

## **D. HUMAN RESOURCE CELL**

### **INDUSTRY – INSTITUTE INTERACTION CELL (IIIC)**

Better interaction between Management institutions and industry is the need of the hour. This obviously will have a big bearing on the Business Management Curriculum. Primarily, the cell aims to induce exposure of management students to the industrial atmosphere while at a secondary level, it will also help subsequent placement of young graduating managers in industries across the country.

With the advent of globalization and opening up of Indian economy, competition has become stiff. Very often, businesses look up to management institutions for resolution of their problems. Similarly, there is an urgent need to prepare management students for a career in multinational companies, by exposing them to newer technologies and management practices. These objectives can only be achieved well by bridging the gap between industry and the academic institution.

B.B.A. Department's **Industry Institute Interaction Cell** comprising industry captains, closely monitors the development of students for industry orientation while imbibing a corporate culture. It thus has an important role in promoting interaction with the industries, providing quality education, arranging more employability and need based training to the students.

