



# ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University || AICTE Approved Electronic City, Bengaluru - 100  
Accredited by NAAC with 'A' Grade || Recognised under section 2(f) & 12(b) of the UGC Act || An ISO 9001: 2015 Certified Institution

## A FRANSALIAN INSTITUTE OF HIGHER LEARNING

Title	Career Opportunities after BBA
Date of Event(s)	22/05/2021
Department / Association / Cell / Committee	Placement Cell
Venue (Mention the platform if it is Online)	Zoom
Number of Participants	63
Target Audience	Final Years -BBA

Resource Person(s) with qualification	Ms Sonia Ashok

Place of visit/ details of Industrial visit place (if applicable):	NA
Event Coordinator	Mr Karthik

The session began with a warm welcome address by the resource person who welcomed the gathering and informed about the expected takeaways from the session. She also informed students how important it is to have a professional qualification which provides students a high reputation and status in the Society apart from its financial scenario. She emphasised on the fact as to how St Francis de Sales College as an institution provides the gateways to students to pursue their professional courses in continuum with their UG

courses. She also gave some advice to students about balancing between a UG course and a professional course and wished the aspirants all the very best.

The Placement Cell of St Francis de Sales College in association with the Department Of Commerce conducted a Pre Placement Training Session for the Final Year students of BBA. Over 63 students attended the session. The programmes focused on personal growth, interpersonal effectiveness and skills that are vital for placement and career growth. A career guidance programme – Pathway to success for the final year students was organized on 22/05/2021. The programme benefited the students to face interviews and gathered knowledge on aptitude skills.

The objective of the event was to enrich the students about the various career opportunities which these courses offer.

The main objective of the Placement cell is to provide personal and career related support to the students with special emphasis on training the students on employability skills and to provide placement in various Industries/Organizations by arranging campus recruitment drives.

Placements give students the opportunity to gain skills specific to their subject or industry of choice as well as the employability skills required for real-life work. It also increases their knowledge of an industry or sector, allowing them to make better informed decisions about future career choices.

Highlights of the session:

The benefits of career planning were explained to students

- Career planning helps the individuals have the knowledge of various career opportunities, his priorities etc.
- It helps him select the career which is suitable to his life style, preference, family environment, scope for self-development.
- It helps the organisation identify talented employees who can be promoted.
- Internal promotions, up gradations and transfers, motivate the employees, boost up their morale and also result in increased job satisfactions.
- Each employee will wait his turn of promotion rather than changing to another organisation. This would lower employee turnover.
- Increased job satisfaction enhances employee commitment and creates a sense of belongingness and loyalty to the organisation.
- An organisation with well-designed career plans is able to have a better image in the employment market and it will attract and retain competent people.

Upcoming professional courses in Arts were also discussed

One of India's most popular undergraduate courses, BBA (Bachelor of Business Administration), offers great job possibilities and a secure future. It equips you with various skills such as management, marketing, finance, accounting, banking, etc. Bachelor of Business Administration (BBA) course makes the student earn in-depth knowledge in various fields and offers a wide scope in terms of BBA job opportunities. But, specialized courses after BBA ensure greater heights in the career graph.

To conclude the session though distinct in its approach had a common objective – to provide the student with the best of knowledge in that particular area. The session received extremely positive feedback and the College intends to provide such opportunities to students in the future as well.



**PRINCIPAL**

**St. Francis De Sales College**

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