



## **PRESS RELEASE**

### **“Admission process gets rolling for BBA program at JK Business School (JKBS), set up by India’s largest corporate house in Gurgaon”**

JK Business School (JKBS), set up by JK Group, India’s largest Corporate house, has launched a unique BBA program for students completing schooling with the basic objective of making them more useful to trade, industry and society as a whole. The standard university curriculum has been strengthened by introducing features and training modules more p[particularly related to the relevant skills and competencies required for the concerned segment of trade and industry and other organizations like NGOs , cooperatives, etc. The recent world bank report quoting India as the fastest growing economy in 2010 surpassing China, has further reinforced the need for equipping our youth with new knowledge and new skills in diverse areas of our economy. India emerging as the fastest growing economy will be able to sustain this momentum only if conditions are created to maximize gains from the huge segment of aspiring youth and fulfilling their aspirations. This would entail innovative training strategies and greater connectivity with the user agencies such as the trade and industry.

The standard BBA course has been strengthened to facilitate the job prospects for those who would like to get into a gainful employment. A recent survey has highlighted the need for trained manpower in sectors like health services, Rural marketing, education services, hospitality (Hotel, Tourism & Travel) industry, Media & entertainment sector, Logistics & Supply Chain, Social sector, BPOs & KPOs. Tie up is being worked out with those engaged in these sectors for understanding the nature of skills

and the jobs available at various levels. The scheme includes curriculum development in consultation with the user industry, delivery of course in association with experts from industry, summer internship and other project assignments with the companies involving experts from such industries to assess and evaluate competencies and requisite skills.

For those students who would like to pick up jobs after graduation also have the possibility to pursue higher education program through distance mode from JKBS.

Dr. Reena Ramachandran, a well known industry expert & educationist and also the Director General of the institute said, "We believe in 'Learning by Doing' to foster leadership, because Business administration is much more than mere book knowledge, assimilation and analysis. It is about application. It is ultimately about making things happen which comes from skills and such types of skill training programmes are only provided by JKBS which separates it from other B-schools."

The admission process of JK Business School is open for the current academic batch 2009-12 for the UGC recognized three years BBA program. The admission will be on the basis of written exam, Group Discussion and Personal Interview followed by a presentation or a case study on a given topic. Weight age will also be given to previous academic performance.

This program is meant to prepare the students for industries of 2 and 3 tier types of jobs that don't require MBA qualification. BBA pedagogy of the JK Business School involves project with industries, management applications in community development, group works in areas such as corporate relations, cultural events, academics, placement services etc.

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