

Program Objectives of BBM:

The course of BBM is designed to fulfill the following objectives:

- Skill development of students in various aspects like creative thinking, decision making, leadership, communication and increase in understanding of operation and change.
- Develop students' entrepreneurial and innovative capabilities and successful management of business operation in this dynamic world.
- Prepare students for professional life for working as a business manager and entrepreneur by being fully aware of work ethics and morals.
- Help and motivate students to pursue their further studies in this field.

SCOPE AND CAREER PROSPECTS

BBM, like other management courses, has very promising scopes. The BBM graduates are enrolled in almost all sectors. One can be saleable in the most of the work place after the completion of BBM degree. BBM graduates can work in different positions which are as follows:

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|-------------------------------------|-------------------------------------|
| • Business Consultants | • Information Systems Managers |
| • Business Management professionals | • Management Accountants |
| • Business Researchers | • Marketing Managers |
| • Finance Managers | • Production Managers |
| • Human Resource Managers | • Research and Development Managers |

Not only are these, students willing to pursue higher study in MBA or MBM are also highly benefitted by the course structure of BBM. This course is also favorable for those who are interested in going abroad.

Note:

Students Who Passed CMAT in BBA, BHM, BIM & BTM can Get Admission in BBM (TU) at



SHAHEED SMRITI MULTIPLE CAMPUS

Ratnanagar-3, Chitwan

Tel: 056-560147, 561447, 563047, 563270, Cell: 9855062047, 9845073188

E-mail: shaheedsmritycampus@yahoo.com

Web: www.ssmcchitwan.edu.np

Achievement of BBM



Sadhana Gajurel
(7th Semester)
Nepal Top
3.92



Aakriti Thapa
(1st Semester)
Nepal Second
3.54



Sadip Adhikari
(3rd Semester)
College First
3.66



Ashish Babu Bhatta
(5th Semester)
College First
3.60

(A QAA Certified Institution by UGC Nepal)



Introduction

SSMC

Ratnanagar-3, Chitwan

Shaheed Smriti Multiple Campus (SSMC) established in 2037 (1980 A.D) in the eastern part of Chitwan district, is a committed and dynamic educational institution, providing quality courses in a serene academic environment that encourages students to achieve academic excellence in their studies. Qualitative teaching, public interest, outstanding well-equipped facilities and academic support and student's satisfaction are the central tenets of the educational system of the campus. SSMC has been running Bachelor of Business Management (BBM) program to fulfill the requirements of this region in well-equipped and convenience surrounding with highly qualified, fully motivated and well experienced lecturers. It is the only community campus of this area which aims to impart quality education to develop excellent academic practitioners.

Bachelor of Business Management (BBM)

is a newly launched 4 years, 8 semesters course of Tribhuvan University, Faculty of Management. Each semester constitutes of 16 weeks of intensive study. The program covers 120 credit hours. This course is designed in such a way that this can be the cornerstone for aspiring future business leaders and qualified managers. The BBM graduates are equipped with effective knowledge, abilities, self confidence and skills to contribute in business market successfully and efficiently and transform themselves so as to fit in this highly changing, very competitive and volatile world. This course has been designed with the objective of producing middle-level managerial manpower in the corporate areas.

