

**JAGORA UNIVERSITY -
GLOBAL EDUCATION
INITIATIVE
PROGRAMME INTERNATIONAL
D'EXCELLENCE**

**MASTER - MBA IN
ENTREPRENEURSHIP**

PROGRAM OVERVIEW



Candidates who aspire to launch, oversee, or manage businesses might consider the JU-KLU-UIECC Master-MBA in Entrepreneurship. Along with the emphasis on entrepreneurship, small business management, legal education, and financial innovation are also stressed.

WHY SHOULD ONE STUDY THE MASTER-MBA IN ENTREPRENEURSHIP PROGRAM WITH JAGORA-KLU-UIECC?

Pursuing an the JU-KLU-UIECC Master-MBA in Entrepreneurship program is very lucrative due to its self-paced nature, global viewpoint, affordability, the flexibility of studying, and provision for learning while applying the concepts in real business situation. It offers a great chance to many people who, for a variety of reasons, were unable to continue higher education or choose a study path that will lead to skills and competences acquisition.

Throughout the course of the study, the students will realise multiple community projects that will help develop their employability skills such as:

- Problem-Solving and Decision-making Skills
- Task-Related Skills
- Personal Values
- Relations with Other People
- Communication Skills
- Maturity
- Health and Safety Habits
- Commitment to Job

KEY HIGHLIGHTS:

- Industry and Business Oriented
- Repeated Access to the Course Material
- Job-oriented Learning Flexibility
- UGC recognised in India.
- Hybrid Synchronous and asynchronous program
- Multiple Mode of Communication

ELIGIBILITY CRITERIA:

Candidate must have completed high school diploma (Baccalaureate or GCA)

PROGRAM DURATION:

The JU-KLU- UIECC MBA Entrepreneurship online program is a 4-semester, 2-year post-graduate program.

PROGRAM BENEFITS:

- **Develops Financial Acumen:** An MBA in Entrepreneurship improves one's financial literacy, enabling one to make wise decisions about their finances as well as the financial facets of running a firm.
- **Hones Negotiation Skills:** Negotiating is crucial in business. These are sharpened when you study for JU-KLU- UIECC MBA in entrepreneurship.
- **Gains Other Subjects Knowledge:** One obtains a solid understanding of a few linked subjects, including law, technology, accounting, and taxes.
- **Provides hand-on experience:** The JU-KLU- UIECC MBA in Entrepreneurship offers practical experience, but it also makes it easier to avoid potential problems.
- **Prepares to run Organizations:** The knowledge and abilities needed to govern a company, such as team building, maintaining organization, and network building, are sharpened.

CAREER OPTIONS:

- **Business Owner:** JU-KLU- UIECC MBA in Entrepreneurship enables owners of businesses to become more responsible for their companies' development, continuity, direction, and day-to-day operations of their companies.
- **Finance Controller:** The finance controllers of an organization keep track of its accounting and regulatory compliance.
- **Invest Banker:** Supporting institutional customers with capital raising, mergers, and acquisitions is the responsibility of an investment banker.
- **Management Analyst:** In order to help management of a company run more effectively and efficiently, a management analyst is in charge of conducting and creating operations and procedures manuals.
- **Development Officer:** The development officers are responsible for short-and long-range strategic planning activities to create and implement fund-raising goals of a company.

COURSE CURRICULUM

SEMESTER WISE COURSES

SEMESTER I

- Quantitative Methods
- POM & Organizational Behaviour
- Business Economics
- Financial and Management Accounting
- Marketing Management
- Business Environment (National and International)
- Business Legislation
- Business Communication

SEMESTER II

- Design Thinking and Innovation
- Introduction to Business Analysis & R Programming
- Business Research Methodology
- Human Resource Management
- Financial Management
- Operations management
- Information systems & ERP
- Soft Skills for Managers

COURSE CURRICULUM

SEMESTER WISE COURSES

SEMESTER III

- Strategic Management
- Entrepreneurship & Family Business
- ELECTIVE 1
- ELECTIVE 2
- ELECTIVE 3
- ELECTIVE 4
- Sectoral Elective 1

SEMESTER IV

- Business Ethics & Corporate Governance
- ELECTIVE 6
- ELECTIVE 7
- ELECTIVE 8
- Sectoral Elective 2
- Management Research Project

ELECTIVE COURSES

ENTREPRENEURSHIP

- Technology Innovation, Product Development & Prototyping
- Entrepreneurial Ecosystem
- Theories & Models of Techno Entrepreneurship
- Start-up Law, Ethics and Environment in India
- Digital Marketing for Innovations
- Managing Operations for Technological Innovations in Start-ups
- Entrepreneurial Leadership
- Corporate and Social Entrepreneurship
- Venture Financing & Management
- Buying and Selling a Small Business (M & A)

SELECTORAL COURSES

HEALTHCARE & HOSPITALITY MANAGEMENT

- Overview of Healthcare Management
- Management of Healthcare Operations

BANKING

- Overview of Banking
- Banking Service Operations

RETAILING

- Overview of Retailing
- Management of Retail Operations