

Business of studying right

GEETU VAID

High percentages and the resultant high cut offs for good colleges and courses make commerce a highly competitive stream. BCom, Economics (Hons), BBA, along with CA, CS, etc. are some of the key choices of commerce students.

Bachelor of Business Administration (BBA) is fast gaining popularity among students and several universities and colleges have added specialisations and internships to add value to this course. BML Munjal University (BMU), Hero Group's not-for-profit—university, recently launched a specialised management programme 'KCAP- KPMG Course for Accounting Professionals' for its BBA and BCom (H) students.

KCAP aims to equip the students with basics of accounting, Indian accounting standards, practical aspects of accounting and industry specific practices. It's a mandatory 200-hours extra course for students pursuing BCom (H), while it's optional for students pursuing BBA. The course is meant for students with good analytical skills and a flair for analysing figures. Giving information about the course in Chandigarh last week, Dr. Vishal Talwar, Dean, School of Management, BML Munjal University, said, "KCAP opens up a wide range of interesting and rewarding career opportunities in accountancy and business for students. Companies these days are looking to get more from their finance and accounting support. KCAP is designed to make students industry efficient. It is a big value addition to their resumes during the time of placement." Excerpts from the interview:

IN CONVERSATION



Vishal Talwar, Dean, School of Management, BML Munjal University

Many students from the commerce stream are in a dilemma when it comes to choosing between BCom and BBA. What is the basic difference between the two courses?

The difference is evident in the names of the two courses. The Bachelor of Commerce (BCom) prepares students for



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finance and accounting roles within organisations, while the Bachelor of Business Administration (BBA) prepares students to become business leaders. In the BBA course, over a period of time, students will learn the art of management, leadership, how to manage people, emotional quotient, etc. So, this means that bachelor's of commerce is a deeper dive into finance, accounting and management subjects. But in BBA, because it is preparing students to be corporate leaders, they learn about different fields and subjects. In this course, you are like Jack of all trades as corporate leaders have to manage people from different fields. Thus, a BBA graduate will need to know about finance, HR, accounting, IT, etc. Ideally, BBA prepares you to be an effective business leader or an

entrepreneur, whereas BCom prepares you for roles in finance and accounting and other fields in order to be able to perform those roles effectively.

There is a perception that BBA limits a student's career scope only to MBA. Is this fear valid?

The number of students who would like to go in for jobs straight after an undergraduate (UG) course has increased over the past few years. A holistic BBA course would prepare students for jobs. Thus, if the student is motivated, then your career can start right after your UG. If one wants to go in for a postgraduate degree seven-eight years later, whether an MBA or some other degree, then that can be done. BBA, in that sense, does not limit

one's career scope. Rather, with a host of specialisations to choose from it prepares one for a variety of fields.

How are specialisations and internships incorporated in an undergraduate course?

While students learn a certain number of courses that are generic like marketing, HR, finance, organisational behaviour, finance and IT, but from a certain point in time in their course, they begin to focus more on electives. This helps them decide on the field they would like to choose in their career.

Internships are at different levels. In the first year, the intention is to make them feel comfortable in the industry environment, so they might go to a logistics, IT or a consulting firm. Second year onwards, we look at getting into longer internships where the progress of students is monitored by faculty mentors, so that they get the maximum out of their internship experience.



COURSE CRUISING

Design courses

International School of Design invites applications to its bachelors, masters & diploma programmes in fashion, interior and jewellery design, starting from June 2018.

Eligibility: Class X for diploma, Class XII for bachelors and diploma. Graduation for masters degree or diploma.

How to apply: Online. Or download application form website and apply, or walk into the corporate branch with all documents to register.

Deadline: 27 May, 2018

Check out: <http://www.insd.edu.in/apply-online.html>

MTech & PhD programmes

CSIR-CSIO invites applications from interested candidates to its MTech (Advanced Instrumentation) & PhD programmes in engineering and sciences under the Academy of Scientific and Innovative Research (AcSIR).

Eligibility: For details, check website.

How to apply: Online. Select "CSIR-CSIO" as the CSIR lab preference in the pull-down menu of the application form.

Deadline: May 24, 2018

Check out: www.csio.res.in

PhD admission

Centre for Management Education (CME), All India Management Association (AIMA), in collaboration with Aligarh Muslim University invites applications for admission to PhD in business administration for the 2018 June session through the written test Research Management Aptitude Test (R-MAT) 2018.

Eligibility:

■ Master's degree in management or allied subjects from commerce, humanities, science, engineering and law, etc. or a PGDM/PGDITM approved by AICTE with not less than 55 per cent marks or equivalent grade (or)

■ Chartered accountancy, cost accountancy or any other professional qualification, which are considered equivalent to masters degree with at least 55 per cent marks or equivalent grade.

■ In addition, minimum 50 per cent marks in graduation.

■ Candidate should be a full-time employee with at least five years of experience (after post-graduation) at managerial level in industry/government/ministry/ ngo / defense/ military organisation or a full-time faculty at a management institute approved by AICTE.

How to apply: Obtain crossed demand draft of ₹1,500 in favour of "All India Management Association" payable at New Delhi from any bank. Register online.

Deadline: June 20, 2018

Check out: www.aima.in

UG, PG, BEd degree and diploma

Applications have been invited by Dev Sanskriti Vishwavidyalaya (DSVV) University, Haridwar, for admission to the masters' degree, diploma courses, certificate courses and bachelors' degree programmes.

Eligibility: For PG courses

■ Class XII and graduation with 50 per cent marks in graduation from any recognised university or; candidates aspiring for MSc yogic science and holistic health need to have a BSc degree from bio group.

■ Bachelors' degree with 50 per cent marks from any recognised university. Certification and UG courses

■ Class XII

How to apply: Online. Applicants can also download the application form. After filling up the form and attaching relevant attested mark-sheet photocopies, you have to send them to admission cell, DSVV along with Demand Draft of ₹800

Deadline: June 27, 2018

Check out: www.dsvv.ac.in

Hotel management course

Institute of Hotel Management Catering and Nutrition, Gurdaspur, invites applications for admission to diploma course, 2018

Eligibility: Class XII students, who have studied English language as one of the compulsory subjects. Age limit is 25 years as on July 1, 2018.

Deadline: June 14, 2018

Check out: www.ihmgurdaspur.org

PG diploma

Tata Institute of Social Sciences - School of Health Systems Studies invites applications for executive PG diploma in hospital administration.

Eligibility

■ Bachelor's degree in any discipline and should have worked for at least two years in hospitals.

■ Medical degrees, BSc nursing, Post BSc nursing, paramedical and allied health degrees in the fields of pharmacy, physiotherapy, occupational therapy and other paramedical disciplines and have been working at least two years in hospitals.

■ Other bachelor's degrees like engineering, law and in any discipline or other degree holders and have been working in hospitals at least two years.

■ Candidate should be currently working in a hospital.

■ The minimum eligibility to apply is 45 per cent of marks or a PG degree in any discipline.

How to Apply: Online. The application fee is ₹1,030 or ₹1,000 bank charges. Candidate can download the bank challan or pay through net banking as per the details provided in application form.

Deadline: May 30, 2018

Check out: www.tiss.edu

Promise of quality learning

DIVYA SHARMA

Established on November 24, 1969, Guru Nanak Dev University (GNDU) has been catering to the educational needs of students from the region. In 2018, the state university became the only government institute in Punjab to be granted category-I status by the University Grants Commission.

Spread over an area of 500 acres towards the west of the city, the institute has 38 teaching departments, 161 affiliated and constituent colleges and 68 associate institutes, many of which are located in the rural areas. More than 20,000 students, an overwhelming majority of them being women, are studying in various departments at the university campus and constituent colleges.

The state-run university is helmed by the former UGC Secretary Jaspal Singh, who is presently the vice-chancellor. He said, "At GNDU, education standards are at par with the industry levels. Under certain arrangements, we invite industry personnel to impart training to our students. Apart from this, we are



PREMIER INSTITUTES: GNDU

the only university in India to have a MYAS-GNDU Department of Sports Sciences & Medicine under the Ministry of Youth Affairs and Sports."

The category-I status gives autonomy to the university authorities to open new departments, courses, schools, off-campus facilities and open distance learning programmes, besides the freedom to hire foreign faculty without the UGC's approval. This year, for all the courses, a university entrance examination has been made compulsory.

Reaching out

The university has also

established regional centres at Jalandhar, Gurdaspur, Fattu Dyinga village and Sathiala village to provide quality education to the students of the area.

It is also working towards promoting research in multiple streams like humanities, learned professions, sciences, especially in applied sciences and technology.

The UGC has also conferred on it the status of "University with Potential for Excellence" in 2012. A variety of courses are being offered here, but science education, management studies, law, life sciences are the more popular courses among students.

Coveted projects, worth crores of rupees, have been assigned by apex bodies like the DST, CSIR, BARC...to the institute. One of the four nodal calibration centres, established by Bhabha Atomic Research Centre, is set up at the campus.

Dean Academic Kamaljit Singh said, "We are known for our science curriculum, especially for that of Department of Physics and Chemistry."

Karanjeet Singh Kahlon, registrar, Guru Nanak Dev University, said, "The Centre of Emerging Life Sciences is equipped with the state-of-the-art scientific instruments."

Education gets integrated approach

GULNEET CHAHAL

With the growing din around conventional degree courses churning out unemployable passive learners, devoid of critical and creative thinking, past few years have seen a spurt in student enrolment in integrated degree programmes. These programmes offer the advantage of not having to write an entrance exam for admission to the master's degree, besides ensuring better rapport with faculty over a period of five years.

Students seeking admissions to various courses after Class XII should examine the scope of integrated courses. The curriculum offers an in-depth and hands-on learning in the subject. Integrated degree programmes not just offer better insight into subjects, but also ensure better employment opportunities

OPTION TO EXIT

Students also have the option to exit the integrated programme after three years, in which case they are given a BSc degree. Sucheta Sharma, head, Department of Biochemistry, PAU, adds that there are career avenues in hospitals, pharma companies, food industry as biochemical analysts and quality control officers.

due to a multidisciplinary approach. Integrated MSc (Hons) programme in microbiology, biochemistry, chemistry, botany and zoology at Punjab Agricultural University's College of Basic Sciences and Humanities opens a world of opportunities for students.

Integrated courses are based on application of knowledge. "Students spend a lot of time in state-of-the-art labs," says SS Hundal, Professor

and head, Department of Zoology. Besides placements in universities, colleges and schools, the industry-focused curricula of integrated masters' degree programmes in zoology at PAU target jobs in the research and development department of Indian Council of Medical Research, Zoological Survey of India, Forensic Sciences, Embryo Transfer Labs, Indian Forest Service and pharmaceutical companies", he further adds.

KK Chahal, senior professor of the Department of Chemistry says, "Postgraduates in chemistry can find ample job opportunities in agrochemicals, petrochemicals and toiletries, food processing, chemical and paint manufacturing units, paper and textile industries and in various educational institutes and independent laboratories."

Students pursuing inte-

grated masters' degree programmes can take up extensive research experience along with thesis writing during the last two years.

Students can also opt for jobs in academic and research institutes as well as get placements in applied fields of agriculture, food, dairy, pharmaceutical and fermentation industries. "In addition, the students can also invest in their own firm and be an entrepreneur in areas like bio-fertilizer production, mushroom production, fermented food and beverage production as young budding entrepreneurs," says Shammi Kapoor, Head, Department of Microbiology. Students are provided hands-on trainings in all such areas during their integrated programme.

—The writer is Assistant Director, Centre for Communication and International Linkages

SCRIPTING SUCCESS STORIES

Saurav Singla, Prabhjot Khanna and Shiminderjit Singh Brar passed out of the integrated master's in microbiology in 2016 after their research on vinegar production. They put their minds together for a start-up, Micro Foods, and started manufacturing apple cider and sugarcane vinegar. "PAU gave us the knowhow and faculty encouraged us to chase our dreams. There has been no looking back ever since," says Saurav Singla. Micro Foods is now catering to a growing demand of apple cider vinegar. Agriculture

and health foods is a niche area with massive potential for growth. Less competition is another advantage. Prabhjot traded a BTech degree for Integrated MSc (Hons) at PAU. Hiranmay, an alumnus, completed his integrated master's in microbiology in 2016 and is working as an analytical expert in a pharmaceutical company. He says that the study of nanoscience, ecoscience and business management courses as a part of the Integrated MSc degree helped him secure the job.



FIVE-YEAR INTEGRATED M SC (HONS) PROGRAMMES AT COLLEGE OF BASIC SCIENCES AND HUMANITIES, PAU

S.No	Programme	Selection criteria	Number of seats	Eligibility
1	Biochemistry	Common Entrance Test (CET)	20	Class XII equivalent with physics, chemistry and mathematics/ biology/ agriculture with at least 50 per cent marks in aggregate
2	Botany		10	
3	Chemistry		20	
4	Microbiology		20	
5	Zoology		10	