

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.ietsenterprise.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
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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
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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.

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Common Core (First 8 weeks)			
Career Coaching & Narrative (Common)			
9-Month Capstone — Where Each Program's Specialisation Comes Alive			
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 + 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 Work full-time at a company in a defined role. Build a track record. Earn references. Graduate with role clarity and strong network.	9-Month Family Business Project Work inside your own family's business. Own real KPIs and deliver real outcomes. Graduate ready for succession.	9-Month Venture Building 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	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.