

# THE ART OF MINDING YOUR BUSINESS

## GURUSPEAK

“This year saw the best placement season in our history”

-DR POONAM VERMA

Principal, Shaheed Sukhdev College of Business Studies, New Delhi

No. **1** SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES NEW DELHI

**BEST PRACTICES**  
Dr Poonam Verma with her students



RAJWANT RAWAT

## TOP 10 BBA COLLEGES

RANK 2021	RANK 2020	RANK 2019	RANK 2018	COLLEGE	CITY
1	1	2	NP*	SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES	New Delhi
2	2	1	1	SVKM'S NMIMS ANIL SURENDRA MODI SCHOOL OF COMMERCE	Mumbai
3	3	4	4	LOYOLA COLLEGE (AUTONOMOUS)	Chennai
4	4	3	2	DEPARTMENT OF MANAGEMENT STUDIES, CHRIST UNIVERSITY (DEEMED TO BE UNIVERSITY)	Bengaluru
5	6	7	7	AMITY SCHOOL OF BUSINESS NOIDA	Noida
6	5	5	NP	MADRAS CHRISTIAN COLLEGE (AUTONOMOUS)	Chennai
7	7	8	5	MOUNT CARMEL COLLEGE (AUTONOMOUS)	Bengaluru
8	8	6	3	PRESIDENCY COLLEGE	Bengaluru
9	10	10	9	DEPARTMENT OF MANAGEMENT, J.D. BIRLA INSTITUTE	Kolkata
10	9	12	8	SYMBIOSIS INSTITUTE OF COMPUTER STUDIES & RESEARCH	Pune

\*NP: Not participated

The year gone by felt like many years in one. This past year will always be remembered as an unprecedented year for our planet. It forced us to take a detour from our usual norms and move to an entirely different path. Prior to the pandemic, we had primarily been following the conventional format of classroom teaching. However, we did use the blended teaching model from

time to time. We quickly responded and adapted to the change from classroom to learning through online teaching. Participating in workshops and training sessions enabled us to better adapt to online teaching. We understood that student engagement online can be challenging as concentration, group tasks, peer-learning suffer in online teaching. Innovative pedagogy like a flipped classroom approach and techniques such as group



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B.Com, M.Com, B.Sc., M.Sc.,  
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BA (Hons.) MSW, BALLB(Hons),  
BBALLB (Hons), LLB(Hons),  
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tasks, class discussions, quizzes and assignments were adopted to promote peer group learning and classroom engagement. The institution took upon itself the task of workshops and training sessions for teachers to enable them to adapt better to online teaching. The college technical staff provided assistance in this. We also offered teachers and students infrastructural support such as laptops to ensure that lack of infrastructure does not become an impediment to the learning process. The teachers used a variety of platforms, such as Zoom, Google Meet, Microsoft Teams and Moodle, to engage with students. In the early phase of the pandemic, regular discussions were

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held among the faculty to discuss and learn from each other’s experience in online teaching. Since all students do not have access to reliable internet connectivity, recordings of lectures were shared

with the students. Students were encouraged to take courses on Coursera for free online certificate programmes. Financially vulnerable students were supported through monetary assistance and access to laptops and library remote online access. With the sudden lockdown, there were initial obstacles in onboarding companies for placements and internships. However, our statistics showed an increment and did not report a decline in spite of the hiring freeze. We took this as an opportunity to inculcate and hone the professional skills of our students. And it paid off, we got 185-plus offers and saw the best placement season in our history.” ■  
(As told to Shweta Punj)

TOP 10 COLLEGES WITH LOWEST FEES

RANK	COLLEGE	CITY	COURSE FEES* FOR ENTIRE DURATION (₹)
1	PSGR KRISHNAMMAL COLLEGE FOR WOMEN	Coimbatore	6,000
2	ANDHRA LOYOLA COLLEGE (AUTONOMOUS)	Vijayawada	10,000
3	GOBI ARTS & SCIENCE COLLEGE (AUTONOMOUS)	Erode	12,596
4	V.O. CHIDAMBARAM COLLEGE	Thoothukudi	15,213
5	SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES	New Delhi	34,065
6	CAUVERY COLLEGE	Virajpet	38,160
7	CAUVERY COLLEGE	Gonikoppal	38,160
8	THIAGARAJAR COLLEGE	Madurai	44,392
9	KESHAV MAHAVIDYALAYA	New Delhi	44,508
10	THANTHAI HANS ROEVER COLLEGE (AUTONOMOUS)	Perambalur, TN	48,000

\*Course fee = Tuition fee + Other fees

Note: The list includes both government and private colleges

TOP 10 COLLEGES WITH BEST VALUE FOR MONEY

RANK	COLLEGE	CITY	RoI*
1	PSGR KRISHNAMMAL COLLEGE FOR WOMEN	Coimbatore	49.17
2	ANDHRA LOYOLA COLLEGE (AUTONOMOUS)	Vijayawada	25.00
3	SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES	New Delhi	20.80
4	KESHAV MAHAVIDYALAYA	New Delhi	12.36
5	GOBI ARTS & SCIENCE COLLEGE (AUTONOMOUS)	Erode	9.53
6	V.O. CHIDAMBARAM COLLEGE	Thoothukudi	9.47
7	KISHINCHAND CHELLARAM COLLEGE	Mumbai	9.43
8	S.S. JAIN SUBODH PG (AUTONOMOUS) COLLEGE	Jaipur	8.55
9	BHARATIYA VIDYA BHAVAN’S M.M. COLLEGE OF ARTS, N.M. INSTITUTE OF SCIENCE & H.R.J. COLLEGE OF COMMERCE	Mumbai	5.44
10	CAUVERY COLLEGE	Gonikoppal	5.24

\*RoI (return on investment) is calculated based on average annual salary/ total course fees (entire duration)



RAJWANT RAWAT

STUDENTSPEAK

**ABHI BANSAL**  
3rd-year, BBA student specialising in finance, Shaheed Sukhdev College of Business Studies, New Delhi

“Online and offline experiences are very different. From a learning perspective, there was a lot of effort to incorporate current case studies. Our faculty members gave us real-life case studies and projects that became part of internal assessments. We had open-book examinations, and the

papers were designed to reflect the way we had been taught the entire year. We even had debates in an online mode. I would prefer a hybrid model going forward because then we get the benefits of both. There is flexibility that comes with an online model, but one misses the classroom interactions and campus life. The college had floated a survey to understand the online learning requirements of students.”

(As told to Shweta Punj)