

## **MES Garware College of Commerce (Autonomous)**

### **AQAR 2022-23- Criteria VII**

#### **Metric 7.3.1: Institutional Distinctiveness**

##### **Inculcating Multidisciplinary Approach in its Curriculum**

MES Garware College of Commerce (Autonomous) is one of the most distinguished Commerce (Autonomous) Colleges in Pune, affiliated to Savitribai Phule Pune University (SPPU). Established in the year 1967, the College has a remarkable history of meritorious students and notable alumni in academics, government, sports, dramatics, social fields and all the areas of industry & business.

MES GCC (Autonomous) offers four undergraduate courses-BBA, BBA (IB), BBA (CA), and B.Com. The post-graduate M.Com and doctoral (Ph.D) courses (Commerce & Management) are also offered by the college. Considering the industry requirement MES GCC (Autonomous) is planning to introduce now the first of its kind BBA (Design & Innovation) under graduation degree programme.

In today's competitive world, companies need trained and creative manpower with interdisciplinary knowledge for their growth. Companies, perennially engage creative minds to identify gaps and convert product opportunities into viable business plans. Design being a vast area, there is tremendous scope for expansion and formulation of a number of dedicated courses that weave elements from both the disciplines - Management studies and Design studies. This under graduation BBA (Design & Innovation) degree programme creates aspiration to explore new avenues in this regard.

MES GCC (Autonomous), being a leading education Institute, aspires to add courses related to Design and Innovation, to create additional career opportunity for her Commerce and Management students. Design and Innovation, a fertile arena for knowledge acquisition, is simultaneously age-old and yet aspires forever to bring in novelty. Since Stone Age to the current era of Industry 4.0, human beings have progressed ahead due to their inherent ability to innovate and design something new. Yet, Design Education has, curiously enough, remained restricted to technical educational streams only. It is evident that a progressive society, like India, is shifting from basic knowledge to applied knowledge and needs more and more youth capable of converting innovative design ideas into viable and sustainable business ventures.

The objective of the present Programme is to cater to the need of creating such a dynamic task force for the industry as will be equipped with innovative design thinking techniques and the needed business acumen and management skills to complement it.

In today's competitive world, companies need trained and creative manpower with interdisciplinary knowledge. They need this to leverage for their sustenance and growth. Any Business venture sustains and grows only when its target customers consistently appreciate and avail its products/ services offered. In today's competitive world, old product augmentations and new product design is a perpetual opportunity that every business venture must grab! Hence, Companies, perennially engage teams of creative minds to identify gaps and convert product opportunities into viable business plans. Such creative heads are highly coveted in the corporate world and are welcome by the competitive corporate giants with open hands.

Design being a vast area, there is tremendous scope for expansion and formulation of a number of dedicated courses that weave elements from both the disciplines – management studies and design studies. This three-year BBA (Design & Innovation) programme aspires to explore fresh new possibilities in this regard. The National Education Policy (NEP) 2020 is a policy framework for transforming the education system in India. It aims to bring about several changes, including in the field of higher education. While the NEP 2020 does not specifically mention a course named "BBA Design and Innovation," it does promote interdisciplinary and flexible education, which can be relevant to such programs.

Under the NEP 2020, there is an emphasis on multidisciplinary and holistic education. It encourages students to pursue diverse subjects and develop a wide range of skills. This approach aligns well with a program like "BBA Design and Innovation," which combines business administration with design thinking and innovation.

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