

## **(024-C&M-03-02) BBA- START-UP AND ENTREPRENEURSHIP**

### **Significance of the program:**

The inclusion of entrepreneurship as a course in college brings forth several significant advantages for students, institutions, and society at large. By offering entrepreneurship as a formal course, colleges provide students with a structured and comprehensive education in entrepreneurial principles and practices, preparing them for the dynamic and challenging world of business while fostering a culture of innovation and creativity especially in the present context of booming start-up culture. This course help students develop practical skills such as idea generation, business planning, financial management, marketing, pitching and Critical Thinking

### **Career options:**

- Entrepreneurship
- Venture Coach
- Startuppreneur
- Business consultant
- Professional Promoter
- Venture Capitalist
- Start-up Trainer

### **Program objectives:**

- Foster a mindset that embraces innovation, risk-taking, and the ability to identify and seize opportunities.
- Equip participants with practical knowledge of business concepts, including planning, marketing, finance, and operations.
- Develop a range of skills essential for entrepreneurship, such as critical thinking, problem-solving, decision-making, communication, and leadership.
- Teach students how to generate and validate business ideas, ensuring they are viable and have market potential.

### **Outcomes of the Program:**

- Demonstrate an entrepreneurial mindset characterized by a proactive approach to innovation, a willingness to take calculated risks, and an ability to identify and capitalize on opportunities in various business contexts.

- Acquire a comprehensive understanding of business concepts, enabling them to develop, evaluate, and refine business plans. They will demonstrate proficiency in planning, marketing, finance, and operations through the successful execution of simulated or real-world business projects.
- Exhibit a diverse set of entrepreneurial skills, including critical thinking, problem-solving, decision-making, effective communication, and leadership. They will apply these skills to navigate the complexities of entrepreneurship and contribute positively to business environments.
- Ability to systematically generate, evaluate, and validate business ideas. They will develop a keen understanding of market dynamics, customer needs, and industry trends, ensuring that their ideas are not only innovative but also commercially viable.

**Major Course Outline:**

1. Start-up Eco-system
2. Business Leadership
3. Venture Management
4. Business Incubator- Policies and Processes
5. Business Research
6. Business Plan
7. Fund Management
8. Rural Entrepreneurship
9. Social Entrepreneurship
10. Digital Entrepreneurship