

## **Message from the Head of the Department – BBA**

The Department of Management Studies at SRM Institute of Science and Technology, Delhi NCR Campus, Modinagar, is committed to academic excellence, innovation, and holistic student development. Our BBA program is designed to equip students with a strong foundation in management principles while fostering critical thinking, leadership, and problem-solving skills that are essential in today's dynamic business environment.

At SRMIST, we believe in a student-centric approach to education. Our distinguished faculty members bring a wealth of academic expertise and industry experience, ensuring that learning is both practical and research-oriented. The curriculum is carefully crafted to integrate contemporary business trends, data-driven decision-making, sustainability, and entrepreneurship, preparing students for successful careers in corporate, government, and entrepreneurial domains.

Beyond academics, we emphasize experiential learning through industry collaborations, live projects, internships, and corporate interactions. Our MoUs with leading organizations, guest lectures from industry experts, and placement-driven initiatives ensure that students gain hands-on experience and a competitive edge in the job market.

We take pride in nurturing a vibrant learning community where students are encouraged to explore, innovate, and contribute meaningfully to society. As we move toward a future shaped by technological advancements and globalization, our focus remains steadfast on developing responsible business leaders who can drive sustainable growth and transformation.

I invite aspiring students to be a part of our journey at SRMIST-NCR and experience an education that goes beyond the classroom—one that shapes individuals into competent professionals and visionary leaders.

**Dr. Ajay Jain**

Head of the Department – BBA

SRM Institute of Science and Technology, Delhi NCR Campus, Modinagar