



**RVS COLLEGE OF  
ENGINEERING AND TECHNOLOGY**  
JAMSHEDPUR, JHARKHAND  
Approved by AICTE, New Delhi and Affiliated to Jharkhand University of Technology

**BBA IN INTERNATIONAL BUSINESS**  
**BBA IN DIGITAL MARKETING**  
**BBA IN HR MANAGEMENT**

Information  
Brochure

 **7033000777**  
 **9334649779**

**BBA**

**RVSCET, Jamshedpur, founded in 2004**, is the leading private engineering college in Jharkhand and Bihar. Spread across 30 acres, our AICTE and JUT-accredited institution offers top-quality technical education with a strong focus on practical training. With modern labs, experienced faculty, and a well-rounded curriculum, we ensure holistic student development. Our vibrant campus promotes both academic excellence and extracurricular growth, preparing students for successful careers.

At RVSCET, our **BBA program** is designed to nurture future business leaders. We blend core business principles with industry insights, hands-on learning, and real-world experience through case studies, live projects, and industry interactions. With expert faculty and a cutting-edge learning environment, we foster innovation, strategic thinking, and leadership skills. Our holistic approach prepares graduates for successful careers in corporate and entrepreneurial ventures, empowering them to make a global impact.

## BBA with Specializations:



### International Business

- + Modes of Entry
- + International Marketing
- + Global Supply Chain Management
- + International Trade and Finance
- + Cross-Cultural Management
- + International Business Strategy



### Digital Marketing

- + Digital Marketing Fundamentals
- + Search Engine Optimization (SEO)
- + Social Media Marketing
- + Content Marketing
- + Email Marketing
- + Pay-Per-Click (PPC) Advertising
- + Web Analytics and Data Analysis
- + Mobile Marketing



### HR Management

- + Introduction to HR Management
- + Recruitment and Selection
- + Training and Development
- + Performance Management
- + Compensation and Benefits
- + Labour Relations
- + Employment Law
- + Organizational Development.

### Eligibility

#### Minimum Marks Required:

**10+2** (any stream)  
with a **minimum of 45%**  
from a recognized board.

### Mode of Payment

Fees can be paid via :

- **Demand Draft** : In favor of "RVS College of Engineering & Technology, Jamshedpur," payable at Jamshedpur.
- **Online Payment** : Available on the college website.
- **Cash Payment** : At the Accounts Office on campus.

**60**  
Seats





## Activities by the BBA Department



01. **Industry Visits** : Practical exposure to corporate operations.
02. **Guest Lectures** : Insights from industry experts and entrepreneurs.
03. **Workshops & Training** : Covering digital marketing, finance, leadership, and more.
04. **Internships & Live Projects** : Hands-on business experience.
05. **Business Competitions** : B-Plan contests, stock market simulations.
06. **Conferences & Seminars** : Research presentations and industry trends.
07. **Entrepreneurship Sprints** : Start-up mentorship and Incubation.
08. **CSR Activities** : Community service and sustainability initiatives.
09. **Alumni Networking** : Career guidance and industry connections.
10. **Cultural & Extracurricular Events** : Fests, student clubs, and leadership forums.

## Outcomes of the BBA Course

Graduates of the Bachelor of Business Administration (BBA) program at R.V.S. College of Engineering & Technology acquire a diverse skill set that equips them for various career paths and entrepreneurial endeavours. Key outcomes include:

- **Business Acumen** : A solid understanding of essential business areas like Marketing, Finance, Human Resources, and Operations.
- **Leadership Skills** : Development of strategic thinking and decision-making abilities for effective team and organizational leadership.
- **Industry Exposure** : Hands-on experience through internships, case studies, and corporate interactions.
- **Entrepreneurial Mindset** : Skills to identify opportunities and manage resources for successful ventures.
- **Global Perspective** : Insights into international trade and cross-cultural management for careers in multinational firms.
- **Communication Skills** : Enhanced abilities in business communication, negotiation, and teamwork.
- **Analytical Thinking** : Proficiency in data-driven decision-making and market research.
- **Ethical Responsibility** : Understanding of business ethics and corporate social responsibility.
- **Adaptability** : Ability to leverage technology and innovation in a changing business environment.
- **Career Readiness** : Preparedness for roles in corporate, government, or startup settings, or for further studies like an MBA or professional certifications.

Completing the BBA program empowers students with the knowledge and experience needed to excel in the dynamic business world.



## Industry - Focused Curriculum

The core courses encompass a variety of general management subjects, laying the groundwork for more specialized learning as the program advances.

Specialisation in International Business, Marketing and Human Resource Management build specialist capabilities aligned with your future career goals.

A distinctive employability training series develops essential skills in Emotional Intelligence, leadership, Global Dexterity, Innovation, Creativity and agility.

A self-directed Regional Immersion Project related to a business area of interest, addresses challenges with the contemporary global/regional dynamic environment.

Targeted Capstone Project (an Action learning or Entrepreneurship Project) enables you to apply your academic knowledge in a real-world setting



## STUDENT TESTIMONIALS

“

Joining the BBA program at RVS COLLEGE has been a game-changer for me. The practical learning approach, combined with expert faculty guidance, has enhanced my business acumen. The industry exposure and internships are preparing me for real-world challenges."

- Joya Akhtar Afrin



The BBA program at RVS equips me with the necessary skill set to excel in the business world. The faculty's support is instrumental in my learning journey

- Taniya Zafar

”



Enrolling in the BBA program is one of the best decisions I've ever made. The curriculum is comprehensive and covers all aspects of business, from marketing to finance. I highly recommend this program at RVS College to everyone looking to advance their career!

- Md Ashab Siddiqui

”

“

The BBA program is providing me with a diverse skill set that is essential in today's business environment. I appreciate the emphasis on teamwork and leadership, which is helping me grow both personally and professionally. The support from faculty and peers creates a collaborative atmosphere that makes learning enjoyable.

- Rashi Kumari



## Why Choose BBA @ RVS College, Jamshedpur?

- ✓ **Highly qualified faculty** with industry experience
- ✓ **Project-based learning** : using advanced tools & real-world applications
- ✓ **Excellent placement track record** : in top companies
- ✓ **Skill-oriented & interdisciplinary training** : for holistic growth
- ✓ **Industry tie-ups (MoUs) & internships** : for practical exposure
- ✓ **High-speed Wi-Fi** : across the campus
- ✓ **24x7 medical facility** : for students
- ✓ **Safe hostel accommodations** for boys & girls
- ✓ **Women's Safety Cell & Anti-Ragging Squad**



### Key Features

**Artificial Intelligence Lab (AI) | VLSI Lab  
Digital Library Room | NPTEL Server  
Group Discussion Room | Alumni Lounge  
Open Gym | Training & Placement Room  
Badminton Courts | Volleyball Courts  
Cricket Grounds | Football Grounds  
The Food Café - Hungout**



## Career Aspects of BBA

- + Business Analyst
- + Marketing Manager
- + Financial Consultant
- + Human Resource Manager
- + Business Development Manager
- + Operations Manager
- + E-commerce ventures
- + Business consulting
- + Tech-based start-ups
- + Export-import management
- + Digital marketing specialist
- + Business strategy advisor
- + HR consultant
- + Logistics & Supply Chain Specialist
- + Investment Banking Associate
- + Real Estate Manager
- + Event Coordinator
- + Media Strategist
- + Corporate Trainer



### Academic Blocks :

Lecture Theatres, Smart Classrooms, Labs, Seminar Halls, and a **Well-Equipped Auditorium**.



### Hostels & Residential Facilities :

- **5 Secure Hostels** (2 for girls, 3 for boys) with **260+** capacity each.

- **Faculty Quarters & Director's Bungalow** for academic staff.



### Library (25000+ Books and Journals) :

- **Digital Library & NAS Storage**

- **Latest Books, E-Journals, & Research Publications**

### Campus Pulse:

- **NSS Social Initiatives** : Blood donation drives & community service.
- **Cultural Club (Tarangini)** : Annual cultural events & talent showcases.
- **Media Club (Xpectra)** : Student-led journalism & photography.
- **Tech & AI Club (HELIX)** : Workshops, hackathons & innovation challenges.
- **IoT & Robotics Club (Circuition)** : Hands-on projects in IoT, drones & robotics.

### Annual Events:

1. **Fresher's Day (Prarambh)**
2. **Sports Meet (Frolic)**
3. **Tech-Fest (Provenance)**
4. **Industry Conclave**
5. **International Conference & Seminars**
6. **Job Fair (BOPT)**
7. **Coffee with Parents**
8. **Graduation & Farewell Ceremony**

# Our Training & Placement Partners



Many More++

## College at a Glance

**45+**

TOP RECRUITERS  
VISITING EVERY YEAR

**3900+**

STUDENTS PLACED  
SUCCESSFULLY AND  
COUNTING...

**86%+**

PLACEMENTS  
THIS YEAR

**50+**

MoUs WITH  
RECRUITERS &  
ACADEMIC  
PARTNER

MORE  
THAN

**1 CRORE**

SCHOLARSHIP IN  
SELECTED COURSES  
EVERY YEAR

## Other Courses @ RVSCET:

### B.Tech

Artificial Intelligence & Machine Learning  
Civil Engineering  
Computer Science and Engineering  
Electrical and Electronics Engineering  
Electronics and Communication Engineering  
Mechanical Engineering

### M.Tech

Computer Science and Engineering  
Electronics & Communication Engineering

### Diploma in Engineering

- Civil Engineering      - Mechanical Engineering  
- Electrical Engineering      - Mechatronics Engineering

### BCA - Specializations -

Artificial Intelligence    Cyber Security    Data Science

### MCA - Specializations -

AI/ML    Cyber Security    Data Science    IoT

#### Campus Address:

Edalbera, PO-Bhilai Pahari, NH-33,  
Jamshedpur-831012, Jharkhand.  
Ph: 7033000777 | 9334649779

#### City Office Address:

Binda Apartment, Mills Area, Sakchi,  
Jamshedpur-831001. Jharkhand.  
Ph: 0657 2435439 | 9334649779



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The Brochure

If you have any query, mail us at: ✉ info@rvscollege.ac.in