



**FACULTY OF
BUSINESS AND
LEADERSHIP**



2024 - 25

BBA Entrepreneurship and Family Business Management

Programme Structure

Division	Faculty of Business and Leadership
School Name	School of Leadership
Department Name	School of Leadership
Programme Name	BBA Entrepreneurship and Family Business Management

Course Basket

Course Type	Description
Programme Core	Courses dealing with foundations, depth and breadth of the major in which student is admitted at MIT-WPU
Programme Electives	Open electives under the programme allow students to specialise in a particular area connected to their major.
University Core	Courses that reflect the core MITWPU values and the mission of Life Transformation of students.
University Electives	Multidisciplinary courses across the faculties at MIT-WPU and outside the programme core.

Semester	Course Type	Course Name / Course Title	Total Credits
I	University Core	Effective Communication	1
I	University Core	Critical Thinking	1
I	University Core	Environment and Sustainability	1
I	University Core	Foundations of Peace	2
I	University Core	Yoga - I	1
I	University Core	SLDP	1
I	Programme Foundation	Principles and Practices of Management	3
I	Programme Foundation	Financial Accounting	3
I	Programme Foundation	Principles of Marketing	3
I	Programme Foundation	Foundations of HRM	3
I	Programme Foundation	Business Mathematics	3

II	University Core	Advanced Excel	1
II	University Core	Financial Literacy	1
II	University Core	Yoga - II	1
II	University Core	Co-creation	1
II	University Core	Indian Constitution	1
II	University Core	IKS(General)	2
II	University Core	Sports	1
II	Programme Foundation	Managerial Economics	3
II	Programme Foundation	Cost and Management Accounting	3
II	Programme Foundation	Operations Management	3
II	Programme Foundation	Business Statistics	3
II	Programme Major	Digital Marketing	2

Semester	Course Type	Course Name / Course Title	Total Credits
III	University Core	Research Innovation Design Entrepreneurship (RIDE)	1
III	University Core	Spiritual & Cultural Heritage; Indian Experience	2
III	University Electives	UE - I	3
III	University Electives	UE-II	3
III	Programme Capstone Project/ Problem Based Learning/ Seminar and Internships	Project Based Learning - I	1
III	Programme Electives	Programme Elective - I	4
III	Programme Foundation	Introduction to Entrepreneurship Management	2
III	Programme Foundation	Introduction to Family Business Management, Dynamics and succession planning	2
III	Programme Major	Financial Management	2
III	Programme Major	Data Visualization with Tableau/PowerBI	2

IV	University Electives	UE-III	3
IV	University Core	Rural Immersion	1
IV	Programme Capstone Project/ Problem Based Learning/ Seminar and Internships	Project Based Learning - II	1
IV	University Core	Life Transformation Skills	1
IV	Programme Electives	Programme Elective - II	4
IV	Programme Major	Branding and Advertising	3
IV	Programme Major	Export-Import Procedure	3
IV	Programme Foundation	Business Process Management (ERP)	3
IV	Programme Major	Legal Aspects of Entrepreneurship and Ethics	3

Semester	Course Type	Course Name / Course Title	Total Credits
V	University Core	Managing Conflicts Peacefully: Tools and Techniques	2
V	Programme Capstone Project/ Problem Based Learning/ Seminar and Internships	Project Based Learning - III	1
V	Programme Electives	Programme Elective - III	4
V	Programme Major	Entrepreneur Finance & Financial Statement Analysis	3
V	Programme Capstone Project/ Problem Based Learning/ Seminar and Internships	Internship	4
V	Programme Major	International Entrepreneurship and New Venture Creation	3
V	Programme Major	Foreign Language German- / French / Spanish / Mandarin- I	2
V	Programme Major	Logistics & Supply Chain Management	3

VI	Programme Capstone Project/ Problem Based Learning/ Seminar and Internships	Project Based Learning - IV	1
VI	University Core	National Academic Immersion	2
VI	Programme Electives	Programme Elective - IV	4
VI	Programme Major	Research Methodology	3
VI	Programme Major	Business Simulation	2
VI	Programme Major	Consumer Behaviour and CRM	3
VI	Programme Major	Foreign Language German- / French / Spanish/ Mandarin- - II	3
VI	Programme Major	Legal aspects of Entrepreneurship	3

Semester	Course Type	Course Name / Course Title	Total Credits
VII	Programme Capstone Project/ Problem Based Learning/ Seminar and Internships	Field Project	10
VII	Programme Foundation	IKS(Programme Specific)	2
VII	Programme Major	MOOC I	2
VII	Programme Major	MOOC II	2
VII	Programme Major	MOOC III	2

Semester	Course Type	Course Name / Course Title	Total Credits
VIII	Programme Capstone Project/ Problem Based Learning/ Seminar and Internships	Industry Analysis Report	5
VIII	Programme Capstone Project/ Problem Based Learning/ Seminar and Internships	Seminar on Research Methods	3
VIII	Programme Capstone Project/ Problem Based Learning/ Seminar and Internships	Capstone Project	4
VIII	Programme Capstone Project/ Problem Based Learning/ Seminar and Internships	Research Paper	2

Electives List:

Semester	Course Type	Course Name / Course Title	Total Credits
III	Program Elective - I	Corporate Governance in Family business	4
IV	Program Elective - II	HR practices, Labour laws & Organisational Development	4
V	Program Elective - III	Sales and Distribution Management and Services Marketing	4
VI	Program Elective - IV	Taxation, Security Analysis and Portfolio Management	4

*Modifications to the programmes and courses are contingent upon adherence to university guidelines and procedures. Any proposed changes must undergo a thorough review process, including consultation with relevant academic departments, approval from the appropriate administrative bodies, and compliance with accreditation standards.

Additionally, consideration will be given to feedback from students, faculty, and other stakeholders to ensure that modifications align with the overall educational objectives and mission of the university. The implementation of any approved changes will be communicated transparently to the university community, and appropriate measures will be taken to facilitate a smooth transition for all affected parties.