New Horizon College		
Dual qualification & VAP Career Opportunities/ Outcomes		
Program	**Course**	**Outcome/ Career Opportunities**
BBA Executive + Global Certification	CMA-Certified Management Accountants-Institute of Management Accountants-USA	**Course Outcomes** Develop advanced knowledge in management accounting, financial planning, and strategic decision-making aligned with Institute of Management Accountants standards. Gain expertise in cost management, budgeting, performance management, and internal controls. Apply financial analysis and data-driven techniques for business strategy and risk management. Strengthen skills in corporate finance, investment decisions, and financial reporting. Build ethical and professional competencies required for global management accounting roles. **Career Opportunities** Management Accountant Financial Analyst Cost Accountant Corporate Finance Manager Budget Analyst Risk Manager

BBA Executive + Global Certification	Business Analytics with Excel & Power Bi Using AI Tools-Global Certification-3 years	**Course Outcomes** Develop proficiency in data analysis using Microsoft Excel and Microsoft Power BI for business decision-making. Apply AI-powered tools to automate data processing, visualization, and predictive analysis. Create interactive dashboards and reports to interpret business performance effectively. Analyze large datasets to identify trends, patterns, and actionable insights. Enhance problem-solving and data-driven decision-making skills in real-world business contexts. **Career Opportunities** Business Analyst Data Analyst Business Intelligence Analyst Reporting Analyst Operations Analyst MIS Executive

BBA Executive + Global Certification	Digital Marketing & Performance Marketing-Global Certification-3 years	**Course Outcomes** Understand core concepts of digital marketing including SEO, SEM, social media, and content marketing. Develop skills in running and optimizing paid campaigns using platforms like Google Ads and Meta Ads Manager. Analyze campaign performance using analytics tools to improve ROI and conversion rates. Apply AI tools for audience targeting, content creation, and marketing automation. Create and manage integrated digital marketing strategies for real-world business scenarios. **Career Opportunities** Digital Marketing Executive Performance Marketing Specialist SEO/SEM Analyst Social Media Manager Content Marketing Executive Campaign Manager
Professional Stream Value Added Program		
BBA	Foreign Language - French / German / Japanese	Students can opt any one of the foreign languages mentioned. Knowledge of foreign language can help students to work in an MNC that widely uses the languages taught.

BBA	Business Analytics with Excel & Power BI	**Course Outcomes** Develop strong analytical skills using Microsoft Excel and Microsoft Power BI for data-driven decision-making. Learn data visualization techniques to create interactive dashboards and reports. Analyze business data to identify trends, patterns, and performance insights. Apply basic statistical and analytical methods for business problem-solving. Enhance decision-making capabilities through real-time data interpretation. **Career Opportunities** Business Analyst Data Analyst Business Intelligence Analyst Reporting Analyst MIS Executive Operations Analyst
BBA	Digital Marketing & Performance Marketing	**Course Outcomes** Understand key digital marketing concepts including SEO, SEM, social media, and content marketing. Develop skills in creating and managing paid campaigns using Google Ads and Meta Ads Manager. Analyze campaign performance using analytics tools to improve ROI and conversions. Apply AI tools for customer targeting, content creation, and marketing automation. Design and execute integrated digital marketing strategies for business growth. **Career Opportunities** Digital Marketing Executive Performance Marketing Specialist SEO/SEM Analyst Social Media Manager Content Marketing Executive Campaign Manager

BBA	AI Tools for Business & Productivity	**Course Outcomes** Understand the role of Artificial Intelligence in enhancing business efficiency and productivity. Gain hands-on experience with AI tools such as ChatGPT and Microsoft Copilot for business applications. Automate routine business tasks including reporting, communication, and data analysis. Apply AI for decision-making, content generation, and workflow optimization. Develop skills to integrate AI solutions into business processes for improved performance. **Career Opportunities** Business Analyst AI Tools Specialist Operations Executive Productivity Consultant Digital Transformation Executive Business Development Executive

BBA	Business Communication & Corporate Readiness	**Course Outcomes** Develop effective verbal and written communication skills for professional environments. Enhance presentation, interpersonal, and corporate etiquette skills. Build proficiency in business correspondence, reports, and professional documentation using tools like Microsoft Word and Microsoft PowerPoint. Strengthen interview skills, group discussion techniques, and workplace communication. Improve confidence, leadership presence, and overall corporate readiness. **Career Opportunities** Management Trainee Business Development Executive Client Relationship Executive HR Executive Corporate Communication Executive Sales & Marketing Executive
BBA	Entrepreneurship & Startup Management	**Course Outcomes** Understand the fundamentals of entrepreneurship and the startup ecosystem. Develop skills in business idea generation, validation, and business model development. Learn to prepare business plans, financial projections, and funding strategies. Gain knowledge of startup legal, marketing, and operational aspects. Enhance innovation, risk-taking ability, and entrepreneurial mindset. **Career Opportunities** Entrepreneur / Startup Founder Business Development Executive Startup Consultant Innovation Manager Venture Analyst Small Business Manager

* Companies who recruit above qualified students
Deloitte,Amazon,Facebook,GlaxoSmithkline,Apple,Goldman Sachs, PWC, Genpact, EY, Microsoft, J P Morgan, IBM, KPMG,Cipla, Google, Accenture