

# **CORPORATE COMMERCE DEGREE COLLEGE CONTENT**

## **BBA CORPORATE – Connect to Corporate**

**“Industry-Integrated BBA Program”**

**60% Practical + 40% Theory = 100% Job**

### **Industry-Integrated BBA Professional**

#### **Program Overview**

A modern business degree focused on management, leadership, marketing, HR, and analytics with real-time corporate exposure.

#### **Key Highlights**

Training in Management, HR, Marketing & Business Analytics  
Digital Marketing, Excel, Business Presentations  
Case studies, corporate projects & industry visits  
Entrepreneurship & start-up mindset development  
Soft-skills, communication & interview training

#### **BBA Professional – Why Choose This Course?**

Focus on management, HR, marketing, and business analytics.  
Practical training through case studies, live projects & company visits.  
Skill-building in communication, leadership & digital tools.

#### **Added Advantages**

Certifications in digital marketing & business tools.  
Corporate-readiness training: resume, interviews, aptitude.  
Entrepreneurship & startup exposure.

#### **Why Corporate Commerce?**

Qualified faculty team.  
Practical exposure through marketing campaigns, HR projects & analytics tasks.  
Modern infrastructure, digital tools & LMS support.  
Leadership clubs, events, and personality development programs.  
Structured grooming for corporate roles and MBA preparation.