

REPORT - 2023-2024

In the Academic Year 2023-2024, the department offered two programs – Bachelor in Business Administration & Bachelor in Business Administration – Business Analytics. The intake in the current year was 84 in the BBA program & 60 in the BBA Business Analytics program.

- **Bridge Course:** The year commenced with a **bridge course** for the first year students in the courses of Principles of Management, Basics of Marketing & Business Economics.
- **Certificate Courses:** A total of 22 certificate courses were offered in the odd & even semesters.
- **Outreach activities:** The Outreach Activities undertaken by the department were:
 1. **Organ Donation Awareness Session:** 266 students participated in organ donation awareness program along with faculty.
 2. **Visit to an Old Age Home:** 15 students along with 2 faculty members visited an old age home and donated essential items such as clothing, toiletries, and non-perishable food items.
- **Placements:** 23 students were placed out of 72 students who had registered for placements.
- **Teaching Methodologies:** The teaching methodologies adopted by the faculty included participative learning through workshops, student presentations, beyond the class room activities included field visits, industrial tours, guest lectures, and problem-solving methodology by providing students tasks that inculcate in them problem solving skills like research projects, case study, and quiz and management games.
- **Academic Extension Activities:**
 1. **Capital Market Awareness Program:** 154 students participated in the session to understand the functioning of the stock market and SEBI's mechanism.
 2. **Workshop on Design Thinking & Problem Solving for Career:** 84 students participated to learn various aspects of creativity, empathy, collaboration, problem-solving
- **Results:** The pass percentage in the Osmania University Examinations has been 96%. 153 out of 159 students passed the University Examinations.
- **Internships and Projects:** 84 students took up internship programs during the year while 159 students conducted research projects as part of their graduation program.

- **Events:** The Signature Event of the Department “Strategia – The Power of Mind” was organized titled “The Villa Marketing Avant Soiree” that included events such as The Villa Marie Brand Blitz, The Villa Marie Mixtape Showcase, The Villa Quest Fest and Walking Bill Boards in Style.
- **Best practices:** The best practices of the department included Strategia – The Power of Mind, the signature event of the department & the use of case studies in curriculum delivery.
- **Minor Research Projects:** Mrs. Swapna Salla, Assistant Professor, conducted a Minor Research Project in “Employee Retention”, which was funded by the Management.
- **Faculty Development Programs attended:** Faculty of the Department attended Faculty Development Program “Teachology – Teach to Reach To Review”

Gallery



Organ Donation Awareness



Visit to old age



Role Play



Cross Word Solving



Case Study



Capital Market Awareness Program



Workshop on Design Thinking & Problem Solving