INDIA-CHINA: WILL THE DÉTENTE HOLD?

COVID: THE DRUGS OF HOPE

CINEMA: THE MALAYALAM NEW WAVE

www.indiatoday.in

JULY 6, 2020 ₹60

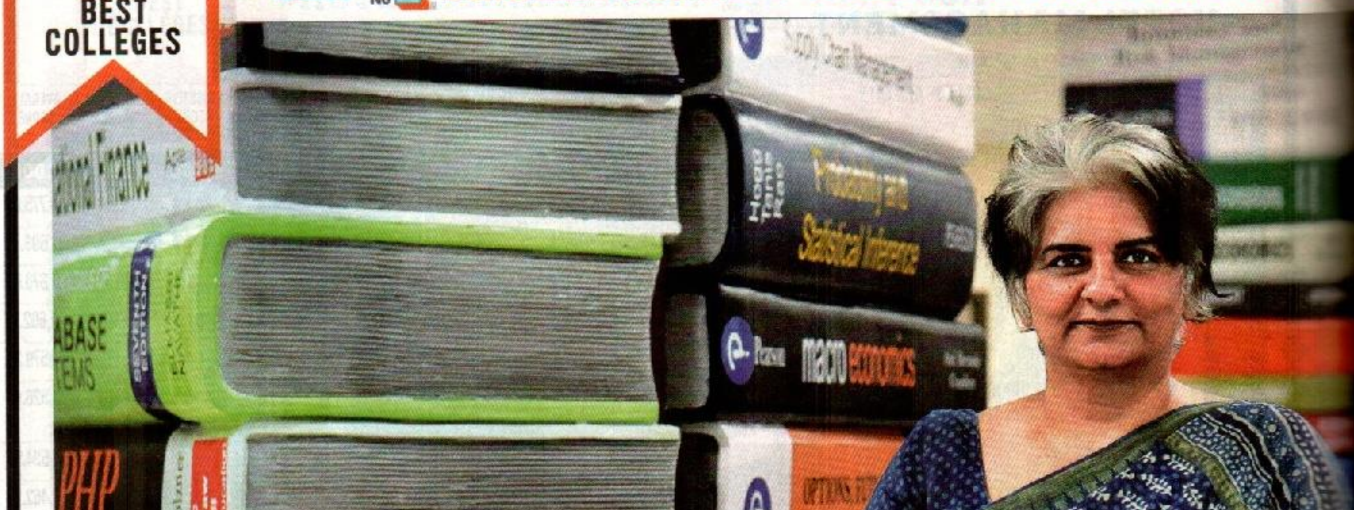
# INDIA TODAY

# THE BEST COLLEGES OF INDIA

A DEFINITIVE INDIA TODAY-MDRA SURVEY ACROSS 14 MAJOR DISCIPLINES FOR THE COVID WORLD



RNI NO. 28387/75 REGISTERED NO. DL(ND)-11/6068/2018-20; U(C)-38/2018-20; FARIDABAD/05/2020-22; LICENSED TO POST WITHOUT PREPAYMENT



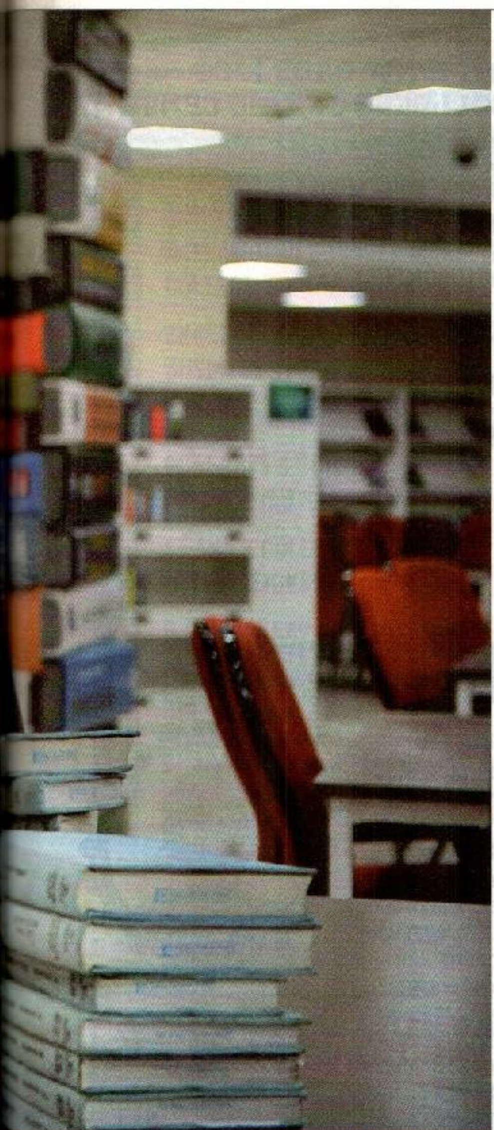

**IN PURSUIT OF EXCELLENCE**
Poonam Verma, principal of SSCBS

# BUSINESS ACUMEN

## Trendsetting courses and deep industry linkages make this institution one of the most sought-after in business education

**By Mrini Devnani**

## SSCBS), NEW DELHI



RAJWANT RAWAT

### TOP 10 COLLEGES

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

***Average course fee of top 10 colleges***
**₹4,00,956**

+

***Average annual placement salary earned by students graduating from top 10 colleges***
**₹4,38,890**

Course fee includes tuition and other fees

The Shaheed Sukhdev College of Business Studies (SSCBS) is the first undergraduate management college under the aegis of the University of Delhi. Located in Rohini, the institution is spread over a five-acre campus and a towering nine-floor building. SSCBS was established as the College of Business Studies (CBS) in 1987 and was rechristened a decade later.

Breaking new ground in the field of business education at the undergraduate level, the college introduced the Bachelor of Business Studies course at its inception. Since then, the institution has worked hard to keep the course curriculum industry-relevant. SSCBS runs a cutting-edge course, the Bachelor of Business Administration in Financial Investment Analysis (BBA-FIA). The core strength of the course lies in its pedagogy, faculty, placement and alumni body.

The teaching methodology involves working on live projects, research-based projects, business simulations, case studies, group discussions, assignments, presentations and experiential learning through games. The faculty pushes students to think out of the box and develop strategies, tools and insights into solving real-world business problems.

The other courses offered by SSCBS are Bachelor of Management Studies (general management with specialisation in finance, HR, marketing and global business), Bachelor of Science-Computer Science and Post-Graduate Diploma in Cyber Security and Law. The Incubation Foundation at SSCBS has launched some 20 start-ups in

BEST COLLEGES

→ BBA No 1 SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES

## WHAT I LEARNED IN COLLEGE

**RAHUL AGARWAL**
**CEO & MD, Lenovo India**
**Bachelor of Business Studies (1991-1994)**

**"SSCBS was a new college with fresh concepts at the graduate level in 1991. The curriculum was carefully crafted; student-teacher interactions were intense. The course laid a solid foundation for me in business management"**

the past three years.

Admission into SSCBS is administered by a national-level entrance test. The college has a robust placement cell that provides internships, opportunities in live projects and campus job offers. The college has several student-led societies in finance, marketing, human resources and debating/ quizzing. The cultural clubs cover fine arts, music and dance. The tuition fee for an entire three-year programme is Rs 540. The average placement salary is Rs 7.1 lakh per annum at the undergraduate level. Companies that have been on campus include Goldman Sachs, Colgate Palmolive, McKinsey, Dabur, D.E. Shaw, KPMG, United Airlines and Deloitte. ■

## TOP 5 EMERGING COLLEGES OF THIS CENTURY

1. **SVKM'S NMIMS ANIL SURENDRA MODI SCHOOL OF COMMERCE**, *Mumbai*
2. **LOYOLA COLLEGE (AUTONOMOUS)**, *Chennai*
3. **MADRAS CHRISTIAN COLLEGE (AUTONOMOUS)**, *Chennai*
4. **AMITY SCHOOL OF BUSINESS**, *Noida*
5. **PRESIDENCY COLLEGE**, *Bengaluru*

Colleges whose first batch graduated in or after 2000 were considered

## Guruspeak

**POONAM VERMA**, *Principal, Shaheed Sukhdev College of Business Studies*

### Three things done in the past three years

- We have improved the infrastructure with facilities such as an in-house ERP (enterprise resource planning) system and networked IT
- Revised the curriculum; added short-term courses on Data Analytics for Business, Fintech and Digital Marketing; SSCBS became the first Delhi University college to offer an industry-linked PG Diploma in Cyber Security and Law.
- Strengthened industry interface

### Three things planned for the future

- There will be new specialisations at the undergraduate and master's levels, including a five-year integrated programme in management
- These programmes would see collaborations with foreign universities
- Will engage our faculty members with corporates through linkages and consulting services

### Three emerging trends in BBA education

- **Innovative learning:** Flipped classrooms have got us more opportunities to grow, through academic tools such as simulations and a case-based approach. By participating in MOOCs, students have come out of the blackboard set-up to learn at their own pace.
- **Closer industry ties:** Corporates are strongly professing a desire to hire employees with more hands-on capabilities. Industry linkages through internships and projects are allowing students to pool in their knowledge with major stakeholders.
- **Entrepreneurship:** Start-ups are becoming popular with students who want to venture out on their own. Incubation centres and systems to promote entrepreneurship in UG level institutions are being rapidly rolled out across the country.