

## **Department of Management Studies**

### **UG PROGRAMME - BBA and BBA (CA)**

- ❖ Enrich the students to gain conceptual knowledge in the functional areas of management viz., Production, Marketing, Finance and Human Resources
- ❖ Help the students to develop decision making skills, communicative skills and organizational skills
- ❖ Educate students to solve the Business related issues by applying conceptual knowledge
- ❖ Providing the opportunities to upgrade the students to be eligible to pursue higher studies
- ❖ Making the students by developing entrepreneurial skills and employable competencies.