

The Department of BBA organised a focused session titled “**BUSINESS LENS - SWOT IT OUT**” on 23 August 2025, designed to help students bridge the gap between theoretical understanding and practical business strategy. During the activity, students worked in teams namely The Visionary Squad, Vision presenters, Swiggy Squad and Beta to analyse real business cases using the SWOT framework. They identified key internal strengths and weaknesses, mapped external opportunities and threats, and developed actionable strategies based on their findings. This hands-on approach bolstered their managerial competencies, sharpened critical-thinking and problem-solving skills, and encouraged them to apply classroom concepts directly to organisational challenges.

