

BBA @ WORKPLACE

Updates about Work-based Learners of IGNOU

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MEANINGFUL LINKAGES - INDUSTRY AND ACADEMIA

Industry contributes to the internal assessment of students!

Work-based Learning model implemented by Indira Gandhi National Open University (IGNOU) - School of Management Studies (SOMS) is unique! It offers real life work experience to students in industry workplaces throughout the duration of the undergraduate degree program BBA(SM). This model harnesses strong industry-academia linkage through meaningful partnership with the industry.

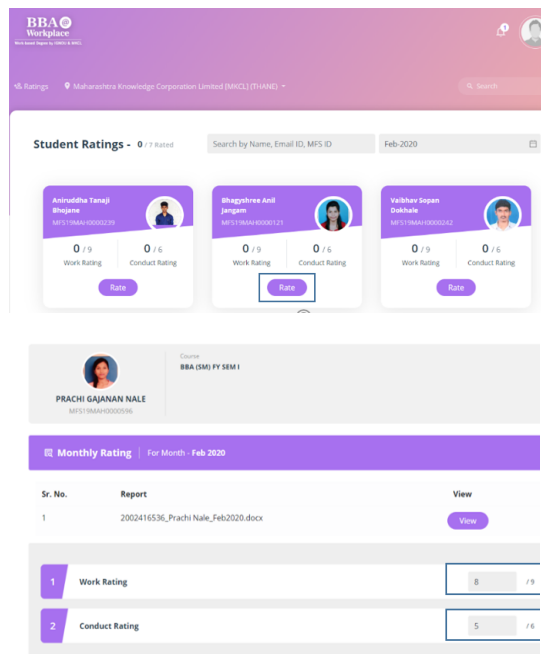
Industry contributes to the internal assessment and nurturance of the students, Industry professionals are the appraisers and mentors of students. They evaluate the performance of the students at the workplace, offer corrective feedback, help them derive theory out of practice, reflect on the tasks and perform better at the workplace!

This partnership directly contributes to empowering students to take up challenging roles in the real world of work as they graduate!

Its a degree that makes the difference!

WBL Management Framework offers a comprehensive platform for industry- academia linkage. Industry Partners through login for appraisers access the weekly, monthly and semester wise internship reports uploaded by students. These are in form of video presentations along with documentation where students explain how did they perform the tasks, what challenges they faced, which skills they learnt, in their own language! It's a 'process folio' and not just a output document.

Industry Partners award ratings based on different criteria. Students get to see these monthly 'Work Ratings' and 'Conduct Ratings' and continue to improve performance at the workplace! These ratings contribute to 50% of internal assessment. Industry, thus plays a key role in the evaluations thereby proving a meaningful linkage with academia!



ENRICHMENT ACTIVITIES FOR WORKPLACE READINESS

Empowering students to perform better at workplace



Work-based Learning students need continuous inputs to perform better at workplace. Performance at the workplace is evaluated on various parameters such as English communication, Soft skills, IT skills, Problem solving abilities.

IT Skills - Basic and Advanced are part of the curriculum and high quality Perform type eLearning content is made available to students through Nai Talim Framework.

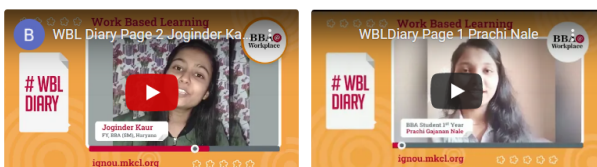
Enrichment content for other aspects is offered in addition to the curricular content.

Currently, students are enjoying **Daily mailers** focusing on **English communication and Soft Skills**. These comprise of topics such as: Greetings and pleasantries', Workplace vocabulary, Useful phrases for group discussion, Conversation starters, Asking for approval, Asking somebody's opinion, Asking for help etc.



WBL DIARIES

Self-reflection and Evidences of Working and Learning



WBL Diary is a sharing of students' learning through experiences. Students reflect and record evidences of learning through working! Video page of WBL Diary is published every fortnight.

<https://ignou.mkcl.org/wbl-updates>

Student in Focus!



Neha Bishnoi, Haryana, FY BBA(SM)

Speaking Customer's Language!

Neha works in Pigeon Media Pvt. Ltd. Her task involves calling the customers from different states. When she joined the program she knew Hindi, English and little bit of Punjabi and Haryanvi. Knowing the importance of communicating in language preferred by the customer, she improved her proficiency. Going all out for customer satisfaction, she started using Google Translate to speak in Tamil to customers from Tamil Nadu! Congratulations and best wishes for continuing to achieve customer delight!