



ACADEMIC YEAR 2020

PROGRAM OUTLINE & LEARNING OUTCOMES

BBA – Entrepreneurship Development (Hons.)

Level: Undergraduate

Duration: 3 Years | Full-time

Format: Residential Program

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The Bachelor of Business Administration (BBA) Entrepreneurship Development
is spread over 6 semesters

FIRST YEAR

SEMESTER I

COURSE	LEARNING OUTCOMES
Financial Accounting With Computer Applications	<ul style="list-style-type: none"> • Learning Fundamentals Of Accounting • Basic Accounting Concepts • Recording Of Transaction • Depreciation, Provision And Reserves • Bill Of Exchange • Excel Skills For Finance
Environmental Management & Corporate Social Responsibility	<ul style="list-style-type: none"> • Learn to identify an organisation's purpose, its stakeholders and the basic principles of its governance. • Understand the interface between the organization and its environment. • Understand the effects of government policy on the economic environment. • Understand the concept of corporate social responsibility and the primary premises upon which it is based
Quantitative Techniques For Decision Making	<ul style="list-style-type: none"> • Learning Fundamentals To Statistical And Mathematical Tools Commonly Used In Management Studies • Learn Use Of Statistical Tools (Descriptive Statistics, Inferential Statistics) • Learn Use Of Mathematical Tools (Formulate The Problem, Establish The Criterion For Optimality, Tools For Analysis)
Microeconomics	<ul style="list-style-type: none"> • Understand Firm Behavior. • Learn To Analyse Different Types Of Market Structures (Monopoly, Oligopoly And A Competitive Market). • Understand Business Strategies For Different Market Structures. • Understand How To Apply Economic Principles For Policy Making.
Marketing Management	<ul style="list-style-type: none"> • Understand The Basic Aspects Of Markets And Competition. • Understanding And Managing External Environment. • Understanding Segmentation, Targeting And Positioning Concepts. • Understand And Managing Brands. • Understanding And Managing Competition. • Understanding The Concept Of Product Life Cycle.
Effective Communications 1	<ul style="list-style-type: none"> • Understand Dialogue Processes, Debunk Common Communication Myths, And Express Your Ideas Authentically.

	<ul style="list-style-type: none"> • Learn How To Ensure The Message Intended To Send Is The Same As What Is Being Received. • Learn Strategies To Enhance Communication Skills And Approaches. • Learn How To Position Oneself As A Professional Through Inclusive Communication.
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Entrepreneurial Leadership Series I

A series of talks by successful entrepreneurs will be conducted in Semester I

APPLIED LEARNING : SEMESTER I

Entrepreneurship and Business Development (EBD) Workshop Part I	<ul style="list-style-type: none"> • Learning the fundamentals of entrepreneurship, marketing, accounting, information systems, and operations. • Learning to ideate for a tangible product or a service, to think about how your business meets a human need. • Learning to research demand using fundamental marketing research
Mentoring for Ideation and Entrepreneurship Program <ul style="list-style-type: none"> • Build entrepreneurship and ideation skills through one-on-one mentoring. • The MIE Program isn't about grades—it's about taking advantage of an invaluable opportunity to network with and gain real-world insight from your coach. How MIEP works <ul style="list-style-type: none"> • Working in teams with other students, you will come up with a set of business ideas consistent with your strengths and interests. • You will structure your thoughts into a workable business proposition and present the idea to your mentor. • Following the group session, you meet one on one with your mentor to get confidential feedback on your strengths and areas for development. 	

SEMESTER II

COURSE	LEARNING OUTCOMES
Cost Accounting	<ul style="list-style-type: none"> • Understand Meaning and Scope of Cost Accounting • Understand Method of costing • Understand Labour cost control
Advanced Quantitative Techniques for Decision Making	<ul style="list-style-type: none"> • Understand use of Quantitative & Qualitative Data • Understand application of various quantitative techniques used for decision making using datasets • Using data to take decisions on business situations • Learn to Apply quantitative techniques on datasets using excel
Marketing Management 2	<ul style="list-style-type: none"> • Understand the basic aspects of product management and new product launches. • Understanding and managing services. • Understanding and managing pricing. • Understanding and managing integrated marketing communications. • Understand and managing distribution channels.

Entrepreneurial Leadership Series I	
A series of talks by successful entrepreneurs will be conducted in Semester II	
	<ul style="list-style-type: none"> Understanding and managing marketing organization in the current business scenario.
Principles Of Management	<ul style="list-style-type: none"> Gain Understanding Of The Functions And Responsibilities Of Managers. Understand Tools And Techniques To Be Used In The Performance Of The Managerial Job. Understand And Analyse The Environment Of The Organization. To Help The Students To Develop Cognizance Of The Importance Of Management Principles.
Effective Communications 2	<ul style="list-style-type: none"> Understanding how to write business emails, notices, proposals and other forms of written business communications. Understanding of basic grooming and etiquettes. Understanding how to be effective public speaker and presenter
Macroeconomics	<ul style="list-style-type: none"> Understand the forces determining macroeconomic variables such as inflation, unemployment, interest rates, and the exchange rate Formulate and assess macroeconomic policies Define macroeconomic terminology, such as the multiplier, monetarism, the natural level of unemployment, and fiscal policy

APPLIED LEARNING : SEMESTER II

Entrepreneurship and Business Development (EBD) Workshop Part II	<ul style="list-style-type: none"> Learning to establish a partnership with a local manufacturer or service provider. (you will volunteer to donate at least 50 percent of your business's profits to this organization. The other 50 percent can go to one or more organization of your choosing). The Institution will provide Seed Capital of USD 2000 to the Top 2 Winning Teams for taking building upon the idea and take it further to execution & monetisation stage. Market the product and earn revenues and profits
Mentoring for Leadership and Teamwork Program <ul style="list-style-type: none"> MLTP is about taking advantage of an invaluable opportunity to network with and gain real-world insight from your mentor. Mentors are trained in the observation versus inference method of developmental mentoring, and they are focused on helping you grow as a communicator and leader. How MLTP works <ul style="list-style-type: none"> Working in teams with other students, you'll be observed by your mentor as you analyze business cases and present your solutions. Mentors will observe your team working and leadership skills. Following the group session, you meet one on one with your coach to get confidential feedback on your strengths and areas for development. 	

SECOND YEAR**SEMESTER III**

COURSE	LEARNING OUTCOMES
Organisational Behaviour	<ul style="list-style-type: none"> • Understand the impact of values, attitudes and the influence of diversity. • Understand the major motivational theories that affect the workplace. • Understand the difference between work groups and work teams and the models of team development. • Understand communication channels and their barriers. • Understand interpersonal conflict and conflict resolution.
Financial Management and Software Applications in Financial Management	<ul style="list-style-type: none"> • Learning Fundamentals of Financial Management • Corporate Debt, Equity and corporate action • Learn to prepare Financial statement • Understand Capital Budgeting • Understand Investment analysis
Operations Management	<ul style="list-style-type: none"> • Obtain an understanding of quality management practice in organizations and how total quality management and six-sigma facilitate organizational effectiveness. • Understand the relationship of the various planning practices of capacity planning, aggregate planning, project planning and scheduling. • Understand the roles of inventories and basics of managing inventories in various demand settings. • Understand contemporary operations and manufacturing organizational approaches and the supply-chain management activities and the renewed importance of this aspect of organizational strategy.
Indian Economics in Global Scenario	<ul style="list-style-type: none"> • Understand International trade theory and policy • Understand Economic relationships between countries • Understand Relevance of Indian economics in global scenario
Business Statistics 1	<ul style="list-style-type: none"> • Learn fundamentals of Descriptive statistics. • Understanding the nature of data using data. • Learning to use descriptive statistical tools to find hidden patterns in data. • Learn to analyse and interpret data to smart solutions using statistics. • Learn to apply descriptive statistics on data for making decisions
Business Research Methodology	<ul style="list-style-type: none"> • Learn to formulate research problem and develop a sufficiently coherent research design. • Learn qualitative, quantitative measurement & scaling techniques. • Gain Knowledge of data analysis, including descriptive & inferential measures. • Develop independent thinking for critically analyzing research reports.

SEMESTER IV

COURSE	LEARNING OUTCOMES
Business Statistics 2	<ul style="list-style-type: none"> • Understand basics of Inferential Statistics • Gain Application based knowledge on hypothesis testing • Learn use of Advance statistical tools for business decision making • Learn Application predictive analytics for forecasting • Gain Practical knowledge on applying advance statistics on business data
Business Law	<ul style="list-style-type: none"> • Gain Understanding of the Legal Environment of Business. • Learn to apply basic legal knowledge to business transactions. • Learn to describe business law in the global context. • Learn to describe the relationship of ethics and law in business.
Business Analytics tools, applications and interpretations	<ul style="list-style-type: none"> • Learn to Select, and apply appropriate analytical tools in the analysis of quantitative and qualitative data from a variety of business scenarios. • Learn Use software package for data analysis; understand data gathering and input considerations; and be able to analyze and interpret output (graphs, tables, mathematical models, etc.) • Understand considerations in collecting data and selection of appropriate analysis tools; and know how to report results in a fair, objective and unbiased manner
Direct and Indirect Taxation	<p>Gain an understanding of Indirect Tax</p> <ul style="list-style-type: none"> • Central Excise Duty • Custom Duty • Service Tax <p>Gain an understanding of Direct Taxes</p> <ul style="list-style-type: none"> • Income Tax • Wealth Tax • Profession Tax <p>Gain an Understanding of International Tax</p> <ul style="list-style-type: none"> • Tax implication of Foreign activity of an Indian enterprise • Tax implication of Foreign enterprise in India
Human Resource Management	<ul style="list-style-type: none"> • Understand the role of human resource management Identify how wellness, training and work-life balance policies impact retention • Learn best practices in performance management, performance appraisal, and employee development • Understand functions of job design, standards of employment law and techniques for employee retention.

Entrepreneurial Leadership Series II

A series of talks by successful entrepreneurs will be conducted in Semester IV

Entrepreneurial Leadership Series II

A series of talks by successful entrepreneurs will be conducted in Semester III

THIRD YEAR**SEMESTER V**

COURSE	LEARNING OUTCOMES
Design Thinking	<ul style="list-style-type: none"> • Know what Design Thinking is • Learn about the Steps of Design Thinking • Understand Different Tools Used in Design Thinking • Assess Different Resources of Design Thinking • Conduct a Design Thinking Exercise
Entrepreneurship & Business Plan	<ul style="list-style-type: none"> • Understand the entrepreneurial mindset and what it takes to create value • Learn to identify entrepreneurial opportunities and create business plans • Learn to secure financial backing and coordinate business growth • Learn agile working methods to realize results in quick succession
Entrepreneurship and Opportunity	<ul style="list-style-type: none"> • Understanding business methodologies in idea generation • Learning concepts tools and practices associated with identifying or creating new venture opportunities • Learning to marshal resources • Performing feasibility analysis and business plan communications
New Technology Ventures	<ul style="list-style-type: none"> • Identifying new venture opportunities, based on new technologies, evaluating the viability of a new business concept • Creating a new venture with technology as a basis for its products or services • To introduce students to a variety of technology entrepreneurs
Managing a Growing Business	<ul style="list-style-type: none"> • Learning to build an organization capable of managing and sustaining growth • Learning to create a professional organization both responsive to external change and entrepreneurial enough to continually create new businesses through innovative thinking. • Learning to attract the right people, getting systems in place, managing with limited resources, cash flow planning • Understanding leadership and delegation, professionalizing the business, turning around a troubled business, establishing and communicating culture • Creating a vision to drive the organization toward the future
Family Entrepreneurship	<ul style="list-style-type: none"> • Helping students integrate their learning with specific needs of family business. • Facilitate entrepreneurial activity, dialogue and relationship building between the student and their families as part of their experience at Woxsen • Launch a new entrepreneurial opportunity that creates economic and/or social value for a family business • Creating hands on learning opportunities for students that will better prepare them for their future with the family business

APPLIED LEARNING : SEMESTER V**Entrepreneurial Internship Program**

- Students will undergo an eight week internship with an entrepreneurial venture and be actively engaged in a key line function such as marketing, operations or finance.
- Each student will be assigned a faculty mentor and a mentor from the company in which the student is mentoring. The faculty guide will be in touch with the student regularly and provide support in achieving the objectives of the internship.
- Students will be required to give evidence of :
 1. Application of knowledge acquired as part of the curriculum to the business.
 2. Results achieved in course of the internship.

Entrepreneurial Leadership Series III

A series of 8 talks by successful entrepreneurs will be conducted in Semester V

SEMESTER VI

COURSE	LEARNING OUTCOMES
Application of AI & ML in Business	<ul style="list-style-type: none"> • Understand the impact of AI in different business segments. • Comprehend the key uses and applications. Discussion of case studies • Understand the future perspectives and development.
International Business & EXIM	<ul style="list-style-type: none"> • Understand different modes of international business. • Learn to conduct export market research and develop products for international business accordingly. • Learn about sourcing, distribution, freight management, and border clearance processes in international business. • Learn about payment methods, financial processes, and documentation required for international business.
Project Management with MS Project tool	<ul style="list-style-type: none"> • Define& create a new project plan. • Learn to manage resources in a project plan. • Finalize a project plan. • Update a project plan to reflect progress as you execute the project using MS office tools. • Monitor project progress in the project plan. • Create project reports to share a project's status. • Customize project settings and share customizations with other projects.
Entrepreneurship in Developing Economy	<ul style="list-style-type: none"> • Learning how a simple, focused innovation can change an individual life, a personal choice or a system. • Learning affordable design and entrepreneurship working in partnership with communities to test innovation concepts and sustainable business models. • Learning to focus on income generation through new product and service design and development considering the cultural appropriateness of design choices and their impact on social venture success. • Learning how design can impact the desirability and viability of innovations in different problem-opportunity contexts. • Integrating engineering design with entrepreneurial opportunity.

The Entrepreneurial Innovator	<ul style="list-style-type: none"> • Entrepreneurship considers ways to generate and monetize innovations, making value-creation profitable and sustainable • Working in transdisciplinary teams, Woxsen students will investigate and define unmet needs and innovation possibilities for broad market segments • Learning user engagement, physical prototyping, as well as visual representations of user problems and innovative solutions
International Entrepreneurship	<ul style="list-style-type: none"> • The course offers a framework for understanding the entrepreneurial process in global contexts and exposes students to key issues and problems specific to international ventures • Encourage students to consider exploring entrepreneurial activities outside the domestic setting • Prepare them to see through a different set of lenses in order to better and more accurately identify global opportunities • Equip them with various skills to better meet and tackle complex global challenges
Entrepreneurial Finance	<ul style="list-style-type: none"> • Understanding how much money should be raised? • Who should I raise it from and how? • Raising money from family and friends, angels (both individual and angel groups), VC funds, private equity, and debt from venture debt funds and special commercial banks • Gaining an understanding of how investors think, analyze and behave • Understanding the deals with investors and how to manage the process to a mutually beneficial conclusion • Understanding various aspects of funding and managing entrepreneurial ventures through the various stages of business growth • Learning with videos, cases, simulation and experiential learning techniques • Learning to finance the entrepreneurial firm, investment analysis and decision making, and managing company finances through growth, crisis and harvesting

APPLIED LEARNING : SEMESTER VI

- **Capstone Project**
- Students will develop a detailed project plan to setup their own entrepreneurial venture.
- The plan will incorporate all aspects of the project which will include the identification of market gap, demand analysis, competition analysis, operational resource requirement estimation, financial projections, planning source of finance, staff requirement, marketing plan and short and medium term revenue projection.
- The plan will be presented to a panel comprising faculty and industry professionals.
- The Capstone Project must result in an investment grade project which is expected to attract funding from angel investors, venture capitalists or financial institutions.

Entrepreneurial Leadership Series III

A series of 8 talks by successful entrepreneurs will be conducted in Semester VI