

The BBA - Innovation, Entrepreneurship and Venture Development (BBA-IEV) Track

The Business Blaster program being run in the schools of Delhi, encourages the students who are all studying the entrepreneurship mindset development curriculum, to propose their own venture ideas. These ideas are screened at various levels, and the final set of venture ideas will be selected through the competition, where students who have proposed these venture ideas, will receive the awards and facilities under the Business Blasters program.

One of the facilities is that the students so qualifying as one amongst the best One Hundred teams, will be provided an opportunity to avail admission to the BBA program run by various State Universities of Delhi NCT. These admissions will be against the seats allocated specifically under the scheme to promote the entrepreneurial activities of students so awarded under the Business Blasters scheme.

In this regard, as per directive, a specialisation track – Innovation, Entrepreneurship and Venture Development (IEV), is being proposed in the current BBA program run at USME, DTU, to cater to student's entrepreneurship mindset, skills enhancement, and venture development facilitation. This track has been designed to offer specific curriculum attuned to develop entrepreneurship skills and to have courses/modules facilitating venture development as a curricular component, including content specific to areas of venture ideation and development, including taught, guided, mentored and self-learning modules. This design has adopted various components from the MBA-IEV curriculum which itself is based on the AICTE model curriculum for MBA-IEV.

Number of Seats for BBA-IEV Track: 30 + 2 supernumerary (Single Girl Child, JnK Migrant

The eligibility for admission for the BBA-IEV will be as follows:

- (i)** The candidate must have scored at least 50% marks in 12th board examination from a recognised board. Vocational/Skill-based courses (as specified in the CBSE list) will also be permitted to be included in the final percentage to be used for determining eligibility.
- (ii)** Must necessarily be part of a team which has been awarded a position amongst the top ranking teams (acceptable ranking or performance for admission eligibility as specified by DoE/ DTTE), in the Business Blaster's Competition.
- (iii)** Those who are appearing in the qualifying Std. XII (Board) examination may also apply, provided that they submit the proof of eligibility by a specific date declared by the University.

Program Curricular Structure

The proposed curriculum for the BBA-IEV Track leading to Three-year BBA-IEV degree and Four-year BBA(Hons) IEV degree (focused on learning module to develop your venture further and applied research project dissertation around your industry), is as follows:

Table 1. Credits of Different Curricular Components

CURRICULAR COMPONENTS		Credits: III Yr. Program	Credits: IV Yr. Program
(a) Departmental Core Courses (DCC)		44	44
i)	Core Courses	44	44
(b) Action Learning/Project Courses (AEC)		30	50
i)	ALS	16	26
ii)	Capstone Project	14	14
(c) Departmental Elective Courses (DEC/MOOCs)		50	46
i)	Departmental Elective Courses/AEC	8*	16
ii)	MOOCs	36/44	28
d) Research Based courses/ Thesis /Dissertation		-	20
GRAND TOTAL		124	164

DECs are optional for III Yr. Program students in Semester 6; MOOCs can be opted instead for equal credit.

DECs are mandatory for IV Yr. program students in Semester 6.

Semester-wise Course Structure for B. B.A. IEV Program

First Year: First Semester

First Year: Second Semester

Sr. No.	Course Code	Course Title	Course Code	Course Title
1	BBA 101	Principles of Management	BBA MC111	Demand forecasting/ Opportunity mapping
2	BBA 102	Business Mathematics	BBA 112	Business Statistics & Operations Research
3	BBA 103	Financial Accounting	BBAMC112	Managing Innovation
4	BBA MC101	Business Economics	BBAMC113	New Product Development
5	BBA 105	Computer Applications	BBA 114	E-Commerce
6	BBA 303	Entrepreneurship Development	BBA 115	Business Communication
7			BBA117	Capstone 1

Second Year: Third Semester**Second Year: Fourth Semester**

Sr. No.	Course Code	Course Title	Course Code	Course Title
1	BBA MC201	Leadership/ Organisational dynamics/ Entrepreneurial leadership	BBA MC212	Strategic Management
2	BBA MC202	Managing teams	BBA 113	Business Laws
3	BBA 202	Marketing Management	BBA MC 213	Financial Management
4	BBA MC203	Business Ethics and Corporate Social Responsibility	BBA MC 214	Start-up Law/ Regulatory environment
5	BBA 204	Management Accounting	BBA 214	Management Information and Decision Support Systems
6	BBA MC204	Sales and Distribution Management	BBA 215	Capstone 3
7	BBA MC205	Design Thinking		
8	BBA 208	CAPSTONE 2		

Third Year: Fifth Semester**Third Year: Sixth Semester**

Sr. No.	Course Code	Course Title	Course Code	Course Title
1	BBA 301	Income-tax Law and Practice	BBA 311	Measuring and managing performance of new ventures
2	BBA 302	Venture Financing	BBA 313	ALS2
3	BBA 304	ALS1	BBA 314	Discipline Specific Elective/ MOOCs
4	BBA XXX/ BBA 305-308 (MOOCs)	Discipline Specific Elective/ MOOCs	BBA 315 [§]	Discipline Specific Elective
5	BBA XXX/	Discipline Specific Elective		

Fourth Year: Seventh Semester**Fourth Year: Eighth Semester**

Sr. No.	Course Code	Course Title	Course Code	Course Title
1	BBA 401	Researching Venture Growth-1	BBA 401	Researching Venture Growth -2
2	BBA 313	ALS3	BBA 313	ALS4

Additional Features:

- V Year MBA-IEV - Direct entry to II Year basis CGPA based merit list.
- MBA IEV Second Year Mainly focused on Action Learning, Capstone
- Courses on Skill Development and Enterprise Level Performance Management, Strategy
- At each Exit stage, direct application/screening for DTU Incubator, and seed funding.
- Incubate on USME or Main Campus