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| **BBA 495: Industry Readiness** |
| **Teaching Scheme** | **Examination Scheme** |
| Lectures: 2 hrs/Week | Class Test -6Marks |
|  |  Teachers Assessment - 3MarksAttendance – 6 Marks |
|  Credits: 2 | End Semester Practical Exam – 35 marks |

# Course Objectives:

The purpose of this paper is to impart to the students an understanding of current corporate and professional practices with a view to make them industry ready.

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# Course Outcomes:

CO1: identify opportunities and challenges related to various industries.

CO2: examine their own strength and weaknesses for different jobs and roles.

CO3: take part in multiple knowledge based events.

CO4: perform skills based events and forums for value-addition.

CO5: formulate strategy for grooming own persona and enhancing own brand.

CO6: have a different outlook towards industry and learning of Entrepreneurial Skills will enhance their capacity to do business.

# Course Description

This course intends to equip students to sharpen their contemporary business and industry knowledge. It will also enhance their confidence so as to make them ready to interact with industry officials in professional manner. Multiple exposures to such sessions will facilitate them in facing tough business situations as well during interviews. It will be entirely taught through co-curricular activities and during entire term.

Pedagogy will include in-house conclaves, conferences, seminars, workshops, films, documentaries, field visits, industry visits, group discussions, exhibitions, projects, report writing, various application drafting, presentations, interview techniques, entrepreneurial skills etc.

Based on the above pedagogy students will be evaluated on two basis:

* + Their performance during entire semester on various tasks allotted to them.
	+ Viva Voce/Presentation on a particular topic/activity allotted to individual student

# Suggested Readings

* Sarsby, A., SWOT Analysis: A Guide to Swot for Business Studies Students, Spectaris Ltd
* Jones J. S., Job Readiness Handbook, Xulon Press
* Fine, G.L., The SWOT Analysis: Using Your Strength to Overcome Weaknesses, Using Opportunities to Overcome Threats, CreateSpace Independent Pub

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