

# BBA ENTREPRENEURSHIP DEVELOPMENT



## WHAT MAKES OUR ENTREPRENEURSHIP DEVELOPMENT PROGRAM UNIQUE:

- This program would ensure that the students graduating from this will gain knowledge in not only the core topics of Management, but also develop an equal appreciation of current industry standards.

Entrepreneurship Development Program covers the following topics :

- Introduction to Entrepreneurship Marketing Management
- Financial Management
- Human Resource Management
- Financial Markets
- Fundamentals of Investment Management
- Rural Marketing
- Service Marketing
- Leadership and Change Management
- Talent and Knowledge Management
- Strategic Management
- Business Intelligence
- Brand Management
- Mobile Commerce
- Business Intelligence

## PROGRAMME CURRICULUM :

A three year undergraduate program introduced in the academic year 2022-23. This course enables the candidates to be a good entrepreneur. This program helps them in gaining knowledge to convert innovations into economically viable goods and services. It equips the candidates with creativity so that they understand the set-up, processes and progress of an enterprise.

## WHAT IS UNIQUE ABOUT LOYOLA'S BBA ENTREPRENEURSHIP DEVELOPMENT

- A Value-added graduation degree with an in-depth understanding in the field of Entrepreneurship and Development
- Creativity, knowledge, passion, tenacity.
- Conference/Seminars with industry experts.
- An exclusive recruitment drive.
- Enhancing analytical skills/team work abilities / personality development.
- Being readily an entrepreneur.



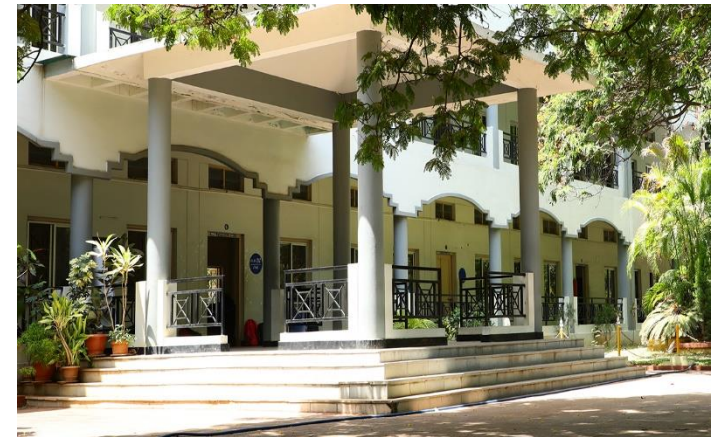
LOYOLA  
ACADEMY

## Career Opportunities in Entrepreneurship Development:

Middle level Management  
Fundraiser Manager/ Financial Advisor  
Recruiter  
Business Consultant  
Business Reporter

## Higher Education Opportunities:

Students are eligible to pursue higher education in : MBA



## ADMISSION GUIDELINES :

**MEC / CEC / CEG / MPC / HEC at the Intermediate level with an aggregate of above 60% or more. A basic knowledge in computer skills will be an added advantage.**