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NAAC 'A++' GRADE CYCLE 4

**KAKRAPARTI BHAVANARAYANA COLLEGE****(AUTONOMOUS)**

(Sponsored by S.K.P.V.V. Hindu High Schools' Committee)  
Kothapeta, Vijayawada - 520 001.



## **A Report on "CAREER PROSPECTS AND PLACEMENTS POST BBA "**

**Organized by  
Department of Commerce and Management,  
K.B.N. College (A), Vijayawada  
On July 18th, 2025  
Resource Person: Sri Ch. Navadheer,  
Alumni of Alliance Business School, Bangalore**

### **1. Introduction**

On July 18th, 2025, the Department of Commerce and Management at K.B.N. College (A), Vijayawada, organized a comprehensive Invited talk aimed at guiding BBA students on **Career Prospects and Placement Opportunities**. The distinguished Resource Person, Sri Ch. Navadheer, an esteemed Alumnus of Alliance Business School, Bangalore, shared valuable insights based on his extensive industry experience and academic background.

### **2. Profile of the Resource Person**

Sri Ch. Navadheer is an accomplished professional with a rich background in business management and corporate leadership. An alumnus of Alliance Business School, Bangalore, he has held key positions in various multinational companies, specializing in strategic management, marketing, and human resources. His practical experience and academic insights provided students with a realistic perspective of career avenues post-BBA.

### **3. Key Highlights of the talk.**

#### **a. Career Opportunities for BBA Graduates**

- **Corporate Sector:** Roles in marketing, sales, finance, human resources, and operations.
- **Entrepreneurship:** Starting startups or small businesses with foundational management knowledge.
- **Further Education:** Pursuing MBA or specialized management courses for advanced career prospects.
- **Government and Public Sector:** Administrative and managerial roles in various government departments.
- **Internships and Part-Time Roles:** Gaining practical experience through internships in reputed firms.

## **b. Skill Development for Better Placements**

- Emphasis on soft skills such as communication, leadership, and teamwork.
- Technical skills including data analysis, digital marketing, and financial literacy.
- The importance of internships, certifications, and extracurricular activities.

## **c. Placement Trends and Strategies**

- Companies increasingly value practical exposure and industry readiness.
- The role of campus placements and the importance of networking.
- Building a strong resume, interview skills, and confidence.

## **4. Insights Shared by Sri Ch. Navadheer**

- **Industry Expectations:** Employers seek candidates with a blend of academic knowledge and practical skills.
- **Alumni Success Stories:** Highlighted pathways of alumni who leveraged their BBA degrees to excel in various fields.
- **Emerging Sectors:** E-commerce, digital marketing, financial services, and consultancy firms are expanding employment opportunities.
- **Entrepreneurship:** Encouraged students to consider entrepreneurial ventures with innovative ideas and proper planning.
- **Continuous Learning:** Emphasis on lifelong learning through certifications, workshops, and higher studies.

## **5. Recommendations for Students**

- Focus on developing both hard and soft skills.
- Engage actively in internships and industry projects.
- Network with industry professionals and alumni.
- Stay updated with industry trends and technological advancements.
- Aim for certifications like Digital Marketing, Financial Analysis, etc.

## **6. Conclusion**

The seminar successfully provided students with a clear understanding of the diverse career paths available after BBA. Sri Ch. Navadheer's insights motivated students to aspire for higher achievements and prepared them to face industry challenges confidently. The Department of Commerce and Management remains committed to equipping students with the necessary skills and knowledge to excel in their professional journeys.

## PHOTO GALLERY



Sri.Ch. Navadheer, Alumni from Alliance Business School delivering his insights with BBA Students on the given topic.

**THANK YOU**