

Introduction to Business Management

Why? Who?
What? Where?



Why Business Management?

Business Management is not just a course but a stepping stone for a student in the 'Real World' of business. It not only teaches the 'core subjects' but also develops the decision making ability and communication skills of the student through a series of theoretical and situation-based case studies.

Who should pursue a Business Management degree?

Any student who has:

- Ability to plan and organise
- Multitasking ability
- Loves interacting with people
- An appetite for constant learning
- An analytical bend of mind
- Streaks of creativity

Specialisations within Business Management:

- | | |
|------------------------------|--------------------------|
| • Marketing | • Finance |
| • Accounts | • International Business |
| • Economics | • Retail |
| • Family Business Management | |

Upcoming Specialisations within Business Management:

- IT and Systems
- Operations Research



Did you know? Anand Mahindra, the chairman of Mahindra and Mahindra group is a MBA from Harvard Business School.

- Management Consultancy
- Rural Management
- Disaster Management
- Leisure and Event Management
- Public System Management

Best colleges for Business Management in: India

- Shaheed Sukhdev College of Business Studies-New Delhi
- Christ College-Bengaluru
- Madras Christian College-Chennai

USA

- Princeton University
- Stanford University
- University of Pennsylvania

UK

- London School of Economics
- University of Manchester
- University of Lancaster

Singapore

- National University of Singapore
- Singapore Management University
- Nanyang Technological University

Canada

- University of Toronto
- University of British Columbia
- University of Waterloo

Discover the Career Options Right for You

1 Initial Options



What are your career ideas?

If you haven't already given it a thought, then base it on influences from:

- Parents, family and friends
- Passion towards a subject
- Personal experiences
- Media and internet

Univariety probes and provides answers

Initial Options

Go to step 2

Instructions

- Follow this process, one at a time, to finalise career choices
- If the answer is 'No' at any stage then start from stage 1
- Do in-depth self research
- Complete details of this process and the questions around a 'Typical Day' Test are at www.univariety.com/courses

2 Hypothesis



Do you like it?

Remember the activities from the past which gave you joy and happiness. Does this career option similarly excite you?

Initial Hypothesis



Can you do it?

- Do you know how long it takes to get the degree?
- Do you like the subjects which you will study?
- Can you perform to get through to good colleges?
- Do you have the financial resources to support the degree?

Final Hypothesis

Go to step 3

3 Validation



Do you want it?

Do you like the:

- Nature of work you will do?
- Type of people you will deal with?
- Physical and mental effort required?
- The challenge it poses?



Will it fulfill your and your family's ambitions?

Will this give you a good:

- Lifestyle?
- Time with family and friends?
- Salary and money potential?
- Possibility of being famous?

Validated Hypothesis

Go to step 4

4 Finalisation



'Typical Day' Test?

"If you want to know the road ahead, then ask someone who has travelled it."

- Ancient Chinese Proverb

Here, we ask you to identify 2 - 3 people who have the same career that you have chosen and brought to this stage. Observe and ask questions to understand the 'typical life' in that career



Decision

Tools

- Discussion within the family and friends
- Univariety Website – Career Section
- Sessions with Univariety Counsellors
- Internet, books and other media