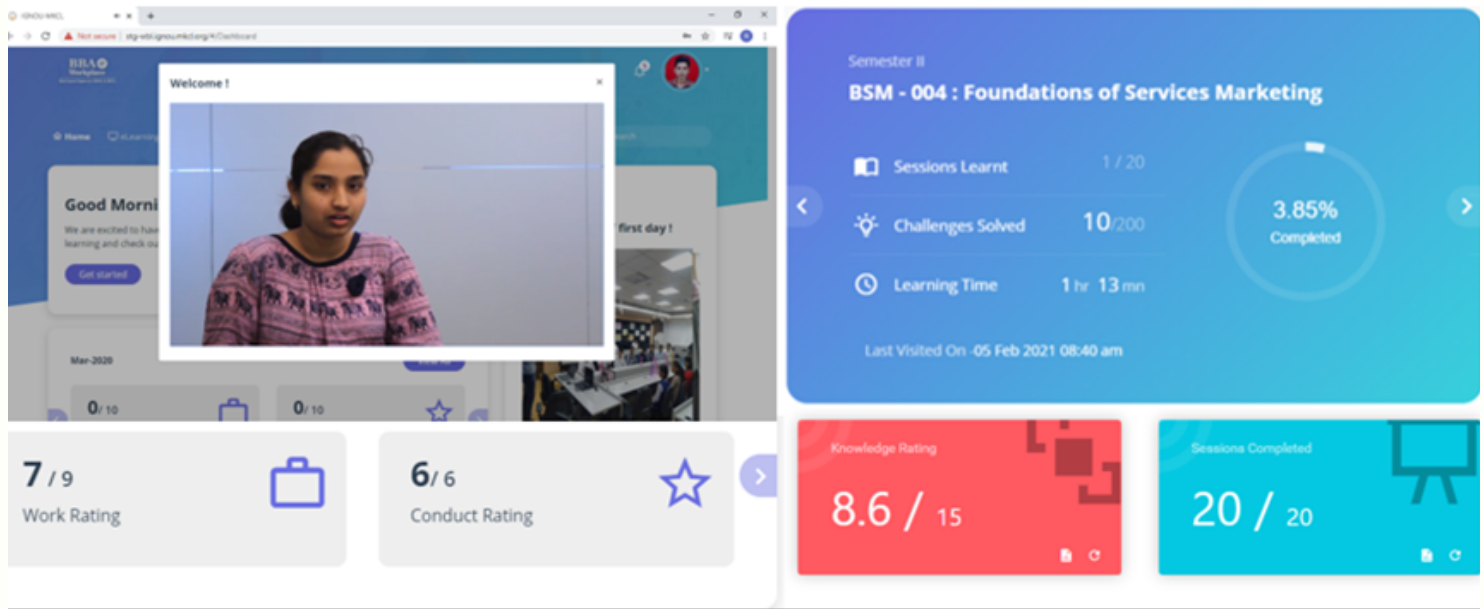


# BBA@WORKPLACE

Updates about Work-based Learners of IGNOU



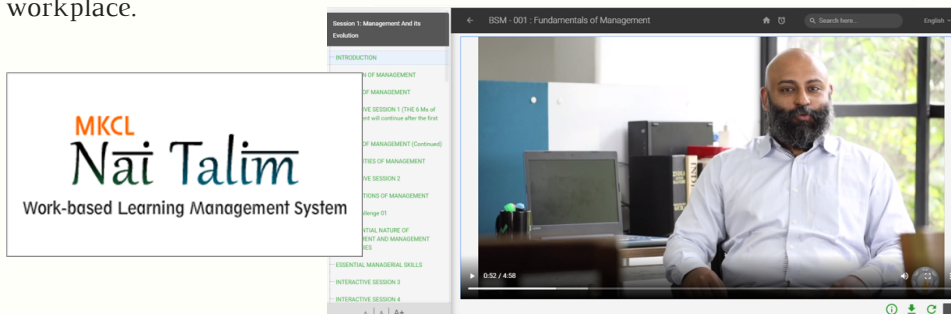
## Local Working, Global Learning

*Nai Talim in practice!*

Students of Work-based Degree Program - BBA(SM) implemented by IGNOU through School of Management Studies, are experiencing Nai Talim every day! They are working at different workplaces and are involved in performing tasks with a local context. Workplaces are from different sectors such as Healthcare, IT/ITES, Green Jobs, Education, Hospitality, Financial Services etc.

While the domains differ, i.e. the local contexts differ, the roles performed and skills attained by the students are invariant. Students work for Marketing, Sales, Customer Relationship, Data Management, Content Management etc.

Work-based Learning Management Framework caters this unique design of the program based on Nai Talim methodology through its Student Login. Student Login offers a quick access to eLearning material as per the curriculum and world-wide case studies. Students thus understand 'global' scenarios for the roles they perform leading to better performance at the workplace.



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but a Learning Place***

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*This is an initiative to share work-based learning process experienced by the students of a unique degree program BBA(SM) offered by Indira Gandhi National Open University (IGNOU)*

**BBA@  
Workplace**

Work-based Degree by IGNOU & MKCL

CO-CURRICULAR INPUTS



Work-based Learning students are being given co-curricular inputs along with enrichment activities for their wholesome development as an individual. These cover inspirational inputs, art appreciation and artistic expression, internalizing Indian constitution, Financial literacy etc. An interesting Poster Exhibition activity is currently going on! Curtain raiser next month!

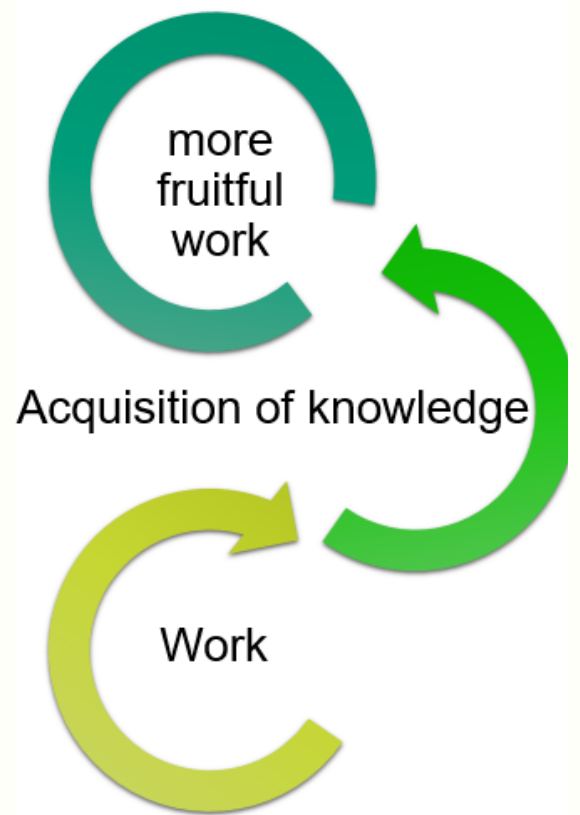
# Not just Work Place but a Learning Place

*Transforming workplaces !*

For effective implementation of Work-based Learning through BBA@Workplace, industries offering real workplaces for the students need to internalize the unique methodology of learning through working!

Students by accessing eLearning resources related to their role and functions at workplace, through interactions with mentor make an every day attempt to perform better and better at the workplace. This not only transforms students and the way they pursue their higher education, but it also brings about a change in the overall cultural ethos at the workplaces! Workplace gets transformed! It becomes a place where everybody strives to learn continuously!

Orientation meetings with industry partners, appraisers, and the meaningful discussions thereby shall prove to be contributing factors for this long term agenda of transforming workplaces!



## Student in Focus

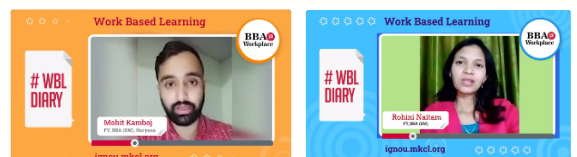
*Pranay has taken his first step to be a good business analyst! Under the guidance of his appraiser, he carried out functional testing and primary level requirement analysis, acted as a functional support executive for various production issues and created user manuals for various key stakeholders of WBL management framework.*



**For a Work-based BBA student, exposure to business analysis and requirement elicitation is rewarding!**

## WBL DIARIES

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



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. **Watch, Like and Motivate the students!**