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BY

Transforming business education to prepare BBA students for Industry 5.0

Institutions must focus on blending academic rigour with practical insights, and foster a culture of innovation and critical thinking

According to the recent All India Survey on Higher Education (AISHE) report, there has been a surge in enrolment into the Bachelor of Business Administration (BBA) degree course by over 66% in the past five years. Moreover, the growth reflects an increased interest in business education among the youth.

However, it is important to choose the right institution for this course, one that can offer globally benchmarked programmes combining academic rigour with practical insights, and fostering a culture of innovation and critical thinking.

Future-Ready Curriculum

In an age of rapid automation and Artificial Intelligence (AI), leading institutions focus on preparing BBA students for Industry 5.0, a phase that emphasises human-machine collaboration, sustainability, and innovation.

Ashwini Sharma, acting director, Institute of Management, JK Lakshmipat University (JKLU), says, "The curricula of BBA programmes are highly distinctive and must be meticulously designed to meet both current and future industry needs. With Industry 5.0 resetting the norms of production and consumption, the university takes special care to pre-



pare students to become active collaborators in achieving the shared goal of building a better and more sustainable world."

Students at JKLU can specialise in areas such as Entrepreneurship, Banking, Financial Services, and Insurance (BFSI), Financial Technologies (Fintech), Business Analytics, and Marketing. This flexibility allows them to tailor their education to both their interests and market demands.

Critical Thinking

Beyond technical expertise, as automation continues to reshape job roles, skills such as critical thinking, creativity, collaboration, and effective communication are becoming increasingly vital. According to Deloitte's 2025 Human Capital Trends Report, "As AI takes over more tasks, workers will be increasingly asked to invest in

work that requires critical thinking, innovation, collaboration, and meaningful human interaction."

Recognising the increasing importance of these critical skills, JKLU has established the Centre for Communication and Critical Thinking (CCCT), which integrates liberal arts, scientific inquiry, group dynamics, and interpersonal communication into the BBA curriculum. Using case studies, discussions, and presentations, the CCCT helps students develop analytical and communication skills. These efforts align with the National Education Policy (NEP) 2020, which places special emphasis on nurturing the creative potential of students.

For students inclined towards entrepreneurship, access to incubation centres, startup mentorship, and funding support is crucial. Evaluating a BBA

course for its entrepreneurial support infrastructure is especially important for those aiming to launch their ventures. At JKLU, the Atal Incubation Centre (AIC-JKLU) provides mentorship, funding, and business development support. This ecosystem fosters innovation and empowers students to transform ideas into viable enterprises.

Global Exposure

Global learning is a key pillar of JKLU's BBA programme. Students get to explore opportunities to study a semester at institutions such as Hanyang University (South Korea), St Cloud State University (USA), gaining international perspectives and cross-cultural competencies.

Faculty composition is another important factor; a balanced mix of academic scholarship and industry experience brings both theoretical and practical perspectives into the classroom. Faculty members with diverse backgrounds enrich student learning by exposing them to real-world challenges and strategic thinking frameworks.

This is how a top-tier BBA programme empowers students with future-ready skills, global exposure, and real-world insights, preparing them not just for jobs but for leadership in a rapidly changing world.

