



Villa Marie Degree College for Women

Somajiguda, Hyderabad – 500 082



Affiliated to Osmania University, Management Programs Approved by AICTE

Recognized by UGC u/s 2(f), an ISO 9001:2015 Certified Institution

Accredited with B++ by NAAC

Department of Business Management – BBA

Annual Report 2024-2025

In the academic year 2024-2025, the department offered two programs – Bachelor in Business Administration & Bachelor in Business Administration – Business Analytics. The intake in the current year was 92 in the BBA program & 60 in the BBA Business Analytics program.

- The year commenced with a bridge course for the first year students in the courses of Principles of Management, Basics of Marketing & Business Economics.
- The total of 22 certificate courses were offered in the odd & even semesters.
- The number of books in the department library was 78.
- As part of Outreach Activities, eight students, along with faculty, conducted a Menstrual Cycle Awareness session at a government school.
- A total of 13 students were placed out of the 39 students who had registered for placements.
- Teaching methodologies emphasized participative and experiential learning through workshops, student presentations, field visits, industrial tours, guest lectures, research projects, case studies, quizzes, and management games.

Academic Extension Activities

1. Design Thinking, Critical Thinking & Innovative Design session – 61 students participated.
 2. Guest Lecture on Promotion Mix – 112 students participated.
 3. Industrial Visit to NSIC–Technical Services Centre – 189 students participated.
- The department achieved a 99% pass percentage (134 out of 136 students). 68 students undertook internships, and 136 completed graduation projects.
 - Best Practices: Strategia – The Power of Mind (signature event) and the use of case studies in curriculum delivery.

Gallery



Menstrual Cycle Awareness



Crossword Puzzle



Role Plays



Student Presentations



Mini Research Projects



Design Thinking, Critical Thinking and Innovative Design



Guest Lecture on Promotion



Industrial Visit to NSIC



Strategia 2k25

Japra

HOD

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