Business education worldwide is going through a transformation as opportunities become global, and companies source talent from across the globe. This has led to the acceptance of the fact by the institutions that there is a need to produce skillful management professionals with thinking capabilities and specialized knowledge in various disciplines. This is especially relevant at this time in India with the launch of the Make in India programme.

The Jindal Global Business School today announced the launch of a BBA program with sectoral focus in the areas of entrepreneurship and family business, hospitality, and banking & insurance. The launch witnessed the presence of distinguished top management decision makers from well-known corporate houses.

Delivering the welcome address at the conference, Jindal Global University Vice-
Chancellor, Professor (Dr.) C. Raj Kumar, said, “Today’s global economy rewards people who can traverse borders, understand cultures and operate in an international context and our new BBA programme is designed to equip students to meet those needs.”

“The curriculum of the new BBA programme has been designed keeping in view the thinking skills which 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.”, he noted.

Mr. Yogesh Kumar, General Manager, Operations, BHEL, delivered the inaugural address on behalf of Mr. Atul Sobti, Chairman and Managing Director, BHEL who was the guest of honour on the occasion. He listed five key enablers needed for the success of the ‘Make in India’ initiative, which if put in place, would change the face and image on the nation across the globe. He described these five critical areas as; Deep and committed focus on innovation, research and development, adapting world class technology, supporting growth and development of entrepreneurs, create skilled manpower and champion the cause of domestic driven manufacturing.

He further stressed on creating a large number of programmes similar to the ‘Make in India’, campaign, and said, "Manufacturing is fundamental to growth and development of our country, it is the engine of economic growth. The former years have seen GDP stagnating at 13-14% and there is no escaping this fact. What is needed is to significantly increase manufacturing in the country which will lead to an increase in employment and subsequently lead to strengthening our GDP.”

Dr. Arbind Prasad, Director General, Federation of Indian Chambers of Commerce and Industry (FICCI), described the merits of a zero defect approach, a measure he described as the key to success in his keynote address, he said, “The key route to success necessitates following a zero defect approach. The zero effect approach is focused on sustainability of development, optimal use of energy and water which are critical areas for manufacturing development, whereas zero defect essentially means, the country should focus on producing world class products.”

“The success of ‘Make in India’ initiative which seeks global opportunities will largely depend on the approach we follow”, he noted.

Dean Professor C. Gopinath emphasized 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 of the job. Core courses are designed to give a broad knowledge of the functional areas with specializations in Entrepreneurship and Family Business, Hospitality Management and Banking and Insurance.

His discussion highlighted that the courses contain an appropriate mix of theory and practice that will help the students to keep pace with the changing business
environment. The three-year fully residential BBA Degree program is designed to give students a global management perspective through a unique pedagogy of experiential learning and rigorous curriculum.

The core strengths of JGBS, part of the O.P. Jindal Global University, is the extraordinary faculty that includes academics from all around the globe with degrees and work experience from universities including Massachusetts, Purdue, Oxford, Harvard, IIMs, and IITs. This faculty has the advantage of having been trained in some of the world’s best universities, well equipped to inspire and challenge young minds to think deeply and widely about various aspects of business.

Key Highlights of the BBA programme:

- Strong foundation with courses in history, psychology, literature, math, statistics, philosophy & logic and many more to build critical skillsets.
- Personalized attention with one of the best student-faculty ratios in Asia, including a mentorship programme to assist students in making academic choices, career paths, and student life.
- Industry relevant curriculum combined with academic rigor. Participation of industry experts as guest speakers and use of experiential pedagogy in the classroom including case discussion, projects and simulations. Attention to building soft skills in the areas of communication and interpersonal interactions.
- Business concentrations with a sectoral focus during 2nd & 3rd year allowing students to choose between Entrepreneurship & Family Business, Hospitality Management, and Banking & Insurance.
- Global exposure giving experience of best global practices in business management through immersion & exchange programmes with partner universities in the US, UK, Germany, and Canada.
- Foreign Language Option giving opportunity to learn, over a three-year period, a non-English foreign language including Arabic, Mandarin, Spanish and French.

About the Jindal Global Business School

The Jindal Global Business School’s (JGBS) vision is to impart global business education to uniquely equip students, managers and professionals with necessary knowledge, acumen and skills so as to enable.

Global collaborations are an important part of JGBS. The school has formal collaborations with renowned institutions like University of Texas at Dallas, Carleton University, Suffolk University, Goethe University, European Business School, and the University of New Brunswick. In addition, the students will take classes with excellent faculty engaged in impactful research, and will have opportunities to interact with several scholars and experts trained at global institutions who are hosted at JGBS during the year. JGBS take pride in the multidisciplinary approach to education and provides an exciting environment interacting with students and scholars in the law
school, the school of government & public policy, and the school of international affairs. Moreover, the student's life at JGBS is not all academics, and you would find several activities in sports and cultural events to relax and build a rounded personality.

**About the O.P. Jindal Global University**

JGU is a non-profit global university established by the Haryana Private Universities (Second Amendment) Act, 2009. JGU is established in memory of Mr. O.P. Jindal as a philanthropic initiative of Mr. Naveen Jindal, the Founding Chancellor. The University Grants Commission has accorded its recognition to O.P. Jindal Global University. The vision of JGU is to promote global courses, global programmes, global curriculum, global research, global collaborations, and global interaction through a global faculty. JGU is situated on an 80-acre state-of-the-art residential campus in the National Capital Region of Delhi. JGU is one of the few universities in Asia that maintains a 1:15 faculty-student ratio and appoints faculty members from different parts of the world with outstanding academic qualifications and experience. JGU has established five schools: Jindal Global Law School, Jindal Global Business School, Jindal School of International Affairs, Jindal School of Government and Public Policy and Jindal School of Liberal Arts & Humanities.