



# DEPARTMENT OF BACHELOR IN BUSINESS ADMINISTRATION

## Welcomes

NAAC Peer Team Members  
(19<sup>th</sup> September, 2024)

SHANTI PRASAD JAIN COLLEGE, SASARAM



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# Bachelor of Business Administration



# Presentation

**(19<sup>th</sup> September, 2024)**

**BY**

**DR. AJAY KUMAR SINGH( Head)**

**Department of Bachelor of Business  
Administration (B.B.A)**



# Department of Bachelor of Business Administration

## ABOUT US-

"Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time"-Edison. Since 2006. With 'excellence and dedication' the prime motto of B.B.A SPJC team is to identify & enhance the skill of our students and recently our courses got approval from **AICTE** and we are trying to comply with the **AICTE** norms and requirements. We have made **active IIC Council, Placement Cell and Training Cell** to enhance the skill of every student and make them aware of the world of business and day to day management and make them strong enough to stand mentally and professionally. I, with my dedicated team will continue to carve out the best potential of every student.



**Dr. Ajay Kumar Singh**  
**Head of the Department**



## *Our Vision*

Our vision is to produce competent business professionals and entrepreneurs with necessary managerial and research skills possessing decision making ability. The Department of Business Administration at SPJC shares a common vision statement that includes :

To be a Valued and Preferred Choice for pursuing Business Management Studies and Generate Competent Management Professionals to become part of the Industry at National and International level.



## ***MISSION***

- M1 To develop the expertise for leadership and professionalism amongst the students through student centric methods and Training and Placement Practices.
- M2 To build strong relationships with the business community and alumni.
- M3 To offer students opportunities to develop essential skills for success in the globalized business through international study programs.
- M4 To inculcate foundation of human values for being ethical and socially responsible managers to protect the interest of society and community.
- M5 To provide high-quality career-enhancing learning by encouraging creativity, critical thinking, and entrepreneurship and industry partnerships.



# Department of Bachelor of Business Administration

**Name of the Department : Bachelor of Business Administration**

<b>Particulars</b>	<b>U.G</b>
Program offered in Semester/CBCS	Yearly
Course offered	B. B. A.
Course Approved Year	2006
Students Sanctioned Seat	40
Course Duration	3 Years
Current admitted in Session 2023-27 U.G.	40



## Faculty Strength

<b>Designation</b>	<b>Sanctioned</b>	<b>Filled</b>
<b>Professors</b>	<b>04</b>	<b>Nil</b>
<b>Associate Professors</b>		<b>Nil</b>
<b>Assistant professors</b>		<b>04</b>
<b>Guest Faculty</b>		<b>Nil</b>

**Permanent Teacher - 04**

**Guest Teacher - 00**

**Total Full Time Teacher - 04**



## Permanent Teachers Profiles

Names	Qualification	Designation	Years of Experience
1) Dr.Ajay Kumar Singh	Ph.D.	Head of Department	15
2) Dr.Ajeet Kumar	Ph.D.	Asst.Professor	16
3) Shri.Abhimanyu Kumar	M.B.A	Asst.Professor	12
4) Kumar Digvijay Singh	M.B.A	Asst.Professor	02



## Program Outcomes and Program Specific Outcomes as Per V.K.S.U., Ara

### Program Outcomes

- PO1: Professional Knowledge:** Attained profound expertise in their discipline by understand the functioning of business, their challenges and significance in the economy.
- PO2: Critical and Cognitive skills:** Engage in critical and cognitive thinking by analyzing situations and constructing and selecting viable solutions to solve problems.
- PO3: Environment and sustainability:** Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
- PO4: Effective Communication:** Demonstrate familiarity with and ability to analyze both verbally and in writing issues and forms of contemporary art with a clear understanding of historical precedents.
- PO5: Research and Analysis:** Demonstrate analytical skill and proficiency in a range of tools and techniques used in research in social science.
- PO6: Employability and higher Education:** Show proficiency in professional, employability and soft skills required for higher education and placements.
- PO7: Ethics:** Apply ethical principles and commit to professional ethics and responsibilities and norms of the humanitarian practice.
- PO8: Entrepreneurial activities:** Assessing financial statement and creating marketing strategies to start entrepreneurial activities.
- PO9: E-Commerce and Society:** Articulate familiarity with e-commerce application in modern day business and transparency in business promote higher productivity in society.
- PO10: Multidisciplinary Approach:** Integrate academic curriculum with other co- curricular goals, such as career development, life-long learning, develop interdisciplinary learning and opportunity to extend their knowledge across disciplines.
- PO11: Nation Building:** Introspect and evolve into dynamic and creative individuals capable of socially productive, constructive actions that positively impact our Nation and the World at large.



**Program Outcomes and Program Specific Outcomes as Per V.K.S.U., Ara**

**Programme Specific Outcomes**

**PSO1:** Promote an understanding of different aspects of human resource management and its business application.

**PSO2:** Create an awareness regarding macro and micro concepts of economics in management.

**PSO3:** Develop a well-defined perspective on business ideas and role of corporate at different Social, national and international levels.

**PSO4:** Gain knowledge of accounts and its practical implications in business world.

**PSO5:** Equip with knowledge of statistical tools and business operations.

**PSO6:** Comprehend ethical issues in business and grow into responsible citizens.

**PSO7:** Acquire awareness towards gender, environment, sustainability, human values, and professional ethics and understand the difference between acting, responding, reacting to various social issues.



## Research & Publications

### Books/Edited Volumes/Chapter During 2017-18 till Date

Dr.AJEET KUMAR	EDU WORLD	working capital management and growth of microfinance in India	2319-7129	2018
Dr.AJEET KUMAR	CONTEMPORARY BUSINESS MANAGEMENT AND ENVIRONMENT	A glance of working capital of some selected companies in India	978-81-941162-9-5	2019
Dr.AJEET KUMAR	EDUCATION TODAY	Analysis of financial structure and pattern of financing in FCI.	2229-5755	2021



## Latest Academic Activities of the Department

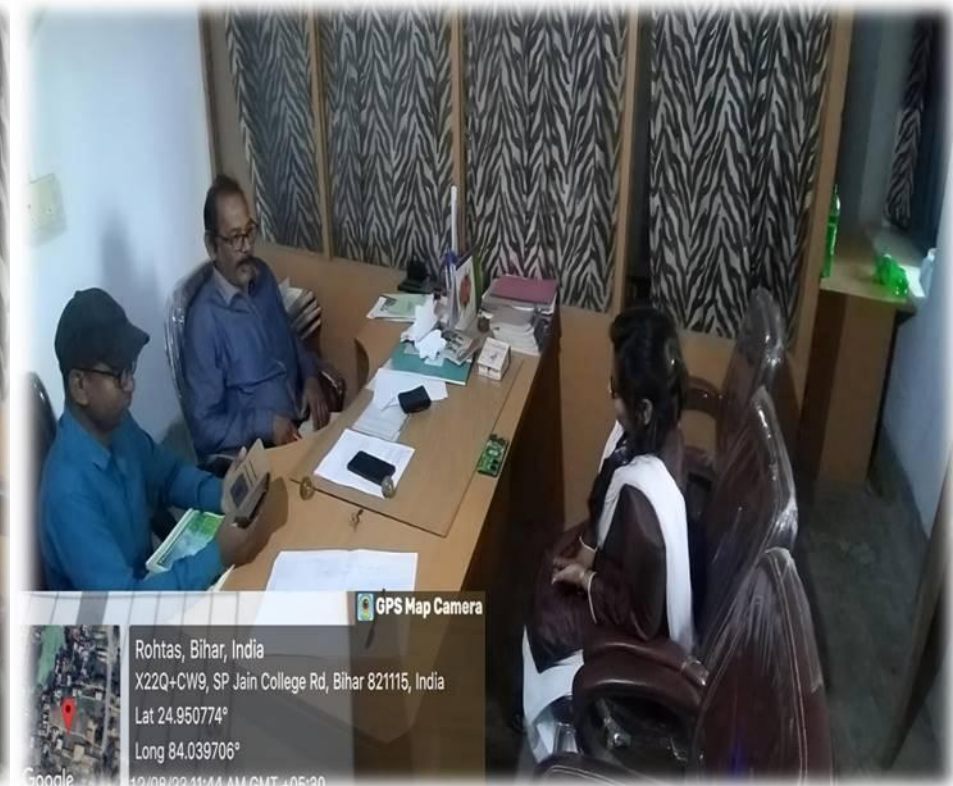
Title of Program/Activities	Date	Details of Recourse Person
Consumer Outreach Programme	08.08.2024	TRAI
National Induction 5.0	22.08.2024	AICTE/SRI SRI RAVISHANKAR JII
JIO customer awareness programme	22.08.2023	Reliance Jio



**Students actively participated in Interactive Smart Classroom**



# Department of Bachelor of Business Administration



## Mock Interview sessions



# Department of Bachelor of Business Administration



## Achievement & Award

# ब्रह्मगंज प्रभात

पटना, शुक्रवार  
19.04.2024

06

prabhatkhabar.com

नामांकन (आइटीआइ) में एडमिशन के लिए पांच मई तक करें आवेदन

## तक कर सकेंगे आवेदन एसपी जैन कॉलेज को मिला प्रमाणपत्र

### नामांकन

नामांकन के लिए लॉटरी

विद्यालय में

नामांकन

ऑफिस

प्रसारण में

पहली

नारी की

सिस्टम

प्रभारी

पर ने

सत्र

कर

बाल

के

गा.

श

से

प्रतिनिधि, सासाराम ऑफिस

एसपी जैन कॉलेज को भारत सरकार के शिक्षा मंत्रालय व आइआइसी (इंस्टीट्यूशन इनोवेशन काउंसिल) ने स्थापना प्रमाणपत्र (सर्टिफिकेट ऑफ एस्टेब्लिशमेंट) प्रदान कर दिया है. स्थापना प्रमाणपत्र मिलने के बाद कॉलेज के बीबीए व बीसीए कोर्स के छात्रों के लिए कैम्पस प्लेसमेंट का आयोजन होगा. साथ ही आइटी-वीटी ट्रेनिंग की सुविधा भी शुरू होगी. स्थापना प्रमाणपत्र मिलने से कॉलेज में खुशी का माहौल है. इसकी जानकारी देते हुए कॉलेज के प्राचार्य प्रो नवीन कुमार ने बताया कि शांति प्रसाद जैन कॉलेज के एआइसीटीई से मान्यता प्राप्त बीबीए व बीसीए कोर्स में इस सत्र से कैम्पस प्लेसमेंट व आइटी-वीटी ट्रेनिंग की सुविधा शुरू की जा रही है, जो उच्च गुणवत्ता शिक्षा के साथ छात्रों के भविष्य को भी सुरक्षित करेगा. सारी व्यवस्थाओं के जांचोपरांत कॉलेज को

बीबीए, बीसीए के विद्यार्थियों का होगा कैम्पस प्लेसमेंट

आइटी व वीटी ट्रेनिंग की शुरू होगी सुविधा



स्थापना प्रमाणपत्र मिलने पर प्राचार्य को बधाई देते प्रोफेसर व अन्य

यह प्रमाण पत्र जारी किया गया है. इस उपलब्धि के लिए व्याख्याताओं ने प्राचार्य को तथा प्राचार्य ने व्याख्याताओं सहित शिक्षकेत्तर कर्मचारियों, कॉलेज के छात्रों को बधाई व शुभकामनाएं दीं.

बधाई देने वालों में प्रो राजेंद्र प्रसाद सिंह, प्रो राजेश कुमार सिन्हा, प्रो इनामुल हक, प्रो अलाउद्दीन अजीजी, डॉ अजय कुमार सिंह, डॉ अजीत कुमार, कुमार दिग्विजय आदि रहे.

नशे में हंगामा कर रहा शराबी धराया

मतदान के लिए लोगों को किया प्रेरित

लोकसभा चुनाव

परियोजना कार्यालय सूर्यपुर की पर्यवेक्षिका अमिता कुमारी, प्रखंड

प्रभात खबर

पेट सप

Natural Laxative Gra

पाक के साइबर

गोपाल में पाक

1.95 करोड़ विभिन्न खातों जमा करने का मिला प्रमाण

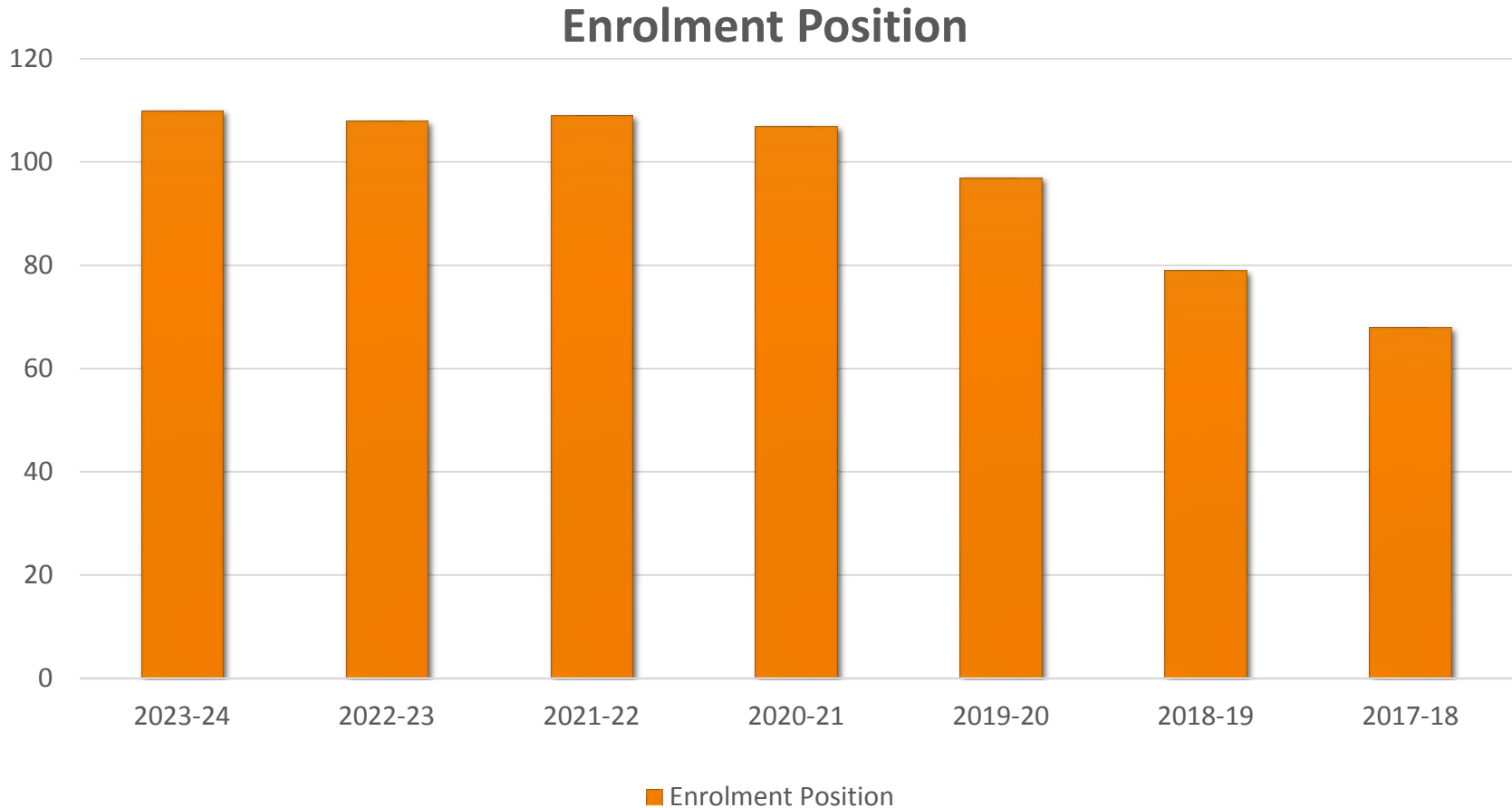


**Enrolment Position in U.G Programme  
Session - 2017-18 to 2023-24**

<b>Session / Year</b>	<b>Part -I/ Sem- I</b>	<b>Part -II/ Sem-III</b>	<b>Part -III/ Sem-V</b>	<b>Total</b>
<b>2023-24</b>	40	35	35	110
<b>2022-23</b>	40	35	33	108
<b>2021-22</b>	37	35	37	109
<b>2020-21</b>	40	38	29	107
<b>2019-20</b>	40	29	28	97
<b>2018-19</b>	35	28	16	79
<b>2017-18</b>	29	21	18	68



## Enrolment Position in U.G Programme Session - 2017-18 to 2023-24



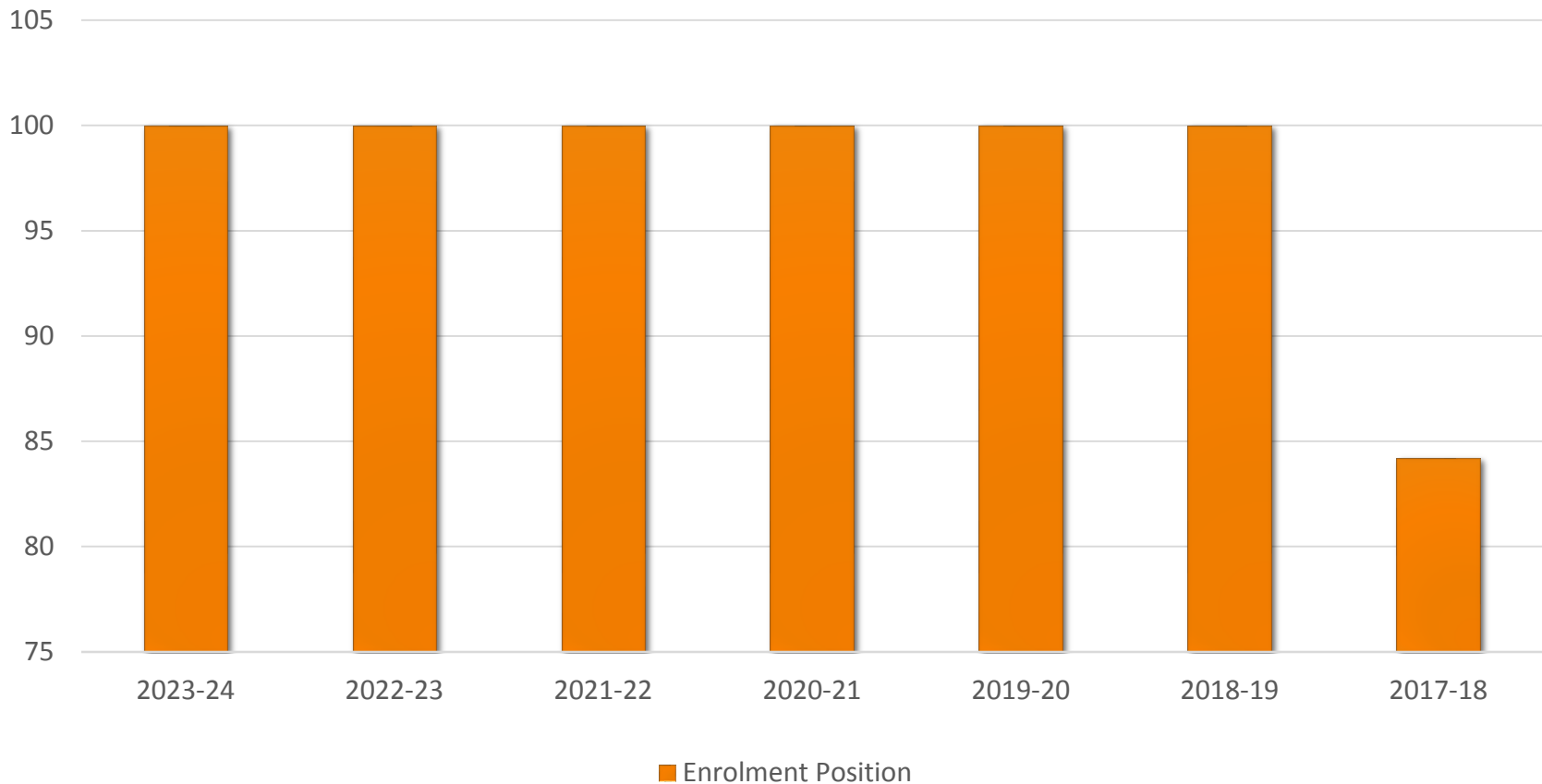


**U.G. Pass Percentage Final Year  
Session - 2017-18 to 2023-24**

<b>Session / Year</b>	<b>Total No. of Appeared Students in Final Year</b>	<b>Total No. of Pass Student</b>	<b>Overall Pass Percentage</b>
<b>2023-24</b>	35	35	100
<b>2022-23</b>	33	33	100
<b>2021-22</b>	37	37	100
<b>2020-21</b>	29	29	100
<b>2019-20</b>	28	28	100
<b>2018-19</b>	16	16	100
<b>2017-18</b>	19	16	84.21



## U.G. Pass Percentage Final Year Session - 2017-18 to 2023-24



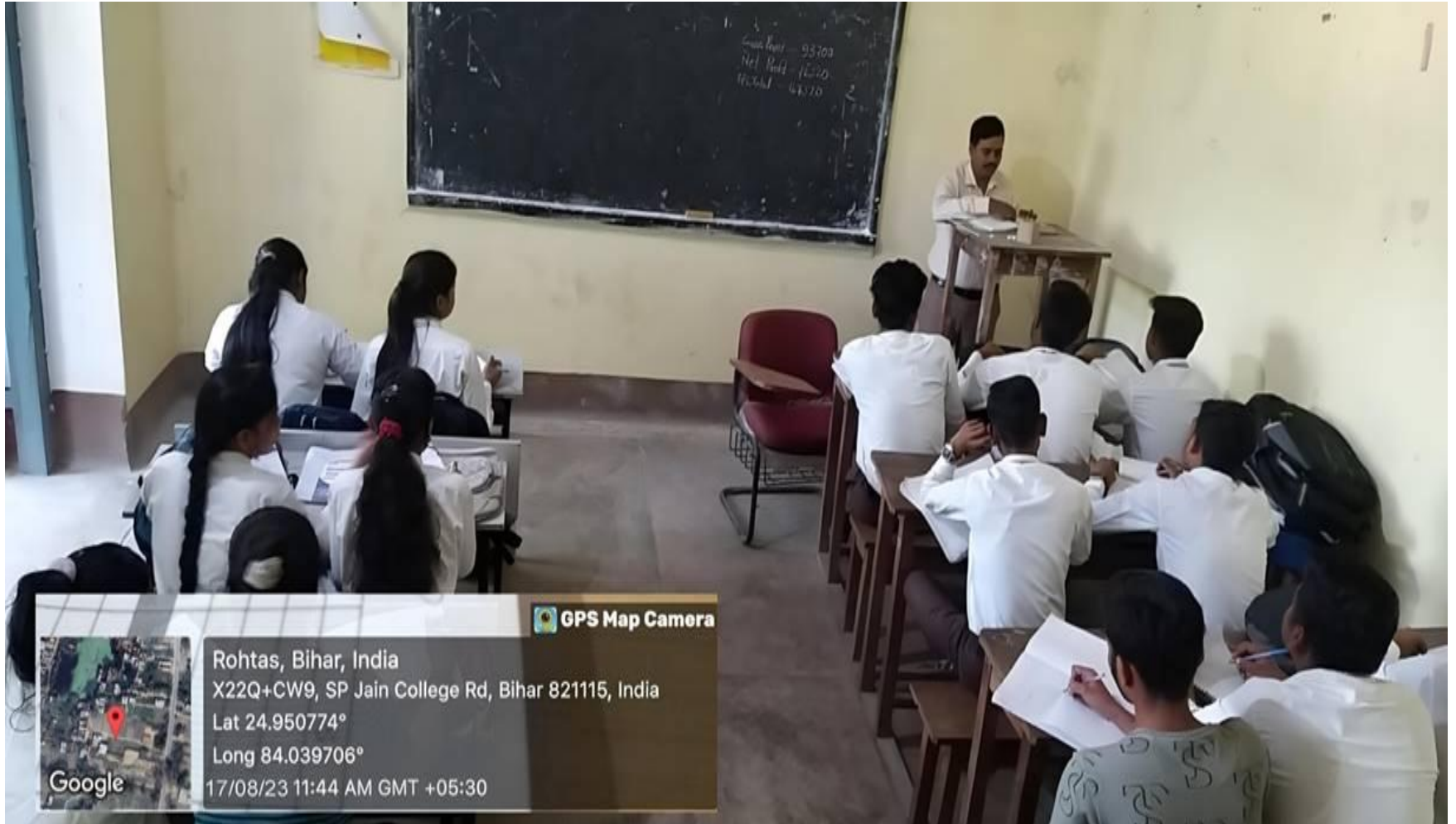


# Department of Bachelor of Business Administration

## Enrolment Position in Current Session Session – 2023-24

Session / Year 2023-24	U.G	
	Male	Female
Part I/Sem I	28	12
Part II/ Sem-III	19	16
Part III	NA	NA
Total	47	28
Total (M+F)	75	
Grand Total (U.G & P.G)		
Pass Percentage	100	100

## PHOTOGRAPHS





# Department of Bachelor of Business Administration

## Placements



Registered Office

Philocalist Jobs Private Ltd  
Site No. 26 Laskar Hosur Road  
Adugodi, Koramangala, Bengaluru,  
Karnataka 560029.

### APPOINTMENT LETTER

Date: 26<sup>th</sup> December 2023

To,  
Vaishnavi Soni  
Khilanganj, Sasaram,  
Rohatas, Bihar,82115

Dear Vaishnavi,

It is our pleasure to appoint you as " Sr. Sales Associate" at **Philocalist Jobs Pvt. Ltd.** in the functional stream or in any such capacity as the management shall from time to time determine with the following terms and conditions. Please note that the employment terms contained in this letter are subject to the Company policy.

**Date of Appointment:** Your date of appointment is effective from the date of 26.12.2023.

**Compensation:** During this period or extension thereof, your gross annual CTC will be INR. 750,000 per annum of which INR.450,000 will be fixed and 300,000 will be incentive based.

You will be entitled to other compensation and benefits in accordance with Company policy as modified and intimated to you from time to time.

Your salary will be reviewed periodically as per Company policy.

Changes in your compensation are subject to the discretion of the company and will be based on your reflective performance and results during your employment and other relevant criteria.

Kindly ensure you submit the second copy of the appointment letter signed by you on the day of reporting for work.

**Incentive:** You will also participate in the company's incentive plan as applicable to your role. The plan will be communicated to you by your Reporting Manager.

Note that monthly incentives will be without capping on the maximum limit. The amount would be calculated on the revenue and sales generation. The probation order will be issued to you on the date of joining.

**Probation:** You will be on probation for a period of three (3) months from the date of your appointment. On completion of the probation period, your appointment shall be confirmed and communicated to you in writing if the Company finds you to be suitable for the appointed post. Unless confirmation is communicated in writing, your probation period is deemed extended.



# Department of Bachelor of Business Administration

## placements





# Department of Bachelor of Business Administration





## Our Distinguished Alumni Members

Sl. No.	Name of the Alumni with Address	Pass out Session	Organization Name/Address	Designation
01.	MANU KUMARI NEW AREA ,GT ROAD SASARAM	2007-2010	UTTAR BIHAR GRAMIN BANK, PANAPUR DHARAMPUR MAHANAR ROAD HAJIPUR BIHAR,	MANAGER
02.	ANU KUMARI CIVIL LINES, SASARAM	2012-2015	INDIAN RAILWAYS,(WESTERN)MUMBAI	SECTION OFFICER
03.	VISHAL KUMAR GT ROAD,SASARAM	2018- 2021	HDFC BANK, NOIDA, UTTAR PRADESH	EXECUTIVE



## Topper/Rank of our college U.G Students in University/District

Sl. No.	Session	Name of the Students	University Roll. No	Pass Percentage
1	2018-2021	ANCHAL KUMARI	183012100002	72.40
2	2018-2021	SADAF FATMA	183012100021	72.33
3	2019-2022	KAUSHAL KESHARI	19301700013	72.93
4	2019-2022	PREETI SHARMA	19301700019	73.20
5	2020-2023	SWARNA KUMARI	203010700035	68.73

## Our young entrepreneurs



**RAJVEER OWNING HIS RESTAURANT AND CAFÉ  
IN SASARAM  
Session -2021- 2024**

**ANSH RAJ SINGH OWNED INTERCITY  
TRANSPORT SERVICES  
Session -2021- 2024**



## Best Practices of the Departments

- Avoiding the use of disposable cups.
- Switching off bulbs and ceiling fans after classes.
- Fostering character development among students.
- Encouraging students to use helmets while driving.
- Promoting awareness against tobacco use.
- Supporting the Swachh Bharat Abhiyan initiative.



## SWOC Analysis of the Department

### Strength

- ACTIVE IIC COUNCIL
- REGULAR CLASSES.
- WELL QUALIFIED AND EXPERIENCED FACULTIES.
- ADMINISTRATIVE SUPPORT.
- PERSONALITY DEVELOPMENT TOOLS AND TECHNIQUES.
- STUDENT DEVELOPMENT PROGRAM (TIME TO TIME)
- SMART CLASSES



## SWOC Analysis of the Department

### Weakness

- LIMITED FUND (SELF NOURISHED COURSE)
- LACK OF LANGUAGE PROFICIENCY AMONG STUDENTS
- NO POST GRADUATE COURSE
- NO TRANSPORT FACILITY.



## **SWOC Analysis of the Department**

### **Opportunities:**

- DEMAND OF PROFESSIONAL COURSES IS INCREASING DAY BY DAY.
- SPECIALIZED FACULTIES
- INCREASE IN NUMBER OF FEMALE STUDENTS.
- SUPPORTIVE ADMINISTRATION
- CREATION OF MORE PROFESSIONAL ATMOSPHERE



## **SWOC Analysis of the Department**

### **Challenges:**

- LOCALITY LACKS IN INDUSTRIAL DEVELOPMENT.
- DIFFICULTY IN CALLING CAMPUS SELECTORS FROM OTHER DISTRICT OR STATE.
- POSSIBILITY OF JOB ONLY FROM GRADUATION COURSES IS VERY LOW.
- RESCUE AND CHECK BRAIN DRAIN
- PLACEMENT IN PASS OUT FOR GOVERNMENT/PRIVATE SECTOR



## Future Plan of the Department

- PREPARING FOR MORE SKILL DEVELOPMENT PROGRAMMES.
- LANGUAGE PROFICIENCY CLASSES.
- MORE SEMINARS, WORKSHOPS AND INDUCTIONS FOR STUDENTS.
- PROVIDING INDUSTRIAL TRAINING AND VOCATIONAL TRAINING TO STUDENTS.
- PLANNING TO MAKE A JOB DESK IN DEPARTMENT WITH THE HELP OF SOME OUTSOURCING AND AVAILABLE ORGANIZATIONS FOR WALK-IN INTERVIEWS FOR JOB ASSISTANCE.
- OVERALL WE ARE TRYING OUR BEST TO GET ACCEDEMIC AND JOB UNDER ONE ROOF TO SERVE THE PURPOSE OF PROFESSIONAL EDUCATION.



*Thank you*

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**Department of Bachelor of Business  
Administration**