



# **Business Builder™ – BBA Practical Business Program**

# Founders



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The Business Builder™ – BBA Practical Business Program is a next-generation learning experience designed to prepare students and aspiring entrepreneurs for real-world leadership and ownership roles.

This program bridges the gap between traditional academic theory and practical industry skills, focusing on strategic scaling, financial mastery, team expansion, and sustainable enterprise growth.

## OUR VISION

To empower a new generation of Business Builders capable of creating, scaling, and leading high-impact enterprises that drive economic growth and innovation across global markets.

## OUR MISSION

- Deliver a practical, "Business First" education that prioritizes real-world application over abstract theory.
- Focus on the mechanics of scaling: financial mastery, team building, and operational automation.
- Provide direct mentorship from successful entrepreneurs and industry leaders.
- Prepare learners to transition from "Doing the Work" to "Building the Business."

## PROGRAM HIGHLIGHTS

- Practical BBA Model: A hands-on degree path that prioritizes On-The-Job Training (OJT).
- 36-Month Growth Journey: A structured progression from foundational skills to executive leadership.
- Stipend-Based Internships: Earn while you learn through integrated industry placements.
- Business Simulation Labs: Real-world scenarios for testing marketing, sales, and financial strategies.

## **PROGRAM FORMAT**

### Experiential Learning

A blend of Academic Rigor + On-The-Job Training (OJT).

### Learning Delivery

- Classroom Workshops: Interactive, case-study-driven sessions.
- Live Industry Projects: Real-world business problem solving.
- Corporate Residency: Integrated internships with stipend opportunities.

## **KEY DETAILS**

### COMMENCEMENT DATE

- July 2026 (Tentative)

### DURATION

- 36 Months (3 Years) Includes:
- Business Simulation Labs
- Stipend-Based Internships
- Executive Mentorship Sessions
- Incubation & Startup Support

## **ELIGIBILITY**

- Aspiring Entrepreneurs & Startup Founders
- High School Graduates (12th Pass - All Streams)
- Family Business Successors & Next-Gen Leaders
- Working Professionals & Career Pivots

## Why Business Builder™?

Entrepreneurship and strategic management are the primary drivers of global economic growth. Organizations today prioritize "intrapreneurs" and leaders who can navigate market shifts with innovation, risk management, and adaptability. This program ensures learners stay ahead by mastering the practical mechanics of launching, scaling, and sustaining a high-impact enterprise.

## Program Highlights

- **Practical Edge:** Focuses on real-world business simulations, case studies, and live industry projects.
- **Skill Mastery:** Deep dives into financial literacy, digital marketing, and strategic leadership.
- **Earning While Learning:** Integrated stipend-based internships and corporate residencies.
- **Direct Mentorship:** Continuous guidance from successful CEOs, founders, and industry veterans.

## **Learning Format**

- Hybrid Delivery: Combines the social interaction of classroom workshops with the flexibility of live online sessions.
- Simultaneous Access: Online and on-site learners participate in real-time discussions and collaborative projects.
- Schedule Flexibility: Weekend intensives are designed specifically for working professionals and active business owners.
- Experiential Learning: All sessions are mentor-driven, focusing on applying theoretical concepts to actual business challenges.

## **Eligibility Criteria**

Open to students, graduates, working professionals, and entrepreneurs. No mandatory prior business background is required. This program is ideal for career switchers, next-gen family business leaders, and technology enthusiasts looking to commercialize their ideas.

## **Program Duration & Phases**

Total Duration: 36 Months. The program is structured in progressive phases from foundational business mechanics to advanced enterprise scaling. Each phase includes integrated projects, continuous mentorship, and internship support to ensure practical mastery.

# Advanced Business & Management Strategy

- The Business Builder Mindset: Developing leadership resilience and identifying market gaps.
- Operational Automation: Introduction to systems, CRM tools, and efficiency workflows.
- Marketing & Sales Funnels: Techniques for building brand value and scaling revenue.
- Hands-on Projects: Including business plan development and automation of sales processes.

# Strategic Business Technologies

- Financial Literacy: Mastery of budgeting, cash flow management, and financial modeling.
- Digital Ecosystems: Leveraging cloud-based business tools and cybersecurity awareness for data protection.
- HR & Team Scaling: Fundamentals of hiring, training, and building high-performance organizational cultures.

# Hands-On Industry Projects

- Market Research & Validation: Real-world testing of business ideas.

- Operational Dashboard Creation: Developing data analytics and visualization tools for business tracking.
- Industry-Aligned Capstone Project: A final comprehensive project focused on launching or scaling a real enterprise.

## **Internship & Career Support**

- Direct Industry Guidance: Internship opportunities and professional network support.
- Professional Branding: Resume building, LinkedIn profile optimization, and portfolio development.
- Leadership Prep: Mock board meetings and executive career preparation sessions.

## **Industry Mentorship**

- Expert Reviews: Regular sessions with experienced business professionals and founders.
- Technical & Strategic Guidance: Ongoing feedback on project implementation and business model viability.
- Real-World Challenges: Exposure to actual business problem statements and market-driven case studies.

## **3-Year Curriculum Roadmap**

The program is divided into six semesters, moving from foundational business "building blocks" to advanced executive strategy.

## **Year 1: Foundations of Business Excellence**

- Semester 1: Principles of Management, Financial Accounting, and Business Communication.
- Semester 2: Microeconomics, Organizational Behavior, and Spreadsheet Modeling (Excel for Business).

## **Year 2: Core Functional Mastery**

- Semester 3: Marketing Management, Business Law, and Human Resource Management.
- Semester 4: Financial Management, Operations & Supply Chain, and Consumer Behavior.

## **Year 3: Advanced Strategy & Scaling**

- Semester 5: Strategic Management, International Business, and Entrepreneurship Development.
- Semester 6: Business Policy, Management Accounting, and the Final Capstone Project.

## **Specializations for Business Builders**

Students can tailor their degree to their specific industry interests:

- Entrepreneurship: Focuses on startup strategies, innovation, and venture scaling.

- Business Analytics: Using data insights and visualization for strategic decision-making.
- Digital Marketing: Mastery of SEO, social media strategies, and online brand positioning.
- Finance & Investment: Deep dives into portfolio management, risk control, and corporate finance.

## **The Practical Edge: Internship & OJT**

- Unlike traditional programs, this BBA emphasizes "Doing" over "Reading".
- Corporate Residency: 2-month mandatory internships between the second and third years.
- Stipend-Based Opportunities: Earn while you learn through partnerships with leading firms like Deloitte, ICICI, and various high-growth startups.
- Skill Development: Internships focus on real-world communication, crisis management, and quick decision-making.

## **Career Outcomes & Designations**

- Graduates are prepared for high-impact roles across the private and public sectors.
- Management: Business Development Executive, Operations Manager, or Project Coordinator.

- Marketing: Brand Manager, Digital Marketing Specialist, or Market Research Analyst.
- Finance: Financial Analyst, Investment Banking Associate, or Risk Manager.
- Public Sector: Opportunities in PSU roles (BHEL, ONGC) or Civil Services via competitive exams.

## **The "Hero's Journey" Learning Model**

The program is structured as a transformative journey, taking a student from a "Doing" mindset to a "Building" mindset.

- Phase 1: The Foundation (Self-Leadership) – Mastering personal productivity, business ethics, and professional communication.
- Phase 2: The Mechanic (Operational Mastery) – Learning to build systems, use automation tools, and manage basic finances.
- Phase 3: The Manager (Team & Growth) – Hiring, delegating, and implementing marketing funnels to scale operations.
- Phase 4: The Architect (Strategic Vision) – High-level strategy, fundraising, and enterprise valuation.

## **Incubation & Startup Support**

For students who want to launch their own venture while studying, the program provides a built-in ecosystem for growth:

- Business Simulation Labs: Test your ideas in a risk-free, data-driven environment before going to market.
- Access to Capital: Regular "Pitch Days" where students present their business models to a panel of angel investors and VCs.
- Compliance Support: On-campus assistance with legal registrations, GST, and IPR (Intellectual Property Rights).
- Co-working Spaces: Dedicated infrastructure for student-led startups to operate and collaborate.

## **The Global Immersion Track**

Understanding that business is no longer local, this section highlights international exposure:

- Global Market Study: Analyzing international trade laws and cross-border e-commerce opportunities.
- Foreign Trade Projects: Hands-on experience with import/export documentation and global supply chain logistics.
- Virtual Exchange Programs: Collaborative projects with international business schools to understand diverse consumer behaviors.

## Soft Skills for the Boardroom

Success in business requires more than technical knowledge.

We dedicate specific modules to:

- Negotiation & Persuasion: Learning the art of closing high-stakes deals.
- Public Speaking & Pitching: Mastering the ability to present ideas clearly to stakeholders.
- Critical Thinking: Real-time problem solving using the "Case Method" popularized by top global B-schools.
- Emotional Intelligence (EQ): Leading teams with empathy and resilience.

## The "Learning by Doing" Methodology

Traditional education focuses on memorization; the Business Builder™ program focuses on Implementation. Our curriculum uses a 70-20-10 learning model:

- 70% Experiential: Real-world business challenges, OJT, and live simulations.
- 20% Social: Mentorship, peer-to-peer networking, and collaborative projects.
- 10% Formal: Classroom sessions and foundational theory.

## The Business Builder™ Ecosystem

Students don't just join a course; they enter a support network designed to sustain long-term success

## **Technology for Modern Business**

In today's market, a "Business Builder" must be tech-savvy.

We integrate high-level technology training into the BBA:

- AI for Productivity: Using generative AI to automate content creation and customer service.
- Data-Driven Decisions: Learning how to use Business Intelligence (BI) tools to read market trends.
- No-Code Development: Building landing pages and automation workflows without needing a tech team.

## **Strategic Financial Management**

One of the core "Business Builder" skills is moving from basic accounting to high-level finance:

- Unit Economics: Mastering the math behind a single product or service sale.
- Scaling Capital: Understanding the difference between Bootstrapping, Angel Investment, and Venture Capital.
- Exit Strategies: How to build a business that is "Ready to Sell" or go for an IPO.