

BUSINESS STUDIES

Trade and development have been the lifeline of many a civilization that have flourished on earth. Today, this subject has branched out into numerous groups, each having bright prospects. Let us deep dive into the popular Business degrees.

Under the larger umbrella of Business, we will delve into Business Management and the various undergraduate degrees offered.

Business Management

Business Management goes beyond Classroom teaching and helps in the holistic development of an individual. Soft skills such as leadership, ethics, team work and communication are taught in this course and these become the driving force of life.

Due to the rising demand of business managers, business courses have become a rage among students. The usual eligibility percentage for the students to be able to apply to the program is 50%. Most of the colleges and universities will also keep an entrance exam followed by either an interview or a group discussion or even both. Nonetheless, there will be a few colleges that will organize admission through Class 12 score. We shall speak about the college options later during this session.

Although students from any subject stream can go for a business course, students who have taken Mathematics in their Class 12 are bound to have better chances of securing admission in top colleges. Studying Math not only helps them through the preparation for the entrance exam, where there is a section on Quantitative aptitude, but also prepares them to understand the upcoming concepts of the course in a better way.

Students who prefer working in the field of Management or aspire to pursue MBA usually prefer studying Business Management right from the undergraduate level. This ensures a smooth transition from the undergraduate to the postgraduate level, as well as from handling the academics to the handling of the real-life situations.

Business courses in India are offered under the following names:

- Bachelor of Business Administration (BBA)
- Bachelor of Business Management (BBM)
- Bachelor of Business Studies (BBS)
- Bachelor of Management Studies (BMS)

BBA: B.B.A. or a Bachelor's in Business Administration deals with studying the administration of business operations and the details of each one of them. It is basically designed to give students a basic knowledge of all the functions that are involved in a company such as marketing, finance, human resource management, etc. The subjects

that are studied are Accounting, Business Law and Ethics, Economics, Financial management, Human Resource Management, Management Information Systems, Marketing, Operations Management, and Organizational Behavior, Quantitative Techniques (Business Statistics, Financial Mathematics, Operations Research), and Strategic Management.

BBM: B.B.M. is a Bachelor's in Business Management. This main focus of this course is on the studies at the managerial level. It aims at developing the individual's managerial skills and creating well rounded individuals by educating them in a range of diverse subject areas that provide an integrated view of managerial issues and the ability to apply the knowledge imparted, in real life situations. Some of the specializations in BBM are Finance, Operations Management, Management Information Systems, etc.

BBS: B.B.S. is a Bachelor's in Business Studies. Although it is fairly similar to the B.B.A. course, its focus however, is more on practical exposure rather than a theoretical study. In this degree, various business courses are integrated with a realistic and industry-based focus in order to build sound business ideas within the aspirants. Aspirants can specialize in Management, Accounting, Marketing and Information Systems.

BMS: B.M.S is a Bachelor's in Management Studies. This course concentrates mainly on analytical and logical oriented studies and how to develop the analytical and logical skills that are required. Students can specialize in Marketing, Finance, HRM, Management of Services, Management of Global Business and Tourism Management etc. The subjects that are studied are Finance and Cost Accounting,

Industrial Law, Business Law, Computer Application in Business, Principles of Management, Production Management, and Export- Import Procedures, etc.

In all of the above courses, students study a set pattern of syllabus in their initial years. However, the option to specialize in a specific subject usually comes in the later years of the course. These specializations include:

- Accounting
- Entrepreneurship
- Finance
- Aviation Management
- Human Resource Management
- International Business
- Information Technology
- Legal Management
- Design Management
- Management

- Management Information Systems
- Marketing
- Operations Management
- Real Estate
- Supply Chain Management

Top universities for Business Management:

Following are some of the top colleges which offer degrees in Business Management in India:

Delhi University:

Delhi University is one of the most sought after institute by students for admissions to the business programs. Under the university only three colleges offer these programs:

- Shaheed Sukhdev College of Business Studies;
- Deen Dayal Upadhyay College; and
- Keshav Mahavidyalaya.

Admission to the above colleges is a 3 step process:

1. Written entrance test called the JAT (Joint Admission test);
2. Group Discussion and Interview round; and
3. Final Selection.

Narsee Monjee Institute of Management Studies (NMIMS):

Narsee Monjee Institute of Management Studies (NMIMS) is a private university located in Mumbai. It has been awarded "Five Star" rating and an "A" grade by the NAAC and UGC respectively.

It has campuses in Mumbai, Shirpur, Bangalore and Hyderabad. The institute provides two business courses at the UG level:

- BBA (Bachelor of Business Administration) and a dual degree BBA
- MMS [Bachelor of Business Administration (BBA) Masters in Management Studies (MMS)] programs.

NMIMS-NPAT (National Test for Programs after Twelfth) is the official entrance test for admissions to Undergraduate Degree and Integrated Degree Programs.

All eligible candidates who are registered successfully will be called for the online test. The NPAT is conducted in 16 states and is an objective type multiple-choice test

and has 3 major parts.

Christ (Deemed to be University) (Bangalore):

Christ (Deemed to be University) is one of the leading institutions in India and is listed as one of the best in most educational surveys. It is ranked number 1 by India Today rankings. The university offers different business programs like:

- Bachelor of Business Administration (BBA)
- Bachelor of Business Administration Honors
- BBA in Tourism and Travel Management
- BBA in Finance and International Business
- BBA in Finance and Accountancy

Admission forms for the Christ University are available online. The university has its own entrance exam which is known as Christ University Entrance Test.

Selection Criteria: Students are admitted to the university based on 5 parameters/rounds.

1. Entrance Test
2. Skill Assessment
3. Micro Presentation of 90 seconds per student during the selection process
4. Personal Interview
5. Academic performance (of Class 10, Class 11/12, during the Personal Interview)

The cut off will range from 85 - 90% and it will vary from year to year

St. Xavier's College (Mumbai)

St. Xavier's College in Mumbai is an Autonomous College. It is one of the oldest college in the country and also a well reputed one. The college offers Bachelors in Management Studies program.

The admission to the BMS degree course will be via an Admission system which consists of an entrance exam (60%), and the marks obtained in the Class 12 Exam, which is the Qualifying Exam (QE) (40%). All candidates applying for admission to St. Xavier's College are expected to apply through the online application system.

Symbiosis Centre for Management Studies (SCMS) (Pune)

Symbiosis Centre for Management Studies, Pune, specializes in the Bachelor of Business Administration (BBA) degree with six streams:

1. Human Resource Management;
 2. Marketing Management;
 3. Accounting and Finance;
- International Business;
 - Environmental Management; and
 - Entrepreneurship.

SCMS, Pune has been ranked 2nd in the country by the India Today - Nielsen survey of Top Best BBA Colleges in India.

Admissions to this institute are very competitive. Admissions are provided through the Symbiosis Entrance test (SET) conducted by Symbiosis International University.

Students are required to fill in two separate application forms; one for SET and the other for the institute.

Applications generally open in the first week of February every year. Students will be selected for admission based on the cumulative score of:

- Performance in the Symbiosis Entrance Test (SET) 50% weightage
- Personal Interaction and Written Ability Test (PI-WAT) 50% weightage

Some of the other top colleges for this course in India include:

- FLAME University
- Wilson College, Mumbai
- Madras Christian College
- M. S. Rangaiah College of Arts, Science and Commerce
- Scottish Church College, Kolkata

Career Scope and Opportunities:

A business management career focuses on planning, execution, analysis and supervision of business processes. A myriad skills are required which include communication skills, leadership skills, analytical ability, and environmental awareness to name a few. This degree aims at providing fundamental education in business and management principles. The BBA course allows students to specialize in one of the multiple specialization areas, such as Finance, Marketing and Human Resource. BBA programs can offer practical management training that can prepare students to successfully work within a large or small organization.

A BBA gets the student into entry-level positions in many corporations, factories and other business set-ups. Since the degree will equip a student with the basic knowledge about corporate management and similar other skills, it will help them understand the diverse functioning of a company. BBA graduates can look for jobs in sales and marketing department of companies as members of sales teams or in as Management Trainees. Other departments that might be considered are Human Resource, Accountancy, and Finance etc. As mentioned the positions would be the starting level or that of a Management Trainee.

After completing a BBA, students should consider broadening their horizon in order to qualify for top executive positions and promotions. A Master of Business Administration (MBA) is a graduate-level degree that is often desired by employers for positions such as CEO or COO. Doctoral programs are also available in business administration, which can prepare business professionals for work as consultants, executives or university professors.

The job business managers do include:

- Planning and forecasting
- Organizing
- Selecting staff and equipment
- Controlling
- Motivating
- Researching
- Communicating

BBA graduates can be employed for roles in business management and sales. Some companies also offer roles of a Production Supervisor, Planner and Administrator. BBA graduates seek companies that are involved in the business of Manufacturing, Construction, Retail, and Finance etc. They can also apply for various government agencies.

Some of the esteemed job profiles you can attain after a successful completion of BBA are:

- Finance Manager
 - Business Administration Researcher
 - Human Resource Manager
 - Research and Development Manager
 - Business Consultant
 - Information Systems Manager
 - Marketing Manager
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KEY TAKEAWAY

- Business courses are among the most preferred courses in India.
- Business management courses train students in various aspects of handling a business, including finance, human resources, marketing and general management. Some of the courses offered in this field are BBA, BMS, BBM and BBS.
- The best universities to study business management courses in India are the Delhi University, the Narsee Monjee Institute of Management Studies, Christ (Deemed to be University) (Bangalore), and St. Xavier's College (Mumbai).