

# TECNIA INSTITUTE OF ADVANCED STUDIES

## Grade 'A' Institute

Department of Management Sciences

### BACHELOR OF BUSINESS ADMINISTRATION – BBA

Ref. No. TIAS/BBA/2022-23

Dated: 28/09/2023

#### **-: Aim:-**

The main aim of BBA Program is to provide emerging requirements from corporate and other diversified areas to provide managers with an ability to think critically, logically, analytically and to use and apply current managerial concepts and practices in the multiple domain specializations to provide optimum solutions. The knowledge and skills gained with a degree in Management prepare graduates for a broad range of jobs in managerial education, research, government sector, business sector and industry. The mission of teaching BBA is to produce employable managerial workforce, which will have sound knowledge of business fundamentals that can be applied to develop and customize solutions for various Enterprises which augment the Management Education on these under mentioned aspects:-

1. **Soft Skills, Personality Development and Communication:** BBA program will focus on soft skills and personality development. Graduated students may be capable to handle technical aspects, exhibit better interpersonal skills. Also emphasis on presentation skills through PPT and data analysis with application of spread sheet tools etc.
2. **Promote Entrepreneurial Thinking:** BBA curriculum is mainly targeting to develop the managers with entrepreneurs mindset and acumen. So that managers can come out with new thoughts and initiatives.
3. **Industry Collaboration:** BBA Curriculum will sink in industry collaboration and students have exposure to the corporate business activities, so as to attract industry people and promote interaction with the students of BBA to bridge the gap between industry demands and knowledge/ skills of the BBA graduates. Also live and field work is undertaken which needs active collaboration with industry for various projects so as to acquire adequate industry exposure, corporate exposure and to understand field level problems.
4. **Electives:** BBA curriculum fosters electives in Marketing, Finance, and HR apart from other core courses.
5. **Inclusive and Holistic Approach:** BBA program in the class room is dominated by local Delhiite students has ample exposure on various issues which are beyond the class room discussions/illustrations and get exposure on larger business houses on various industry scenarios.
6. **Exposure to Case Study and Practical Approach:** BBA class room teaching learning process imbibes student centric methods, such as experiential learning, participative learning and problem solving methodologies which are used for engaging learning experiences and teachers use ICT-enabled tools including online resource for effective teaching and learning process.

7. Faculty encourage to use of case studies and other participative learning methods. Also, students are made familiar with Indian case studies. Lot of learning is on retrospective rather than simulated scenarios. Predictive and real life exposures, such as real trading / or plant level operations are also discussed.
8. Emphasis on Analytical Skills: The BBA graduate backgrounds of are from engineering, science, commerce and other allied and also emphasis on quantitative and analytical courses for larger part of the class for graduates.
9. Emphasis on Local Needs of the Business: The course curriculum is elaborated further through experiential learning, field studies, live projects (major & minor), internships; summer training etc. reflects inculcation of local needs of the prevalent business environment local and global needs.
10. Exposure to Social Sector: Major emphasis of course curriculum is loaded with for profit corporate sector, problems of social enterprises or social sector are also discussed in class room. Many students break this myth and are pursuing career after management education in NGOs and Social Sector also.
11. Indian Ethos and Value System: Larger part of the course curriculum is for understanding the functional aspects of a business enterprise management such as finance, marketing and operations etc; along with Indian ethos and value system and there long-term implications on business decisions.
12. Public Policy Issues: Management program structure is also taking in to account various constraints, complexities and suggests frameworks and solutions for firm level managerial problems as well. India being large scale economy entangled with multiple public policy issues such as health, education, gender decimation, transport, telecommunication, financial services and so on. The managerial perspective of public policy issues are also discussed in the current curriculum.
13. Innovative and 'Out of Box' Thinking: The business environment is too complex and the new and evolving themes such as design thinking, disruptive innovation, business challenges in VUCA world (volatility, uncertainty, complexity and ambiguity), and complex solutions are discussed in various courses of program.

\*\*\*\*\*

\*\*\*

\*