

SWOC ANALYSIS

B.A. (Hons.) Business Economics

Strength

- A good student-teacher ratio (40:1) is maintained enabling quality education with focus on individual students and latest technology is used for teaching
- Industrial visits are organized every year as a part of curriculum to encourage entrepreneurship and hands on industrial experience for the students. Along with this, students undertake live corporate projects for their practical exposure.
- Many BBE students are placed in respectable organizations at good packages and there is active interaction with professionals and industry experts.
- There is an active Economics and Business Economics Society – KIRT under which the students inter college networking is enhanced through events like annual department fest which attracts huge number of students from all over India. The events organised in it have an academic focus and help in enhancing the critical thinking and analytical skills of the students.
- The society has strong social media presence on platforms like LinkedIn, Instagram, Facebook and Twitter.
- Students are actively involved in various other societies of the college like Sofica (Financial Literacy Society), MUN (Model United Nations), Udyamita (The Entrepreneurship Cell) and the Placement Cell.
- There is a strong network base with the alumni who are well placed. Interactive sessions are organized with them from time to time to create a sense of belongingness and to help existing students in expanding their horizon.
- A harmonious relationship is maintained among the teachers, students and parents through regular PTMs.

Weakness

- There are no Permanent posts for Business Economics faculty.
- Teachers don't have a separate Faculty rooms due to lack of infrastructure.
- There are no separate Computer labs for students for doing projects.
- Several optional papers of BBE in DSE and GE are not opened for students.
- Tie up with corporate trainers for enhancing students placements in Marquee brands at higher CTC.

Opportunities

- Short term courses on advance skills like R programming etc and Workshops for skill development can be organised to keep the students updated and enhance their employability skills.
- There can be more inter college activities through various online events, activities and panel discussion sessions to have a strong network.

- Students are encouraged to go for summer internships to have an exposure with the industry leading to employment.
- Students can also be motivated to write research papers and get them published in journals paving way for higher education abroad.
- The students are guided for higher education abroad.

Challenges

- Students from non economic background face difficulties in understanding the complex topics of economics and accounts in first year. Thus Bridge courses are offered to these students to cope up and clear their basic concepts.
- Keeping pace with the rapid changes in higher education, online education has become a challenging task especially for students from weaker section not having adequate/proper IT infrastructure at home.
- Sometimes some students fail to do research being from academically weaker section so they could not face the expense in doing research.
- Internet facility is a huge challenge in remote areas reducing the reach of online teaching.

Future Plans

- Encourage reading habit among students for better understanding and analysis
- Promote research among students by entering into collaboration with industry bodies like CII, FICCI, PHD Chambers of Commerce, ASSOCHAM etc. for research projects and internships.
- Establish collaboration with well-known National/International Institutions for student / faculty exchange program.
- Organize simulations sessions and soft skill seminars / workshop for increasing the employability of the students
- Effective career counseling for higher studies in India and abroad.