



**CHANDIGARH  
GROUP OF COLLEGES**

Building Careers. Transforming Lives.

# BBA

Bachelor of Business  
Administration





Bachelor of Business Administration (BBA) course at CGC, Landran offers the quintessential knowledge of business and management to the students. The course has been very diligently designed with all the modernistic approaches which make it one of the Best BBA Colleges in the north region.



## **SPECIALIZATIONS: IN BBA- SEMESTER 5**



**MARKETING**



**HUMAN RESOURCES**







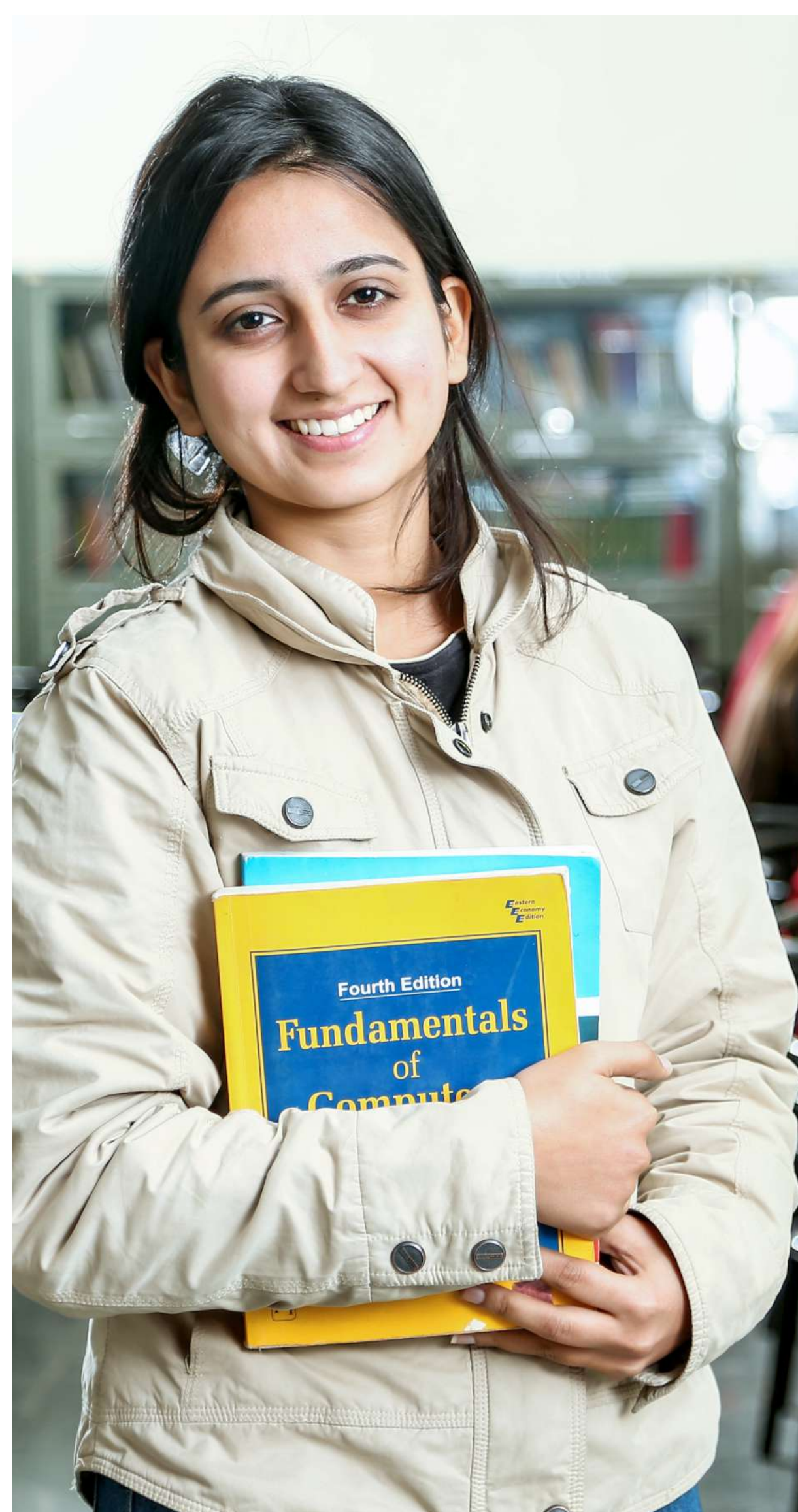
## PLACEMENTS

Presently, campus placement holds great relevance for students and educational institutions. While, it helps a student in building a strong foundation for the professional career ahead without facing the real-world job struggle, peer competition or family pressure. Placements have gradually become an integral part of an institute's offerings, which was not the scenario earlier. Nowadays, students pay special attention to placement records while selecting a college or university for admission.

CGC, Landran provides an opportunity to students with a 360-degree Training and Placement Program (TPP), which has been designed which works on sharpening the aptitude, technical, professional, and interpersonal skills of the students. CGC has a close connection with a large number of distinguished senior academicians and industry stalwarts to deliberate and review the essential skill sets a student requires to get placed in companies of import. The main objective of this program is to make students industry-ready and ensure that each participant of this program gets quality placement.

A variety of companies like Verzeo Edutech, Chola MS General Insurance Co Ltd, Pinnacle Consultancy, Calvin Klein & Tommy Hilfiger, EazyPG Tech, LIDO Learning, Mounty Outdoor Adventures, etc. provides good and attractive packages.





## INTERNATIONAL AFFAIRS (COLLABORATION PARTNERS)

CGC Landran has been investing consistently to collaborate with universities and colleges of international repute to provide world-class exposure to our students. The rate of internationalization is growing rapidly, with unhindered communication channels and inexpensive travel. Universities across the world are already seeking to make the most of the possibilities this presents by forming global partnerships and fostering relationships with other institutions. This helps students in developing their skills, knowledge, and attitude required for participation on a global level in the 21st century. We attract many foreign students because of the quality of education available here. CBSA has collaborations across the globe providing an abundance of.

- Summer/Winter schools
- Internship abroad
- Semester exchange
- Higher education opportunities

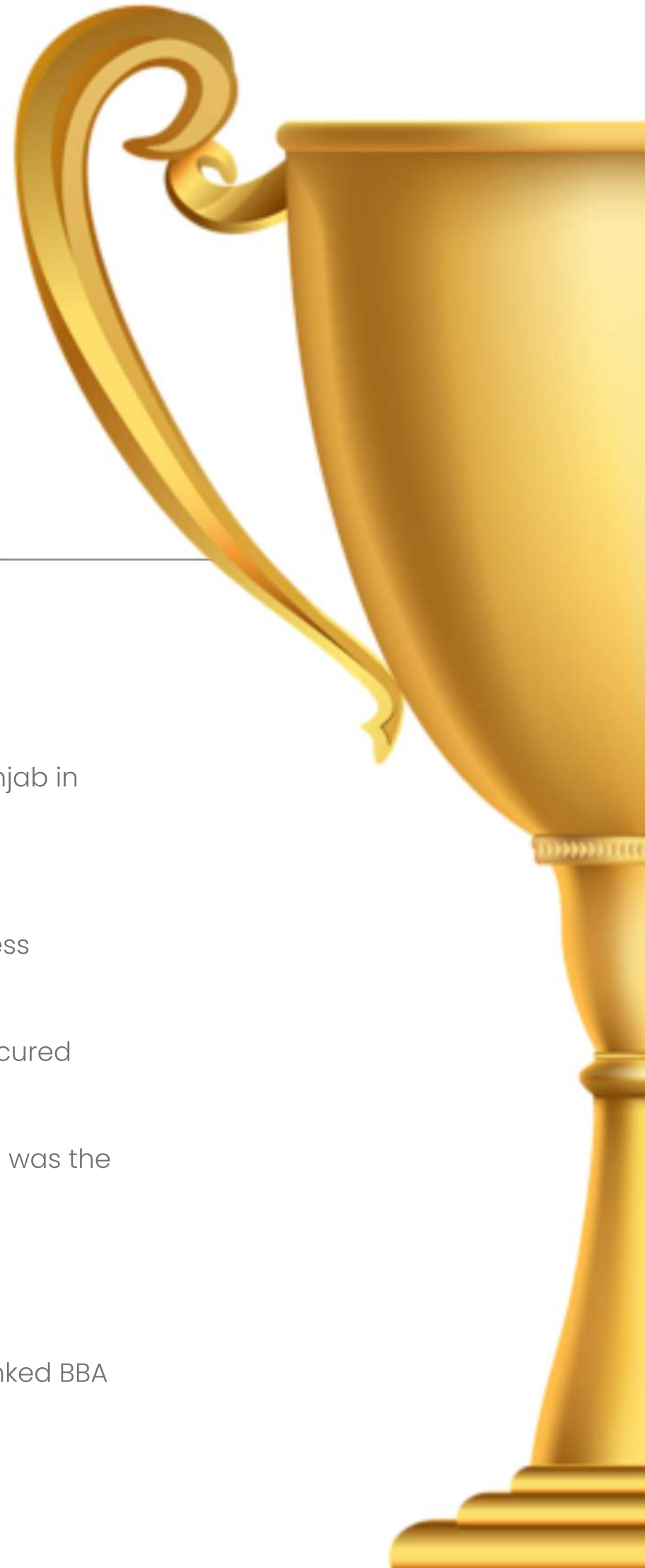
CGC has entered a joint venture with several foreign universities like Sochi State University (Russia), Beijing Foreign Studies University (China), Arkansas State University (USA), University of North Alabama (USA), Solbridge international school of business, Woosong Foundation (South Korea), University Kuala Lumpur (Malaysia), etc. giving a plethora of opportunities to students.

THE YEAR 2019-20

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## **RANKING and AWARDS**

- Competition Success Review ranked CBSA as Best B school of Punjab in 2019
- Business Standard ranked CBSA at A6 rank PAN India in 2019
- 51 rank PAN India in Best B Schools in the category of ROI in Business Today
- CBSA chased IITs and IIMs in Return on investment quotient as secured 51st rank Pan India.
- The Week 2019 rankings; 27th rank in North India and last year this was the 30th rank. Overall rank was 133 last year and 105 this year.
- Ranked Best in Punjab. 2nd Rank in PAN India in International collaborations. 22 rank PAN India. A++ grade in 2019 By Chronicle.
- India today ranked BBA at position 41 PAN INDIA, Times of India ranked BBA at position 27 PAN India.





## BBA ELIGIBILITY

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All the students who have passed the 10+2 exam in any stream are eligible for this course.



## CAREER OPTIONS

CGC Landran provides a profusion of opportunities to students through the placements. They get to interact and engage with the industry professionals during the placement drives, which further help lay a foundation for their prospective career in the future as they familiarize themselves with potential contacts from their chosen career field. Career options like Assistant Business Development Manager, Analyst, Business Development Executive, and Business Development Intern are the starters for students to excel in the corporate world.



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