



INSTITUTE OF HIGHER LEARNING AND RESEARCH

(Deemed to be University under Distinct Category
under Section 3 of the UGC Act, 1956)

Kommadi, Madhurwada, Visakhapatnam - 530 048, Andhra Pradesh

BBA (Hons)

BACHELOR OF BUSINESS ADMINISTRATION



A FOUR-YEAR UNDERGRADUATE HONORS PROGRAM
WITH MULTIPLE ENTRY AND EXIT OPTION



ABOUT THE PROGRAM

The Bachelor of Business Administration (BBA) is a career-focused and industry-oriented undergraduate programme that builds strong business knowledge, leadership skills, and professional confidence.

It prepares students to understand the dynamic business environment, make effective decisions, and pursue diverse career opportunities in areas such as finance, marketing, human resources, technology, and entrepreneurship.



ELIGIBILITY

Candidates who have successfully completed their intermediate or +2 education or equivalent examination from a recognised board are eligible to apply, subject to the admission requirements of the institution.



PROGRAM HIGHLIGHTS

- ✓ Strong foundation in business and management principles.
- ✓ Practical exposure through internships, live projects, and industry-integrated learning.
- ✓ Development of communication, teamwork, leadership, and professional skills.
- ✓ Learning from experienced faculty and industry experts.
- ✓ Career guidance, placement support, and career-ready skill development.
- ✓ Opportunities to participate in seminars, workshops, management events, and beyond-the-classroom activities.



TAKE THE FIRST STEP TOWARDS A SUCCESSFUL CAREER



Whether your interest lies in building brands, managing finances or developing people, the BBA programme provides the knowledge and skills needed to succeed in the business world.



VALUE ADDED, MULTIDISCIPLINARY & SKILL ENHANCEMENT COURSES

The BBA-General programme provides learning beyond the core curriculum through Value Added, Multidisciplinary, and Skill Enhancement Courses. Personality development sessions, seminars, workshops, guest lectures, and events like Astra – (Management Fest) help students strengthen communication, leadership, teamwork, confidence, and professional skills, preparing them to become skilled and industry-ready professionals.



CAREER OPPORTUNITIES AFTER BBA



BUSINESS DEVELOPMENT
EXECUTIVE



MANAGEMENT TRAINEE



MARKETING EXECUTIVE



DIGITAL MARKETING EXECUTIVE



SALES AND CLIENT
RELATIONSHIP EXECUTIVE



FINANCIAL ANALYST /
FINANCE EXECUTIVE



BANKING AND INSURANCE
EXECUTIVE



HUMAN RESOURCE
EXECUTIVE



TALENT ACQUISITION /
RECRUITMENT SPECIALIST



OPERATIONS EXECUTIVE



PROJECT COORDINATOR



BUSINESS ANALYST



CUSTOMER SUCCESS EXECUTIVE



E-COMMERCE EXECUTIVE



SUPPLY CHAIN AND LOGISTICS
EXECUTIVE



ADMINISTRATION EXECUTIVE



MANAGEMENT CONSULTANT



ENTREPRENEUR / START-UP
FOUNDER



Dr. K.V. Nagaraj
+91 91333 44166



Dr. D.S.B. Pallavi
+91 99496 97023



hodbba.gvpilhr@gmail.com



Website: www.gvpilhr.in