software Developer Trainee



SALIENT FEATURES

- 01 **Wi-Fi Campus** 
- 02 **ICT Classrooms** 
- 03 **Go Green Campus** 
- 04 **Transport Facilities** 
- 05 **Hostel Facilities** 
- 06 **A/C Classrooms** 
- 07 **Experiential Pedagogy** 
- 08 **STEAM Education** 
- 09 **100% Placements** 
- 10 **Sports Activities** 

About RAAK

RAAK Arts and Science College (RASC), Perambai, Tamil Nadu is affiliated to Annamalai University, Annamalai Nagar, Chidambaram, Tamil Nadu, India. The college was established in the year 2009. It started with five Under Graduate degree Programs and 180 students. Today, the college is offering more than ten Under Graduate degree Programs and Seven Post Graduate Degree Programs. The college has been fostering graduates in Arts, Sciences, Commerce, Business Administration, Social Work, Information Technology and Computer Science. This has resulted in interdisciplinary environment that promotes cross disciplinary learning and research environment to the students. RASC is located in a green campus that has all the necessary infrastructure including laboratories, Modern Library, ICT classrooms, transport facilities etc.



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