

NIRMA UNIVERSITY
Institute of Management
Integrated Bachelor of Business Administration-Master of Business
Administration Programme
Term – I to III

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Course Code	BBA1CCSM01 BBA1CCSM02 BBA1CCSM03
Course Title	Industry Readiness I –III

Course Learning Outcomes (CLO):

At the end of the course, students will be able to: -

1. Identify opportunities and challenges related to various industries.
2. Examine their own strength and weaknesses for different jobs and roles.
3. Take part in multiple knowledge based and skills based events and forums for value-addition.
4. Formulate strategy for grooming own persona and enhancing own brand.

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 exposure 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 (but not limit to) conclaves, conferences, seminars, workshops, films, documentaries, field visits, industry visits, group discussions, exhibitions, projects etc.

Suggested Readings:

- 1 Sarsby, A.,*SWOT Analysis: A Guide to Swot for Business Studies Students*,Spectaris Ltd
- 2 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

w.e.f. Academic Year 2019-20 and onwards.

* - Term I to III – 1 credit course in each term