

Estd. 2010  
Approved by UGC & Affiliated to MGKVP, Varanasi.

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“All Birds Find shelter during a rain.  
But Eagle avoids rain by flying above the Clouds.  
Problems are common, but attitude makes the difference.”

-DR. APJ ABDUL KALAM

# MANAGEMENT

## BBA | B.COM

3 Year Full Time Degree Program



**ASHOKA**  
INSTITUTE OF TECHNOLOGY AND MANAGEMENT  
SCHOOL OF BUSINESS  
VARANASI

Approved & Affiliated to MGKVP, Varanasi

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## UNDER GRADUATE COURSES OF ASHOKA SCHOOL OF BUSINESS

### (A) Bachelor of Commerce (B.Com.)

Bachelor of Commerce is an Undergraduate degree in Commerce, It is one of the most sought courses after 12th standard. It has a duration of three years divided into six semesters. The courses covers a number of subjects during its study period. The course is designed to provide students with a wide range of managerial skills & understanding in streams like finance, accounting, taxation, management, business laws, economics and insurance etc. thus the Bachelor of Commerce program prepare the student for a career in the flourishing area of accounting, banking, financial management, economics, mercantile law, information system and management. A career in commerce stream has immense growth prospects as demand for professionals is always on a high. Job opportunities exists right after the programe. Jobs after B.Com graduates exists in India as well as abroad. After completion of B.Com, a student can apply in any organisation in the field of accounting, taxation, banking, management and other alike areas both in the private & public sectors.

The course also prepares the students for becoming professionals as Chartered Accountant, Cost & Work Accountant, Certified Public Accountant, Chartered Financial Analysts, Company Secretary etc. These are the advanced career options for a B.Com graduates. Students also have the option to pursue higher studies after B.Com they can apply for Masters of Commerce (M.Com), which provides employment opportunities in financial services, marketing, project management, business consultancy & general management. Later, candidates can also go for Ph.D. program in Commerce and can step-in for academic teaching in Universities, Colleges and Training Institutes. Further, they can also opt for LLB program after B.Com. Infact, Business Law is one of the best option in it.

## ASHOKA SCHOOL OF BUSINESS

The Ashoka Institute of Technology & Management founded in year February 2010, symbolising the principles of brilliance, excellence & professionalism aims to impart top class education in the field of Commerce & Management apart from its ongoing streams of Engineering & Pharmacy. In the light of this objective, the institute has come up w.e.f. 6th May 2022 with a new feather emblemed as "School of Business" affiliated to the University of Mahatama Gandhi Kashi Vidyapith, Varanasi.

The School of Business of Ashoka Institute beliefs in serious academic pursuit by means of a prudent mix of relevance and rigour in executing the course curriculam and delivery to impart skills, knowledge & ideas through intellectually stimulating debates & discussions, innovative teaching pedagogies & exposure to relevant industry practice at all levels.

The motive of Ashoka School of Business is to be a centre of learning where knowledge would fuel the desire for distinction and the changing needs of the corporate sector.

As a stepping stone in business education, the Ashoka School of Business has come up with two flourishing undergraduate courses along with the existing post-graduate course in management.

ASHOKA 01



ASHOKA 02

## Objectives of B.Com Course:

The objective of B.Com course is to prepare graduates in Commerce stream. It aims to provide knowledge, tools of analysis and skills to students and enables them to understand and participate in the modern business and achieve success in their professional career.

Commerce graduates will be able to use knowledge of economic theories and can analyse the problems of the firms and can generate realistic solutions.

Demonstrate a knowledge of macro economic theory as it relates to current macro economic policy and issues.

Demonstrate a knowledge of micro economic theory as it relates to firms market, goals of the firms, government policy & resource allocation etc.

Demonstrate knowledge of key concepts underlying quantitative decision analysis.

Apply basic Mathematical and Statistical skills necessary for analysis of a range of problems in economics.

It gives a wide knowledge of accounting, costing, marketing, market management, banking & Finance, business management, domestic & international economic and organisational environment.

Enable the students to evaluate the national & international discussions on economic commercial & business basis.

### B.Com Graduates can work as

- Accountants
- Auditors
- Consultants
- Company Secretary
- Business Analysts
- Stock Brokers
- Economists
- Business Development Trainees. etc

### Job areas for B.Com Graduates:

- Consultancy Firms.
- Educational Institutions
- Industrial Houses
- Public Accounting Firms
- Policy Planning Organisations
- Foreign Trade Organisations
- Banks
- Junior Analyst
- Tax Accountants
- Budget Planning
- Inventory Control
- Merchant Banking
- Marketing
- Working Capital Management
- Treasury and Forex Department
- Investment Banking

## Streams of Courses for B. Com Graduates;



- Digital Marketing
- Certificate in Investment Banking (CIB)
- Data Science Certification
- Web Designing
- Graphic Designing
- Supply Chain Management (SCM)
- Stock Broking
- (BAT)
- Certified Management Accountant (CMA)
- U.S. Certified Public Accounting (CPA)
- O Financial Risk Manager (FRM)
- Association of Chartered Certified Accountants (ACCA)
- O Certified Financial Planner
- Cost Accountancy (CWA)
- SSC-CGL
- IBPS-PO etc.

### Eligibility for higher education

- Master of Business Administration (MBA)
- Master of Commerce (M.Com)
- Bachelor of Education (B.Ed.)
- Chartered Accountancy (CA)
- Company Secretary (CS)
- Chartered Financial Analyst (PFA)
- O Business Accounting and Taxation

Course of Study for B.Com (Semester-wise)  
[As per New Education Policy] (M.G.K.V.P, Varanasi)



## FUTURE SCOPE OF BBA DEGREE IN INDIA:

India has one of the largest students population in the world. Therefore, education is always a hot cake in the country. In today's changing environment, the BBA degree is gaining momentum amongst the students. There was a time when only a few colleges and institutions were offering this degree. But, now almost every University in India, is offering BBA degree. Therefore, it has become even more accessible. The Corporate Sector also actively work for BBA graduates & offer a good position, salary & other benefits. Some trendy things about BBA degree in India is as follows

1. Professional Aspects: The BBA degree is professional as it gets. Students are expected to do well from 'get-to-go'. The degree not only provides with education, but it also prepare for the prestigious job. Learning something, and being able to do it a living are two different aspects, and the BBA degree prepare for it. Few more other professional aspects of BBA are:
  - The course initially was designed by the Industrial Professional and today the same aspects of the course is taken care of.
  - The BBA course is regularly updated to incorporate the latest in the business world.
  - The chances of getting a job, right after BBA degree is higher as compared to other degrees.
2. Personal Development: It is very rare to find an educational degree that also focuses on personal development. In other degrees, one has to learn personal development on his own or by doing some courses. BBA is a professional degree which focuses on personal development of the students. Thus, after BBA, a student will leave the college as a more learned and well-rounded individual, making him highly employable.
3. Strong base for Post-Graduates Studies: Many students opt post-graduate study as a way to advance their careers. After BBA, one can go for MBA, PGDM, MMS and many other such post-graduates courses.

## Bachelor of Business Administration (BBA)

The Bachelor of Business Administration degree is considered as the degree of future career building. It is a professional degree which is stepping ahead by leaps and bounds in popularity among students who intend to make a career in management right after their 12th standard. This degree is also for all those students who want to pursue management studies after graduation. With a BBA degree, the students get a strong foundation base in management studies & therefore better than those who are not from the management background.

The BBA degree has a lot of scope when it comes to careers. This is one of the few degrees where students can get a reputed & high-paying jobs in management and business administration field right after their graduation. The country's economy is growing & many new organisations in the corporate sector are coming up & they prefer to give opportunities to BBA degree holders, who can be just as good as an MBA qualified managers.

One of the reasons for the bright scope of BBA degree is that, in developing economies, students with long-sighted views, prefer professional courses in comparison to the traditional disciplines of Arts, Science and like-wise. Infact, they are opting for professional specialised disciplines like BBA which directly aims for professional career building.





4. On-Trend Education: It is important that the course one does is 'on-trend' and incorporates all the latest developments. This is one of the advantages of BBA degree. It is one of the most advanced bachelor's course and its importance is growing by leaps and bounds.
5. Career Opportunities: The career opportunities for the BBA degree holder may not start as a manager or administrator, but he will be in a position that leads to a higher managerial cadre. Management professionals are required in the Corporate Sector. So one has a wide-range of choice when it comes to choosing a career. One can have a choice as what he loves.

Though a BBA degree may not start immediately his career as a Manager or Administrator, but he will be in a position that leads to a higher managerial cadre.

The BBA degree also opens the door for a career abroad. If one has a dream of working overseas, he can choose 'international business' as his specialization and can be poised to work abroad & earn big.

#### Objectives of BBA Course / Programme

1. To provide knowledge regarding the basic concepts, Principles & managerial procedures.
2. To develop business & entrepreneurial aptitude among students.
3. To provide knowledge & required skills in different areas of management like Human Resources, Finance, Operations, Marketing & like-wise to be a holistic understanding of a business System.
4. To equip the students with knowledge related to Qualitative & Quantitative techniques for critical thinking & Problem solving.
5. To develop IT skills in the areas of searching information, word processing, office management soft works & Presentation of software to excel in business
6. To provide practical industrial exposure to the students in order to carve their managerial competencies & business acumen while attaining a holistic understand of a business/ Industry.

7. To prepare the students to deliver effective oral business Presentation using variety of appropriate technologies & there-by achieve excellence in written communication.
8. To include global view of the industrial and organisational establishment and their function for taking viable decision in international business selling.

#### 1. Job areas for BBA Graduates:

- Finance Sector:- Financial Advisor, Accountant, Trader, Investment Banker, Loan Officer etc.
- Management sector:- Human Resource Manager, Information and System Manager.
- Research and Development Manager etc.
- Marketing and Digital marketing sector.
- Real estate business sector.
- Sales executive.
- Advertising sector.
- Aviation sector.
- Retail management.
- Supply chain management.
- International business.
- Health care management.

- Business analyst.

#### Eligibility for higher education

- Master of Business Administration (MBA).
- Master of Commerce (M.Com).
- Bachelor of Education (B.Ed.).
- Company Secretary (CS).
- SSC-CGL.
- IBPS-PO etc.

#### Course of Study for BBA (Semester-wise) (As per NEP 2020 Policy) (M.G.K.V.P, Varanasi)

