

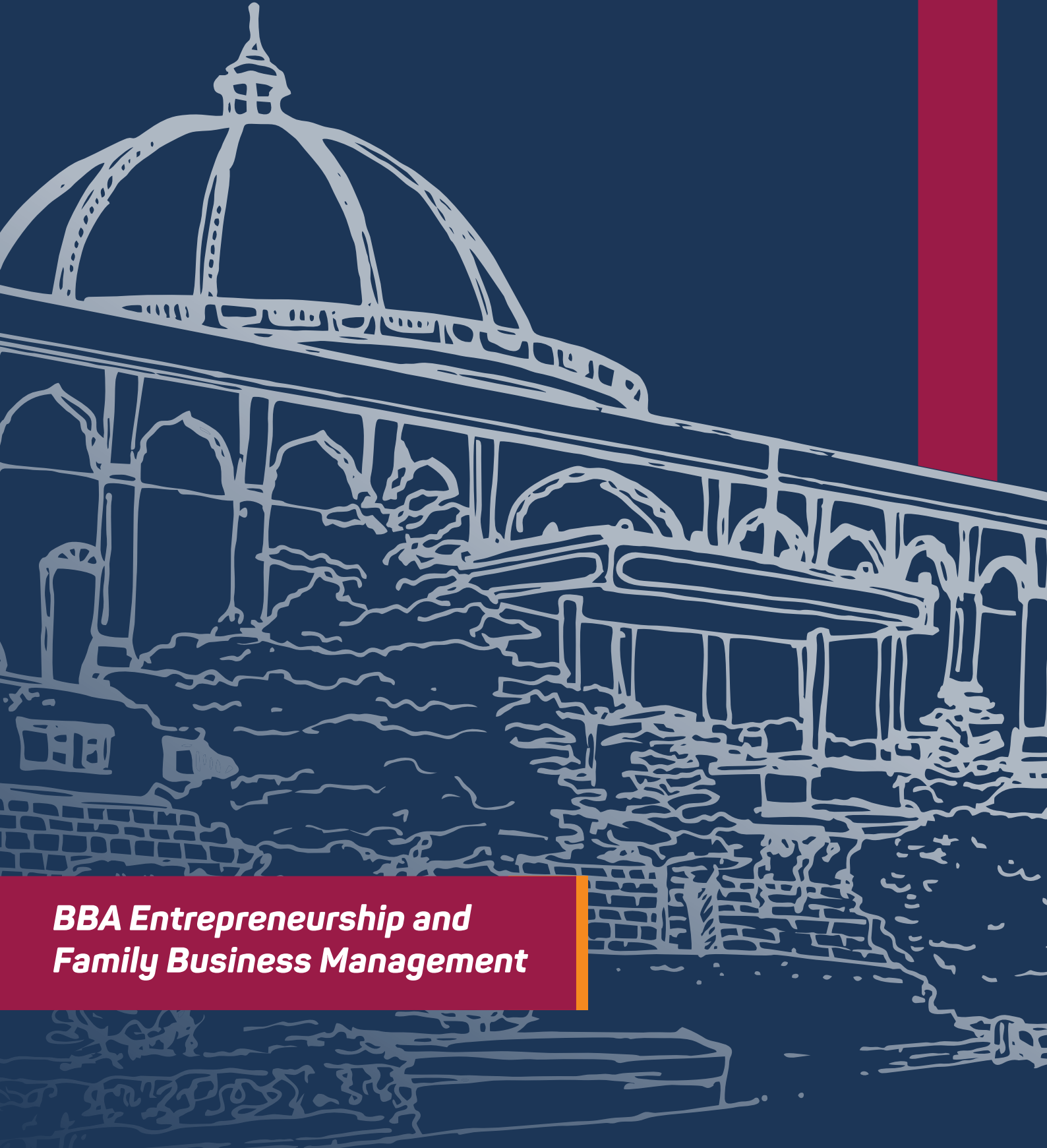


Since 1983

Dr. Vishwanath Karad

**MIT WORLD PEACE
UNIVERSITY** | PUNE

TECHNOLOGY, RESEARCH, SOCIAL INNOVATION & PARTNERSHIPS



BBA Entrepreneurship and Family Business Management

Programme Structure

 mitwpu.edu.in

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

+ + + + + + + + + + + + + + **COURSE BASKET** + + + + + + + + + + + + + + +

| Course Type | Description |
|---------------------------|---|
| Programme Core (PC) | Courses dealing with the foundations, depth and breadth of the major in which the student is admitted at MIT-WPU |
| Programme Electives (PE) | Open electives under the programme allow students to specialise in a particular area connected to their major. |
| Programme Major (PM) | This encompasses the specialised, in-depth coursework within a specific major. It focuses on the core concepts and skills relevant to that particular field of study. |
| Programme Foundation (PF) | These courses provide the essential background knowledge and skills needed to succeed in the chosen program. |
| University Core (UC) | Courses that reflect the core MIT-WPU values and the mission of Life Transformation of students. |
| University Electives (UE) | Multidisciplinary courses across the faculties at MIT-WPU and outside the programme core. |

+ + + + + + + + + + + + + + **CREDIT DISTRIBUTION** + + + + + + + + + + + + + + +

| Semester | Odd(I) | Even(II) | Total Credits |
|-------------|--------|----------|---------------|
| First Year | 20 | 22 | 42 |
| Second Year | 22 | 22 | 44 |
| Third Year | 22 | 20 | 42 |
| Fourth Year | 19 | 18 | 37 |

Semester – I

| Semester | Course Type | Course Name / Course Title | Total Credits |
|----------|-------------|--|---------------|
| I | UC | Indian Constitution | 1 |
| I | UC | Environment and Sustainability | 1 |
| I | UC | Yoga – I | 1 |
| I | UC | Social Leadership Development Program | 1 |
| I | UC | Financial Literacy | 1 |
| I | PF | Principles and Practices of Management | 3 |
| I | PF | Financial Accounting | 3 |
| I | PF | Principles of Marketing | 3 |
| I | PF | Foundations of HRM | 3 |
| I | PF | Business Mathematics | 3 |
| | | Total Credits: | 20 |

Semester - II

| Semester | Course Type | Course Name / Course Title | Total Credits |
|----------|-------------|-----------------------------------|---------------|
| II | UC | Yoga – II | 1 |
| II | UC | Co-creation | 1 |
| II | UC | AI for Everyone | 2 |
| II | UC | Foundation of Peace | 2 |
| II | UC | Indian Knowledge System (General) | 2 |
| II | UC | Sports | 1 |
| II | PF | Managerial Economics | 2 |
| II | PF | Cost and Management Accounting | 3 |
| II | PF | Operations Management – I | 3 |
| II | PF | Business Statistics | 3 |
| II | PF | Digital Marketing | 2 |
| | | Total Credits: | 22 |

Semester - III

| Semester | Course Type | Course Name / Course Title | Total Credits |
|----------|-------------|--|---------------|
| III | UC | Spiritual and Cultural Heritage: Indian Experience | 2 |
| III | UC | Research Innovation Design Entrepreneurship (RIDE) | 1 |
| III | UE | University Electives – I | 3 |
| III | PE | Corporate Governance in Family Business | 4 |
| III | PM | Introduction to Entrepreneurship Management | 2 |
| III | PF | Data Visualization with Tableau/PowerBI | 2 |
| III | PF | Financial Management | 3 |
| III | PM | Introduction to Family Business Management, Dynamics | 3 |
| III | PM | Intellectual Property Rights (IPR) & Start-up | 2 |
| | | Total Credits: | 22 |

Semester - IV

| Semester | Course Type | Course Name / Course Title | Total Credits |
|----------|-------------|--|---------------|
| IV | UC | Rural Immersion | 1 |
| IV | UC | Life Transformation Skills | 1 |
| IV | UE | University Electives – II | 3 |
| IV | PE | HR Practices, Labour Laws & Organisational Development | 4 |
| IV | PM | Business Process Management (ERP) | 3 |
| IV | PM | Branding and Advertising | 2 |
| IV | PM | Export-Import Procedure (Global Trade) | 2 |
| IV | PM | Legal Aspects of Entrepreneurship and Ethics | 3 |
| IV | PM | Project Management | 3 |
| | | Total Credits: | 22 |

Semester - V

| Semester | Course Type | Course Name / Course Title | Total Credits |
|----------|-------------|--|---------------|
| V | UC | Managing Conflicts Peacefully: Tools and Techniques | 2 |
| V | UE | University Electives – III | 3 |
| V | PE | Sales and Distribution Management and Services Marketing | 4 |
| V | PM | Entrepreneur Finance & Financial Statement Analysis | 2 |
| V | PF | Foreign Language – I | 2 |
| V | PM | International Entrepreneurship and New Venture Planning | 2 |
| V | PC | Internship | 4 |
| V | PM | Logistics and Supply Chain Management | 3 |
| | | Total Credits: | 22 |

Semester - VI

| Semester | Course Type | Course Name / Course Title | Total Credits |
|----------|-------------|--|---------------|
| VI | UC | National Academic Immersion Program | 2 |
| VI | PE | Taxation, Security Analysis and Portfolio Management | 4 |
| VI | PM | Business Simulation | 2 |
| VI | PF | Consumer Behaviour and CRM | 3 |
| VI | PF | Foreign Language – II | 3 |
| VI | PM | Legal Aspect of Business | 3 |
| VI | PM | Research Methodology | 3 |
| | | Total Credits: | 20 |

Semester - VII

| Semester | Course Type | Course Name / Course Title | Total Credits |
|----------|-------------|----------------------------|---------------|
| VII | PC | Field Project | 8 |
| VII | PM | IKS (Program Specific) | 2 |
| VII | PM | MOOC I | 3 |
| VII | PM | MOOC II | 3 |
| VII | PM | MOOC III | 3 |
| | | Total Credits: | 19 |

Semester - VIII

| Semester | Course Type | Course Name / Course Title | Total Credits |
|----------|-------------|--|---------------|
| VIII | PC | Industry Analysis Report | 5 |
| VIII | PC | Seminar on Research Methods | 2 |
| VIII | PC | Capstone Project | 4 |
| VIII | PC | Research Paper | 5 |
| VIII | PM | Technology Solutions for Business using AI | 2 |
| | | Total Credits: | 18 |

*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.