

LEARNING OUTCOMES OF BBA PROGRAM

Bachelor of Business Administration (BBA) program is a three-year degree course affiliated to Ch. Charan Singh University, Meerut. Since management is one of the most preferred career options today, BBA is a natural corollary to this preference. At IMS, this course has been designed to impart the basic principles of management to the future managers, so that they achieve a strong grounding in management studies.

The aim of BBA Program at IMS is to produce excellent professionals who can translate theory into practice, and are capable of identifying and solving management problems at local and global levels. BBA Program at IMS is a competitive program based on benchmarks set by similar programs in some exceptional universities in the world. The approach towards teaching is more practical where the knowledge is imparted for practical application in corporate world.

The Program focuses on the following aspects and learning outcomes:

- Practical approach
- Workshops/Guest lectures/Master Classes by eminent industry experts.
- Make students corporate ready
- Facilitating students to “Think out of box”
- Overall personality development
- Opportunities to explore hidden strengths
- In-house and outdoor extra-curricular activities
- Value Added Programs like Foreign Language Course,
- Soft Skill Certification and English Language Certification Program