

**INDUSTRY READY
B.COM/BBA –
JOB OPPORTUNITIES AND
CHALLENGES**

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Most of the B.Com/BBA students in their final year are haunted by the thoughts of what after B.com/BBA?

B.Com is among the most popular commerce courses and many students opt for the same after the completion of their 10+2. But the big questions here are about the **career scope after B.Com/BBA**. Well, most of the students go for an MBA degree/ M.Com./ Certificate courses to enhance their skills and increase their employability.

Just having a B.Com degree is not enough. Sooner or later one has to apply for a master's degree to face the competition. Some of you will prefer working right after B.Com/BBA degree to gain some professional experience whereas some will apply for MBA or another relevant degree to avoid an academic gap. The most important question is Career Options after B.Com. If you are in the final year of your B.Com degree or have completed your degree, we have listed the career options after B.Com which will help you make an informed decision and choose the right career path as per your acumen and interest!

List of Courses after B.Com/BBA

❖ Master of Business Administration (MBA)

One of the most popular master's courses among B.Com/BBA graduates. In this course, you learn to manage all the aspects of a business based on the specialisation you choose.

❖ Masters of Commerce (M.Com)

Many B.Com students looking forward to an academic career or as a Market Researcher/ Economists/Lecturer/ Analyst take up this course.

❖ Chartered Accountant (CA)

CA is one of the most promising career options after B.Com/BBA. Unlike an MBA, you can opt for CA right after completing 10+2. CA has three stages, namely CPT, IPCC, and CA Finals. Clearing all three stages along with an internship of 2.5 years makes you a certified chartered accountant.

❖ Company Secretary (CS)

CS degree involves the study of law in the corporate field. It is a three-year-long course which involves three stages- Foundation, Intermediate, and Finals.

❖ Chartered Financial Analyst (CFA)

CFA comprises three levels and is offered by CFA Institute in America. It is considered the highest standard and can become a financial analyst, a statistician, or a market research analyst after doing this course. Right after completing your B.Com you can consider this as a career option if it matches your interest.

❖ Certified Management Accountant (CMA)

CMA is an international certification. To become a CMA, a student has two clear two examinations. CMA demonstrates your professional expertise in the field of financial planning, analysis, decision support, control, and professional planning

List of Job Options after B.Com/BBA

➤ Financial Risk Manager

The trend of working in Corporates is increasing day by day among B.Com graduates. One of the career options after B.Com is to become a Financial Risk Manager. FRM is a globally recognised certification for finance and banking professionals by the Global Association of Risk Professionals -GARP, USA. It opens doors for many lucrative jobs in the field of risk management, wealth management, finance, etc.

➤ Business analyst

If you are looking forward to gaining some professional experience after B.Com, then one of the popular career options is to apply for jobs as a Business Analyst in MNCs and Corporates. These companies are always on the lookout for graduates. In this way, you can gain some experience and enhance your skills. To make your career more successful as a Business Analyst you can always take up certificate courses/ short term courses/distance MBA.

▶ **Digital Marketer**

Pursue a course in Digital Marketing and make a career as a Digital Marketer. MNCs are always on the lookout for candidates with a background in commerce and certification in Digital Marketing due to the rise in Digital Marketing Platforms.

▶ **Public Sector Banking**

After completing a B.Com degree, you can apply for jobs in IBPS, RBI, SBI, etc. and earn a handsome salary along with a number of additional perks.

▶ **UPSC or SSC**

With a B.Com degree in hand, you can become an IAS Officer/ IPS Officer or an IFS Officer by appearing in exams like UPSC Civil Services Exam, UPSC CDS Exam, SSC CGL Exam, etc.

▶ **Accountant**

An accountant handles tax-related tasks and examines financial statements ensuring compliance with different laws and regulations.

▶ **Online Tutoring**

Remote learning has become a widely accepted phenomenon. As a B Com.(Hons.) graduate, one has sound practical knowledge of subjects. After the completion of your degree, you can freelance or work full-time as an online tutor.

Challenges of B.Com/ BBA Students

- ▶ Today, in the competitive job market scenario, merely having a graduate degree like B Com is not enough to land you in a good position. Students need to have a proper knowledge and additional competencies rather than just a B.Com degree to face the strong competition in life.
- ▶ It is generally believed that earning a bachelor's degree, particularly B.Com degree in the commerce stream is a pretty good career move and often the minimum requirement for getting a job. Although in many cases, this is correct, but it might be misleading sometimes. And here's why.

- ▶ **Procrastinating the Career Choice:** Most of the students get into commerce stream with no understanding of what it involves. Many students are under the false impression that career moves are to be made after graduation only. The more you postpone this decision, the lesser are the career choices you can make.
- ▶ **No practical skill sets:** While there can be a plethora of job opportunities for B.Com graduates, the major game changer becomes the salary package and position and for that merely a B.Com degree is not enough. These days, organisations prefer candidates with additional practical skill sets. Students generally don't have an idea about the available options of parallel courses that might boost the value of their B.Com degree.
- ▶ **Joining unrelated courses:** Without a proper assessment of one's own strengths and weaknesses, students join certain courses. This could be either because of personal fascination or peer pressure. But at the end, it doesn't work out, leaving them with poor & underpaid jobs.

- ▶ **Focusing on Academic Courses only:** Usually, there are three types of courses in the commerce segment i.e., academic courses (like B.Com), professional courses (like CS, CA etc.) and vocational courses (like Banking & Finance etc.). Generally, students tend to rely only on the academic courses with no inclination towards acquiring practical skill sets. But students with practical skills and vocational courses are given more preference by recruiters. So, it makes much more sense for students to pursue a B.Com degree along with CS and Banking & Finance course.

Thus, it is better for the students to opt for B.com rather than doing something else like BBA. While after BBA, students can only do MBA, after B.Com, students can opt for various options like MBA, M.Com, CA, ICWA and so on. But a mere B.Com degree will not suffice. If additional course like CS and Banking & Finance are added to the B.Com degree, students can become industry-ready and start with better salaries and positions.

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