



**PANIPAT INSTITUTE OF  
ENGINEERING & TECHNOLOGY**

(Approved by AICTE, New Delhi & Affiliated to Kurukshetra University, Kurukshetra)

**GAIN A CLEAR EDGE IN  
THE COMPETITIVE  
WORLD OF BUSINESS**

**BACHELOR OF BUSINESS  
ADMINISTRATION**



PIET is awarded with  
**5-Star** rating by  
MHRD Innovation cell  
and AICTE.  
(October' 2020)



Awarded with Best Institute for  
Innovation and Start-up  
Entrepreneurship by Asia Today  
(April' 2021)



PIET is the only Institute  
in Haryana to establish  
AICTE IDEA LAB

## About the Course

PIET's BBA programme is a top-level administration course that is derived out of the broad domain of Management Studies. The course aims to impart conceptual, practical and theoretical knowledge of the intricate concepts related to the business world like Economics, Finance, Operations, Accounting etc. The diverse aspects of the programme provides a student invaluable learning in productive Business Management and Entrepreneurship. BBA degree has a large scope in various business and industries, since this course has a greater impact on the growth of the same. BBA course also enriches the leadership and entrepreneurship quality.



## Why BBA at PIET?

BBA at PIET is a unique and exquisite programme devised to equip the students with abundant opportunities for sharpening their creative instincts and latent talents through extra curricular activities. It is designed to develop intellectual and technical skills that lead to the development of managerial and social sensitivity. The aim of the programme is to encourage and boost innovative minds to imbibe new strategies and gain an edge in a fiercely competitive world. The Department of BBA at PIET is committed to the all-round development of the students by inspiring and motivating them to face the challenges of life in a very effortless and sporty manner. The programme incorporates creativity, discovery and innovativeness in syllabus to make the students self-reliant in their approach to reach the global height. PIET BBA is launching certificate course in the following areas:

- **Social Welfare & Public Policy** • **Digital Marketing** • **Export & Import** • **Retail & Merchandising**

## Programme Highlights

- Globally recognized Degree • Inbuilt summer internship • Excellent placement record
- Excellent learning • Excellent industrial interface • Case Studies • Focus on skill development
- Leadership skills • Personality Development Skills • Communication skills

# Add-On Certification Course

- **Social Welfare & Public Policy:** This course intends to make the students understand about the wide scope and importance of public policy and social welfare. The main objective of the course is to permit the students to obtain an insight about the social welfare and public policy. The course focuses on the substantive and professional learning. A blended teaching pedagogy for collaborating analytical, theoretical and practical approaches will be used in accordance with the provisions of social welfare and administrative policy.
- **Digital Marketing:** Digital Marketing is a term used for collaborative description of all the online marketing efforts a company that has to put in to have an effective online presence. The major learning objective of digital marketing is to make the learners familiar with understanding and reviewing the prioritized strategic options for boosting customer identification, acquisition, conversion and retention by using digital forms of marketing. After completion of the course the learners will be able to recognize the practical success factors for betterment of an organizations presence with the help of digital marketing.
- **Export and Import:** This course offers a wide range of learning in context of international trade and practical implications of Import and Export. It also includes a basic understanding of various trade and shipping practices that are to be used while trading internationally. This course gives an opportunity for the learners to understand the global scenario of the business and how a business can be extended across the national borders into other countries. The course will add on value to the learner's knowledge bank by providing them with comprehensive knowledge of international trade.
- **Retail & Merchandising:** The course will provide a broad overview of the retail and Merchandising industry. The main focus of the course will be on merchandise planning, budgeting and forecasting for decision making process . The focus will also be on merchandise marketing, branding, fashion, visual communication in context of retail and merchandising, product development and supply chain management. Taking in consideration both the practical as well as theoretical approach, the learners will develop an ability of critical thinking, analysis, research and to solve problems. The course will also help the learners to develop and implement innovative strategies and solutions in the dynamic global marketplace.



## Career Opportunities after BBA

BBA graduates can be employed for various roles in business management and sales. Some companies also offer roles of an Executive, Assistant Manager, Manager and Administrator. BBA graduates seek companies that are involved in the business of Marketing, Human Resource, Trading, Real Estate, Manufacturing, Retail and Finance. 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
- Human Resource Manager
- Research and Development Manager
- Business Consultant
- Information Systems Manager
- Marketing Manager
- Business Analyst and Entrepreneur

### Some of the polished areas where a BBA graduate can look for employment are:

- Banks
- Marketing Organizations
- FMCG Sector
- Real Estate and International Business
- Business Consultancies
- Multinational Companies
- Financial Organizations
- Export Companies
- Travel & Tourism
- Retail Organizations



## Placement Partners

