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The millennium age has brought lots of changes and developments with it, not only understanding and comprehension of various matters has morphed but also career choices have changed quite a lot too. Today engineering, charted accountancy, business economics and other courses have become far more popular than the regular ones. In earlier times students only had a few selected courses. This situation has vanished completely today, there are numerous courses which are available, from B.com to M.com, B.sc to M.sc, tourism courses, hotel management and various other courses are also provided by various colleges and universities.

BBA is one such course which is quite popular among youngsters today. This course is provided by many government and private colleges which is quite lucrative for future purposes. This course is more or less related to management and to pursue it further students can apply for an MBA degree which will be like an icing on the cake. The competitive economy of today demands lot of students who have a BBA degree especially in the sector of technology. It imparts managerial skills and leadership skills too to all those who pursue this course.

Those who have a knack for management, have good communication skills and have leadership qualities can surely make a bright career in a four to five year period. Major topics which are covered in BBA are business economics, principles of accounting, business law, marketing management, computer fundamentals and accounting principles. It trains students to become versatile in various fields and subsequently they can take up any field of their choice according to their need and understanding.

The opportunities for BBA students are immense in terms of job prospects. Banking and finance sector, FMCG, FMCD, retail, media and becoming entrepreneurs are some of the best areas where they can grow as much as they want according to their capability and comprehension. International banks have started ruling the private sector to quite an extent. Jobs in corporate finance have realized a big boom for that past few years and it will continue to grow for a long time. As analysts they need to find sources of capital, make acquisitions, seek new business opportunities, loan issuance and leasing, mortgage services, international finance and overall operational handling. FMCG has always remained a coveted industry and growth opportunities are freely available.

Career prospects can grow multifold within this sector with relevant experience and comprehension of problems. Other sectors are equally profitable in order to make a good career. Services and employment now depend upon an individualâ€™s performance and understanding. The pay packages can rise up to a seven figure salary with lot of hard work from the studentâ€™s side. The thriving career prospects make this a challenging field of work. There is always cut- throat competition in these industries because they need to get the desired scales of sale and profits in a particular span of time. Knowledge and skills are a requisite to be a BBA student. This is no childâ€™s play and demands lot of devotion and loyalty as well.

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