JGBS launches new BBA undergraduate programme

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With the aim to tap the imagination of young minds and utilise them for the Make in India initiative, the Jindal Global Business School (JGBS) under Jindal Global University (JGU) launched a new Bachelors of Business Administration course (BBA) at an event here on Saturday.

The course targets to train young people with knowledge and skills so that they can take up positions in management companies and corporations, become entrepreneurs and contribute to the 'Make in India' initiative.

"The future of India and the future of Make in India is going to depend upon how effectively we are going to train our young people who can not only contribute to the business sector and enterprises but also create companies, corporates and enterprises. The role of the government and corporations should become deeply engaged with academic institutions and universities," Sonipat-based Jindal Global University vice-chancellor Professor C. Raj Kumar said.
The BBA course is global in its orientation with outstanding faculty members, an intellectually involving environment with seminars, workshops beside classroom study. The course also allows students to cross-register for other subjects within schools under the university.

"The curriculum of the new BBA programme has been designed keeping in view the thinking skills which the young generation needs today along with the managerial potential that is needed to run a business, accompanied with generous practical training and industry focus, this programme aims to make students proficient in using software tools, processes and best practices that they will need to succeed in the business world," the vice chancellor noted.

Dean Professor C. Gopinath emphasised that the unique three year BBA Programme with industry focus is structured to provide essential business management courses to hit the ground running from the first day at the job. Core courses are designed to give a broad knowledge of the functional areas with specialisations in entrepreneurship and family business, hospitality management and banking and insurance.

The BBA programme fee is Rs. 4,00,000 per year and the fee for food, accommodation and laundry services is Rs. 1,85,000 per year.