



IB CAREER-RELATED PROGRAMME  
**BUSINESS  
ADMINISTRATION**



**INTERNATIONAL  
DIPLOMA**



**INTERNATIONAL  
ADVANCED DIPLOMA**

WHERE PASSION  
MEETS PROFESSION



IB CAREER-RELATED PROGRAMME

# **BUSINESS ADMINISTRATION**

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## About

World Academy of Career Programmes (WACP) is an educational research organization which offers career related courses in Administration, Finance, Technology, Healthcare and Design. Our association with prominent schools and higher educational institutions & universities provide students with a structured pathway to specialized qualifications in these streams.

WACP commands a robust network within the industry and thereby offers unmatched practical training, internships and placements. We are passionate about offering the right blend of practical knowledge and experience, creating a truly futuristic curriculum aimed at producing highly skilled individuals and a launch pad for entrepreneurs. Our core team of progressive leaders along with our experienced faculty and competent operations, lead us towards growth and excellence.



## About

Future Varsity is an institute dedicated to developing highly trained professionals in the field of business administration and general management. With the focused aim of creating professionally, academically and ethically sound managers and executives, Future Varsity contributes to this burgeoning space in the World.

Future Varsity recognized the need for accelerating formalised education through collaborations with recognised University, colleges & institutions. Formal education in business administration equips candidates with knowledge & skills that help in running a business and dealing with entrepreneurship challenges. Identifying the need for experts in the industry, Future Varsity instils its students with basic and advanced theories and techniques in the discipline of goal setting, strategic planning, marketing, public relations, finance, leadership, decision making, analytics, law etc. related to the business environment.

# BUSINESS ADMINISTRATION

**The best learning environment!!**

The Business Administration programme prepares the learners for administrative and managerial roles. The programme offers knowledge and training in management and leadership skills to prepare them for managerial roles and entrepreneurship. The programme will help the students to learn from core functions of business and management through lectures and practical projects.

## Business Administration EDUCATION

### EVOLVING INDUSTRY



India is a booming economy with numerous start-ups opening up every year. With opening up of new companies, arises the need for managers to manage them.

### RISING DEMAND FOR PROFESSIONALS



Every business needs to be managed efficiently in order to be sustainable and profitable. Every industry and domain requires business professionals who have the required skills to handle its various operations.



### DIVERSE CAREER OPTIONS

We lay a high degree of emphasis on building relations within the industry; practical training, internships and workshops help in collaborating with the world of business administration studies.



### IDEAL FOR GO-GETTERS

We aim to be recognized as a hub of excellence and strive towards building strong, serviceable and sustainable relationships within the industry.



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# BUSINESS ADMINISTRATION



WACP offers a combination of two qualifications in Business Administration Career Related Study. These are International Diploma and International Advanced Diploma of 11 months each. Both courses together provide a broad overview of the corporate world and are designed to develop skills and knowledge sufficient to allow participants to play a significant role in conceptualising, planning and delivery of public, corporate and customised business plans. The courses provide an avenue for students to gain theoretical and practical skills needed to operate within the corporate world.

## COURSE AIMS

The courses are suitable for IBCP students wanting to pursue their CRS course in Business Administration. They aim to strengthen their understanding of the subject and achieve incremental knowledge and specialisation between the two qualifications. These courses provide theories, models and practical case studies in order to understand the complex nature of Business Administration. The programme trains you on organising, planning and analysing business activities that are required to efficiently manage and run a business. It will help you gain in-depth knowledge and understanding of the core elements of business Administration - it's also a great introduction into the world of business if you have no prior experience. It provides industry insights, such as market trends and industry reports, which can prove to be invaluable and you will be encouraged to apply academic theory to real-life business situations that will help you kickstart your career.



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# BUSINESS ADMINISTRATION



## COURSE STRUCTURE

### DP Subjects

Recommended DP subjects which compliment the CRS Programme

- BUSINESS MANAGEMENT
- ECONOMICS

### Core Subjects

- PERSONAL AND PROFESSIONAL SKILLS
- SERVICE LEARNING
- REFLECTIVE PROJECT
- LANGUAGE DEVELOPMENT



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# BUSINESS ADMINISTRATION

## CAREER RELATED STUDY (720 Guided Learning Hours)

### Human Resource Management

- Introduction
- Job Design & Analysis
- Performance Appraisal & Career Planning
- Participative management & Industrial Relations
- Concept & Theory of OB

### Principles of Marketing

- Introduction to Marketing
- Marketing Environment
- Segmentation, Target Marketing and Positioning
- Consumer Behavior
- Marketing Mix

### Strategic Management

- Understanding Strategy
- Analyzing a Company's Internal Environment
- Generic Competitive Strategies
- Strategy Implementation
- Blue Ocean Strategy

### Principles of Accounting

- Introduction to Accounting
- Accounting Principles
- Accounting Process
- Accounting for Special Transactions

### Research Methods

- Introduction to Research Methods
- Data Collection and Processing
- Data Analysis and Interpretation
- Advanced Report Writing

### Entrepreneurship

- Being an Entrepreneur
- Customer Discovery
- The Financial Road Map
- Entrepreneurial Leadership
- Business Plan

### Principles of Management

- Introduction to Management
- Planning and Organising
- Leading and Motivation
- Directing, Monitoring and Controlling

### Digital Marketing

- Digital Marketing Planning and Structure
- Facebook Marketing Fundamentals
- Google Adwords
- Youtube Marketing
- Email Marketing – Content Writing

### Internship & Industry Engagement

### Capstone Project

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## TEACHING AND STRUCTURE

At WACP we are committed to the holistic development of our students to ensure superior outcomes and strong employability prospects. Teaching methodology comprises classroom sessions, master classes, case studies, practical training, group work and discussions. The approach is to have the right balance of theory, practice and experience. The “Real World Relevance” is vital throughout the programme.

We are committed to the holistic development of our students to ensure superior outcomes and strong employability prospects. Our teaching methodology is focused on knowledge, application of knowledge and enhancing skills. The modern and enhanced curriculum has a blend of immersive industry exposure through the training & internships, intensive personal & professional development through the classroom sessions, master class, case studies, workshops, combined with CSR activities all come together to create an experiential learning process.





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## CLASSROOM SESSIONS

### REGULAR LECTURES



To positively impact the perspective of our students, lectures are delivered by our experienced core team of faculty, along with visiting faculty from top Institutes, and professionals from the corporate world.

### ASSIGNMENT & PROJECTS



Assignment and projects are a part of our curriculum. These provide our students ample opportunities to meet, interact and build relations with popular and experienced individuals in business administration, under the able guidance of our dedicated faculty.



### WORKSHOPS

To keep our students updated with the current affairs in the Business World, we frequently organize uniquely designed workshops that focus on industry-oriented themes shortlisted by our team of experts.



### SIMULATED EVENTS

We have developed an exceptional methodology that helps replicate the process of organizing and managing the learning areas in real time. Students are trained to make the projects and assignments. This exercise gives them an opportunity to walk through minute aspects of learning.



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## MASTER CLASSES AND CASE STUDIES

### MASTER CLASSES



Master Classes intend to keep students aware of the current trends of the corporate world. Guest speakers from various areas of industry share their knowledge and help students from ideas and insights about the industry.

### CASE STUDIES



Our curriculum includes the use of case studies in order to highlight various practical and situational issues. The brainstorming and discussions help to streamline the students' thought processes and sharpen analytical abilities by exploring, identifying and solving issues.



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## ASSESSMENT

- In line with the WACP commitment to practice-based education, a large part of the assessment will relate to the demonstration of the student's ability to synthesise classroom learning with real life scenarios within the Corporate world.
- Continuous Assessment process will judge the depth to which the student understands the theory and have developed critical thinking skills which help them evaluate the relevance of what they have learned.
- Students will encounter many different kinds of assessment methods, for example: written exams, written assignments, portfolios, project work, reports, individual or group oral presentations and practical skills assessment. All of which will enable them to gain valuable experience to use within the workplace.
- Students will be expected to complete one assessment per unit.



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# BUSINESS ADMINISTRATION



## INNOVATIVE & INTERACTIVE LEARNING TECHNOLOGY



### BYOD PROGRAM

The Bring Your Own Device (BYOD) Program enhances the students' learning experience through the use of online and mobile technologies within and outside the classroom, allowing them to work on course materials, participated in a collaborative learning environment, thus making them tech-savvy.



### YOUTUBE BROADCASTING

We broadcast our students presentations and creations on YouTube; providing them with an opportunity to share their ideas and creations with the world.

### PREZI PRESENTATION



This is an inventive and refreshingly unique presentation tool that allows students to express their ideas skilfully and explore their creativity.

### EDUCATIONAL NEWSLETTERS



Our Educational Newsletters feature our institutes' highlights and students' achievements, and also report latest industry trends, growth and major event.

Google

### COMMUNICATION AND COLLABORATION

We provide education on Google Apps. Our students learn to use portals like Webmail Services, Shared Calendars, Hangout and the Drive. G Suite allows our faculty to collaborate with students, give them instant feedback, track individual Progress and help students streamline their writing and research.

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## PATHWAY

FV offers Undergraduate Degree programmes in Business Administration to all students who complete the IBCP programme with CRS in International Diploma and International Advanced Diploma. Many International universities offer higher education in Business Administration. WACP counsels its students and assists them in planning their higher education journey by linking them with prominent universities worldwide.



## HIGHER EDUCATION

### RIGHT PLACE, RIGHT TIME



Given the promising future of the industry, early entrants can reap ample rewards leading to a progressive career ahead.



### VARIED DESIGNATIONS

The number of startups, e-commerce companies has gone up in recent years. Thus, the demand for well-qualified Business professionals has drastically increased.

Business Administration has numerous positions to be filled such as

- **Operations Manager**
- **Marketing Manager**
- **Advertising Executive**
- **Business Development Manager**
- **Finance Manager**

### LUCRATIVE EARNING



The programme helps students acquire management skills at an early stage. It helps learner acquire knowledge of the business world and act as a leader to take business decisions. Good leaders, recruiters and employers always have an inclination to hire such business professionals.

### TARGET INDUSTRIES



Students can work in the following Industries:

- **FMCG**
- **Retail**
- **Banking & Financial Services**
- **E commerce**
- **Automobile**
- **Information Technology**

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## CERTIFICATES

The WACP - CRS Certifications are coveted qualifications which recognize outstanding students by substantiating their conduct and professionalism to prospective employers. WACP offers IBCP students counselling in higher education and Internship's assistance within the business industries. Academic excellence, dedication, project work, ingenuity and originality of ideas, communication skills coupled with a certain degree of confidence and flair are a few of the requisite attributes necessary to be awarded the WACP-CRS Certifications. It boosts one's academic and resume credentials and gives an added advantage over other candidates in the world. In some countries due to regulations and requirements of institutions we may offer "Certificate" qualifications instead of "Diploma" qualifications.



## PROFESSIONAL CERTIFICATION



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Industry Collaborator

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