

| THE WORKING BBA |
|---|
| Working BBA Program (Let's Enterprise) + Online University BBA (parallel) Work is the Curriculum |
| Students earn a recognised BBA degree while gaining 3 years of real work experience. www.letsenterprise.in |

| THREE PROGRAMS | WORKING BBA - ENTREPRENEURIAL JOBS | WORKING BBA - FAMILY BUSINESS | WORKING BBA - VENTURE BUILDER |
|-------------------------|---|--|---|
| Best For | Students who want to fast-track into real work and entrepreneurial jobs | Families 100% committed: child joins the family business after graduation | Families who are clear and supportive: child builds their own venture by graduation |
| What They Graduate With | Online University BBA degree + job-ready portfolio with 2+ years work experience and references | Online University BBA degree + handover-ready for family business with professional skills | Online University BBA degree + running venture or venture-ready capability |
| Year 3 Theme | CAREER LAUNCH | SUCCESSION & INTEGRATION | VENTURE LAUNCH |

| YEAR 1: GROWTH — Shared Foundation | |
|---|---|
| → Your child completes 9 business challenges, 2 real client projects, and their first professional apprenticeship — all while starting their Online University BBA. | |
| Real Work Experience | |
| 9 Business Challenges | Kickstart · Product Design · Design Thinking · Digital Marketing · Business Analysis · Sales & Outreach · User Research · Accounting & Financial Analysis · Spreadsheets (20 weeks) |
| Client Projects | 2 real client projects or client hackathons — solving actual business problems for real companies (6 weeks) |
| First Apprenticeship | 9-week professional apprenticeship — working inside a real company, supervised by industry mentors |
| Self-Study Skill Tracks | Choose 2 from: Prompt Engineering, User Research, Data Analysis — self-paced deep skill building |
| Skills & Self-Discovery | |
| Camp & Immersions | Self Awareness Workshop (3 days) + Rural Project (7 days) — outdoor immersion and team bonding |
| Self-Reflection | 6 Conflex-ion sessions + fortnightly Mastermind groups + Daily Cards (daily reflection journal) |
| Regen Networking | 1-week networking event with industry professionals |
| Career Coaching & Narrative | |
| Career Coaching | 4 individual Career Blueprint sessions — mapping skills, interests, and goals into an actionable career path |
| StorySells Workshop | StorySells 1 — Portfolio & LinkedIn (3 days): crafting your professional story |
| How You Track Progress (Year 1) | |
| Progress Visibility | Monthly skill development reports · Quarterly portfolio reviews · Semester feedback from clients & supervisors · 6-month detailed progress review |

| YEAR 2: PROJECTS — Core Curriculum + Specialisation Begins | | | |
|--|--|--|--|
| → Your child tackles advanced challenges, runs a consulting project and a venture, completes a 2nd apprenticeship — then enters their program-specific Focus Area. | | | |
| Common Core — Real Work Experience | | | |
| 4 Advanced Challenges | Product & Display Prototyping · Business Automation · Value Proposition Design · Data Analysis & Visualisation (12 weeks) | | |
| Consulting Project | Business Consulting Team Project — real consulting engagement with a client company (3 weeks) | | |
| Venture Project | Kickstart / #Karo Venture Project — build and test a business (4 weeks) | | |
| 2nd Apprenticeship | Professional Apprenticeship 2 — deeper industry immersion, increased responsibility (8 weeks) | | |
| Self-Study Skill Tracks | Choose 2 from: Organisation Dynamics, Consulting Frameworks, Business & Consumer Psychology | | |
| Skills, Self-Discovery & Coaching (Common) | | | |
| Camp | Solo Travel Service Project (1 week) — independent immersion experience | | |
| Career + Reflection | 4 Career Blueprint sessions + StorySells 2 (Personal Branding, 3 days) + Conflex-ion + Regen + Daily Cards | | |
| Program Focus Area — What's Different for Each Program | | | |
| Program-Specific Experience | Outstation Apprenticeship (9 weeks) Work in a new city with a different employer — broader exposure and network | Family Business Project (2 months) Work inside another family's business — learn how others do it | Business Prototyping Project (2 months) Build and test your own business idea with real customers |
| Founder-Led Workshop | — | 2-day Founder Led Family Business Workshop Learn from experienced family business | 2-day Founder Led Business Incubation Workshop Learn from founders who built from scratch |
| Business Coaching | Career Blueprint sessions (included above) | 2 Individual + 2 Family coaching sessions Family alignment & expectations | 3 Individual + 1 Family coaching sessions Business clarity & family support |
| How You Track Progress (Year 2) | | | |
| Progress Visibility | Quarterly portfolio reviews · Client & employer feedback reports · Industry ratings from apprenticeship hosts · Skills progression dashboard | | |

| YEAR 3: WORK — Common Core + Deep Specialisation |
|--|
| → Your child completes a final client project and 2 capstone challenges, then spends 9 months in their ultimate specialisation — the defining experience of the program. |

| THE WORKING BBA |
|---|
| Working BBA Program (Let's Enterprise) + Online University BBA (parallel) Work is the Curriculum |
| Students earn a recognised BBA degree while gaining 3 years of real work experience. www.letsenterprise.in |

| Common Core (First 8 weeks) | | | |
|--|--|---|---|
| Client Multi-domain Project | Integrated project or team residency covering marketing, data analysis, legal aspects, client management (4 weeks) | | |
| Final Challenges | Legal Aspects of Business + Business Ethics & Governance (4 weeks) | | |
| Self-Study Skill Tracks | Choose 2 from: Team Design & Performance Mgmt, Technology in Business, Design in Business | | |
| Career Coaching & Narrative (Common) | | | |
| Career + Reflection | 4 Career Blueprint sessions + StorySells 3 (Purpose & Values, 3 days) + Regen (1 week) + Daily Cards | | |
| 9-Month Capstone — Where Each Program's Specialisation Comes Alive | | | |
| The 9-Month Capstone | 9-Month Professional Apprenticeship | 9-Month Family Business Project | 9-Month Venture Building |
| | Work full-time at a company in a defined role. Build a track record. Earn references. Graduate with role clarity and strong network. | Work inside your own family's business. Own real KPIs and deliver real outcomes. Graduate ready for succession. | Build your own business from scratch. Find customers, build systems, create repeatability. Graduate with a running business or proven capability. |
| Founder-Led Workshop | — | 3-day Founder Led Business Transition Workshop How successful families navigate | 3-day Founder Led Business Incubation Workshop How founders scale from idea to traction |
| Business Coaching | Career Blueprint sessions (included above) | 6 Individual + 2 Family sessions Focus: Succession & Integration | 7 Individual + 1 Family sessions Focus: Growth & Resilience |
| How You Track Progress (Year 3) | | | |
| Progress Visibility | 9-month capstone reviews · Employer/client/family feedback reports · Final portfolio assessment · Industry benchmark comparison · Career readiness certification | | |

| WHAT YOUR CHILD GRADUATES WITH | | | |
|--------------------------------|--|--|--|
| Recognised BBA Degree | BBA degree from partner Online University — completed in parallel with the Working BBA Program (Let's Enterprise). Your child earns a recognised degree while gaining real experience. | | |
| | WORK PORTFOLIO | REFERENCES & FEEDBACK | CAREER READINESS |
| Entrepreneurial Jobs | Client project deliverables with measurable results Apprentice work samples across industries 15 challenge outputs | Recommendation letters from 3+ company managers Client feedback scores Industry ratings from hosts | Business operations roles at ₹8-12L+ Project management readiness Professional network of 50+ contacts |
| Family Business | Family business process improvements Cross-family project documentation Professional skill evidence | Management feedback from family business owners Cross-family mentor testimonials Reliability records | Ready to join family business independently Can manage a department or project Aligned family expectations |
| Build-Your-Venture | Business plan with real customer data Financial records and systems Product/service documentation | Customer testimonials Mentor feedback Business performance metrics | Continue growing own venture Join early-stage companies Proven business-building capability |

| |
|---|
| Three years of real work. Real clients. Real outcomes. Real career readiness. |
| Not just a degree. A portfolio, references, and a career — ready on day one. |