



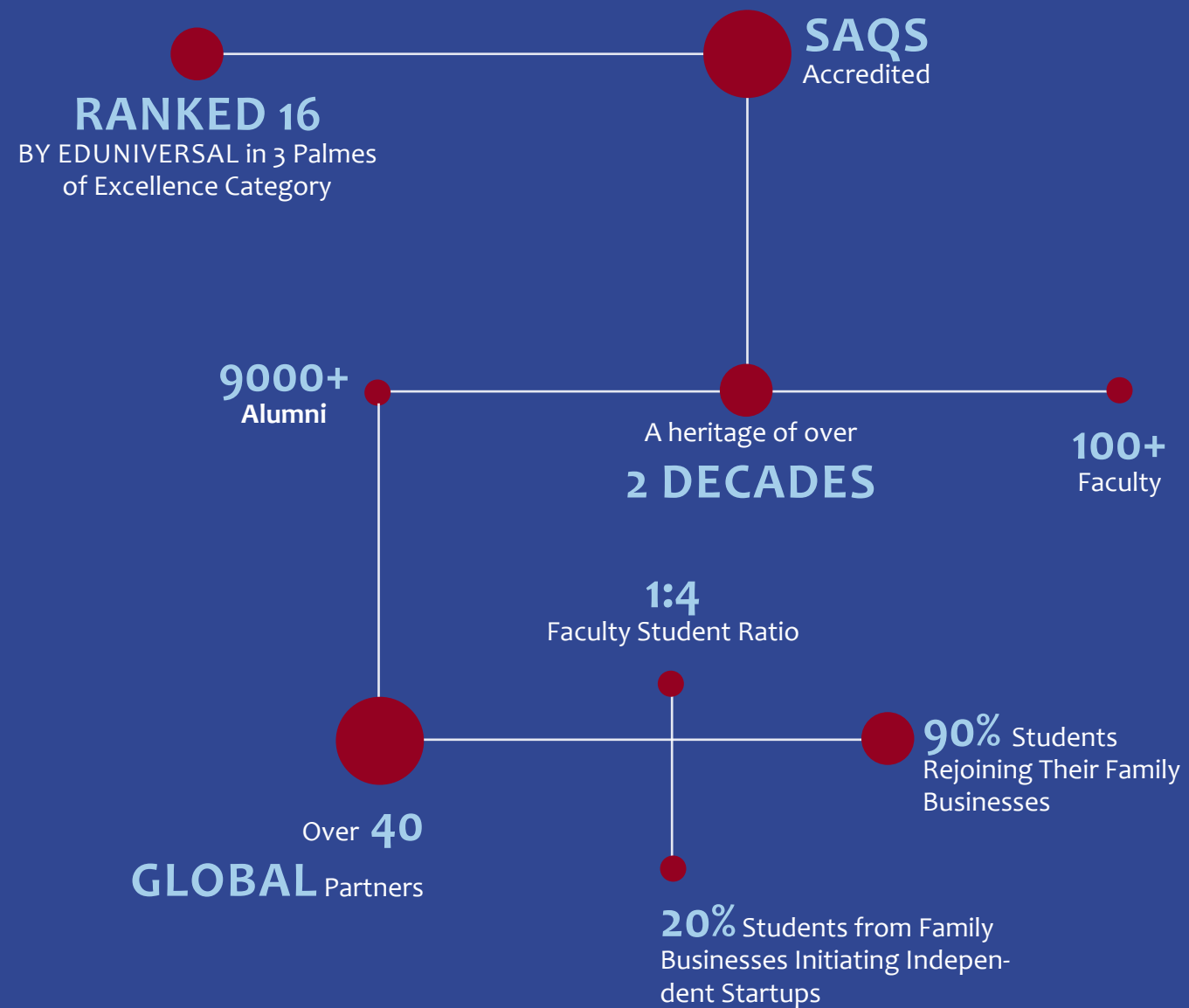
# BBA in Entrepreneurship 2017-20



**IILM**  
Undergraduate Business School



# Know IILM



Discover, Learn and  
**Grow with Us**







## Discover Yourself

It is true that the sudden shift from school to college is the most crucial stage of a student's life. At this stage it is essential to understand the student's interests, skills and personality.

"IILM is more than a business school, it's like home. With a strong sense of belonging, you become a part of an innovative, passionate and motivated community, dedicated to help you achieve your dreams."

**Karanvir Singh Chauhan,**  
American Embassy School,  
IILM UBS 2015-18

"I can say from my experience that IILM is a place which offers wide range of knowledge, new friendships and lot of fun. The experiences I had during my stay were far beyond my expectations."

**Karan Motredja,** Exchange student  
from Hamburg School of Business  
Administration, Germany



My experience at IILM so far has been absolutely surreal. The student diversity and faculty involvement are two of the things that have stood out for me. There are numerous opportunities offered by the college to help you hone your skills, overcome your fears and most importantly make you best version of yourself. I'm excited for what lies ahead in my story at IILM."

**Zahaan Qureshi,**  
IILM UBS 2016-19





## The First Step Forward

If you have entrepreneurial streak, IILM is the right place for you. An entrepreneurial mindset is an invaluable asset and with the right learning and guidance you can kick-start your vision into a tangible reality.

Learning at IILM is beyond the limits of a classroom teaching space. We offer well-developed resources, professional teachers and responsive alumni, which make the business learning for students more productive.

With the Swiss Business School curriculum, we aim at providing a stepping-stone for students and budding entrepreneurs to achieve the best in everything. We offer a holistic support system for students to achieve a competitive edge in the professional world. Our internationally recognized degree puts you a step ahead of everyone.



## Curriculum



### SEMESTER 1

### SEMESTER 2

Year 1	English Accounting Information Systems Marketing Management Mathematical Tools for Business Project Management Foreign Language COMPANY VISITS	Commercial Correspondence Economics Law for Business Professionals Managerial Statistics Principles of Finance Communication Skills Foreign Language COMPANY VISITS INTERNSHIP
Year 2	FINANCIAL STATEMENT ANALYSIS Advanced Accounting VENTURE CAPITAL AND PRIVATE EQUITY Human Resource Management Marketing Foreign Language COMPANY VISITS	SMALL BUSINESS FIELD STUDIES International Economics Information Systems Strategic Sales Management Principles of Finance Foreign Language COMPANY VISITS INTERNSHIP
Year 3	FAMILY BUSINESS MANAGEMENT ENTREPRENEURSHIP CASE STUDIES Financial Planning and Budgeting Strategic Marketing Information Systems Foreign Language	ENTREPRENEURSHIP CASE STUDIES MERGERS AND ACQUISITIONS* Financial Planning and Budgeting Strategic Leadership and Change Business in a World Economy Foreign Language Thesis





## Learn the Experiential Way

For comprehensive learning, it is important to incorporate interactive educational case studies and simulations into the course curriculum. Management education is not just about theory but also about practice. Students get to learn business concepts through a practical application of theories with the help of modern technology. We help students in understanding the ever-changing needs in business trends with the help of company visits and industry exposure.

Organizing a company visit to my family business was a matter of great pride for me. My team was taken around the company premises and they saw the workings of and interacted with people of various departments. It was a learning experience for them and me because there were a lot of questions asked which increased my knowledge as well."

**Kavish Teotia,**  
IILM UBS, 2015-18

"A company visit to Varun Beverages Limited, a Pepsi Bottling Plant in Greater Noida, was a great learning experience. It taught us what makes a good entrepreneur."

**Manvi Jain,**  
IILM UBS, 2016-19

"The company visit to a branch of Country Inn & Suites located in Gurgaon was extremely insightful for me and I definitely learnt a lot not only about this specific hotel but also about the hotel industry as a whole. I look forward to many more of such visits"

**Zahaan Qureshi,**  
IILM UBS, 2016-19.

**1. Simulations** – These are meant to help students apply theoretical learning and lessons to real life business problems and come up with the best solutions for them. In simulation sessions, students learn about the outcomes of decisions they make in certain situations and hence, learn how to come up with the most effective solutions.

**2. Case Studies** – Case studies are yet another way to apply theory to real life problems. Case studies are used to help students apply their innovative ideas and methods to solve real life business problems. Learning through cases also adds value to the students because of discussions that follow.

**3. Company Visits** - Students are encouraged to take initiative in organizing company visits for their teams to their family businesses or to companies through their contacts. Each visit is preceded by research of the industry the company belongs to and followed by a group write of the team's learning from the visit. Company visits enable students to improve networking skills and gain learning from interactions with employees at the companies.

**4. Entrepreneurship Development Centre (EDC)** has been created with the primary aim of encouraging entrepreneurial mind-set among students in order to guide them in realizing their dreams. The EDC organizes one-on-one interaction with students, workshops, thought evoking activities/games, sessions with start-up founders and simulations to initiate and develop the entrepreneurial spirit among students. Entrepreneurs such as Ms. Kanika Tekriwal, founder of Jetsetgo, Alumini Arjun Bhardwaj, founder of JKM Hospitality, Ms. Tanya Kathuria, Founder, Luxury Statement Jewellery by TI Couture, are invited to address students during the sessions, to provide practical insights to our students.

Fun and learning packaged in an attractive manner, that is what the EDC workshops are, exposing students to the practical aspects of entrepreneurship, preparing them to be successful future entrepreneurs.

"The Entrepreneurship Development centre at IILM organised an event where upcoming and eminent entrepreneurs interacted with students and imparted entrepreneurial skills. Mr. Arjun Bhardwaj, Founder of JKM Hospitality, Mr. Sumit Baid, Founder of Looks21 and Mr. Bijoy Kumar Majhi, Founder of one of the famous bakeries in the town, Angels in my Kitchen, among others, shared their experience of starting their ventures. At the end of each talk, students interacted with the speakers to clarify their doubts. The event provided the students an opportunity to get an insight into different startups and entrepreneurial ventures."

**Simran Ahluwalia,**  
IILM UBS, 2015-18





Students at IILM get numerous opportunities to listen to and interact with corporate leaders and industry experts. In photograph above we see Mr. Ashutosh Chadha - Group Director, Microsoft, Mr. Santhosh Jayaram - Partner, Sustainability and Climate Change, KPMG, and Prof. Sergio Janczak, Management Studies Director, Kings College at Western University Canada as panelists during the 2017 IILM PRME Conference".

## Learn with Professionals

Internships form an integral part of the learning experience. Nothing can replace hands on learning. Internships offer students the opportunity to learn business practices in actual business settings in various companies.

Our curriculum offers a 12 week Summer Internship Program (SIP) that aims at providing a firsthand experience of the business environment. Moving from the classroom to the real world circumstances makes students more adaptive, making them effective decision makers.

Faculty mentors evaluate prospective SIP projects before they are allocated to the students.

During the internship, mentors also visit the companies regularly and interact with the industry mentors to keep abreast of the students' performance.

At the end of the internship, students are required to present their learning in the form of a written report.

"Summer Internship Program was a wonderful experience. Facing real life problems, work situations and challenges taught me more than I had expected. I could relate to business theories more effectively, and apply some of the theories I had learnt to the project."

**Sanjoli Gullah,**  
Modern School, Vasant Vihar,  
IILM UBS 2014-17



## You're Important Here

IILM supports student development in multiple ways. Mentoring and guidance is the way to go forward for business excellence. Our faculty mentors offer advice and insights for personal and career development. They help the students explore their personalities and attributes and guide them to make decisions best suited to their interests.

We also have an active Learning and Development Unit - LDU in short, led by the Counselor, wherein a number of development activities such as personality assessment, personal development workshops, counseling, other one-on-one sessions are organized.

"As the session started in college, each student was assigned a mentor. I felt secure under the guidance of my college mentor. Mentors help you, guide you and most importantly motivate you to achieve more every day. I owe a lot to my mentor."

**Udit Jain,**  
Pathways World School,  
Gurgaon,  
IILM UBS 2014-17

"As a parent when you know your child is being guided by a mentor in college, you are at peace. I felt absolutely happy, content and relaxed after connecting with my child's mentor. Constant feedback from mentor helped me understand my child's over all development in studies and other co-curricular activities."

**Mr. Pankaj Jain,**  
Parent



## Global Study Programme

There's a big world beyond the IILM campus, and you can experience it now. In order to be a responsible leader in today's time you need to have first hand experience of cultures, organizations, and business practices around the world. Our international learning opportunities are designed to strengthen your knowledge, skills and attitude to create economic and social value everywhere.

IILM's global offerings encompass a mandatory 3 week global study program as well as optional international transfers or summer school abroad programs.

Hence, students experience and learn the dynamics of diverse markets, cross-cultural differences of business practices and various ways of doing business globally.



"This global study programme by IILM exposed to us to a variety of insights and opinions. We formed friendships and networks that span the globe. It is indeed a life changing experience and we recommend it to everyone. Thank you IILM for this opportunity!"

Shikhar Goyal,  
IILM UBS 2015-18

"During the Global Study programme at Hamburg, a mix of Academicians and Practitioners helped us in developing a different perspective which I consider very fruitful. I am in touch with them and often seek guidance for my business."

Harit Virmani,  
IILM UBS, 2015-18



"Thank you IILM for giving me this opportunity to learn and experience the world outside the campus. This global exposure has been, by far, the most enthralling experience in my life. From cross-cultural diversity to different market trends and challenges, I learnt a lot during the study abroad program."

Suhasini Jaipuria,  
DPS, Mathura Road,  
IILM UBS 2013-16



Summer School

Our summer school programme provides students with the unique opportunity to combine education with personal development with regards to independence and responsibility. The sessions range from 2 to 6 weeks at the partner international university campuses and offer a varied variety of courses. Our tie ups are with:

- Boston University, USA
- Washington University, USA

International Transfers

For those students who wish to graduate with an international degree from our partner universities, we also offer the unique opportunity of an optional transfer to one of our partners in year two or three of their program. Transfers can be taken to:

- Middlesex University, UK
- Regent’s University, UK
- University of Hertfordshire, UK
- University of Alberta, Canada
- Laurentian University, Canada
- Ecole de Management, France
- ECS Troyes, France

Engage with the World

With the increasing interconnectivity of countries, employers look for employees who are confident and with varied experiences. Our 3-week global study programme gives students cultural exposure and experience to add to their skill sets. Our students can choose to go to one of our partner universities in Germany, Canada or Spain to gain this exposure. Our partners are:

- International School of Management, Germany
- Seneca College , Canada
- University of Almeria, Spain



IN 2017-18, IILM WILL RECEIVE FACULTY FROM  
**40 UNIVERSITIES ACROSS 21 COUNTRIES**



AT THE ANNUAL INTERNATIONAL HIGHER EDUCATION SUMMIT AND STUDY ABROAD FAIR, DISCOVER AND LEARN ABOUT VARIOUS HIGHER EDUCATION OPPORTUNITIES ABROAD



VISIT COMPANIES AND NETWORK IN CANADA, GERMANY, OR SPAIN



SPEND A WHIRLWIND SUMMER IN BOSTON UNIVERSITY OR WASHINGTON UNIVERSITY IN USA

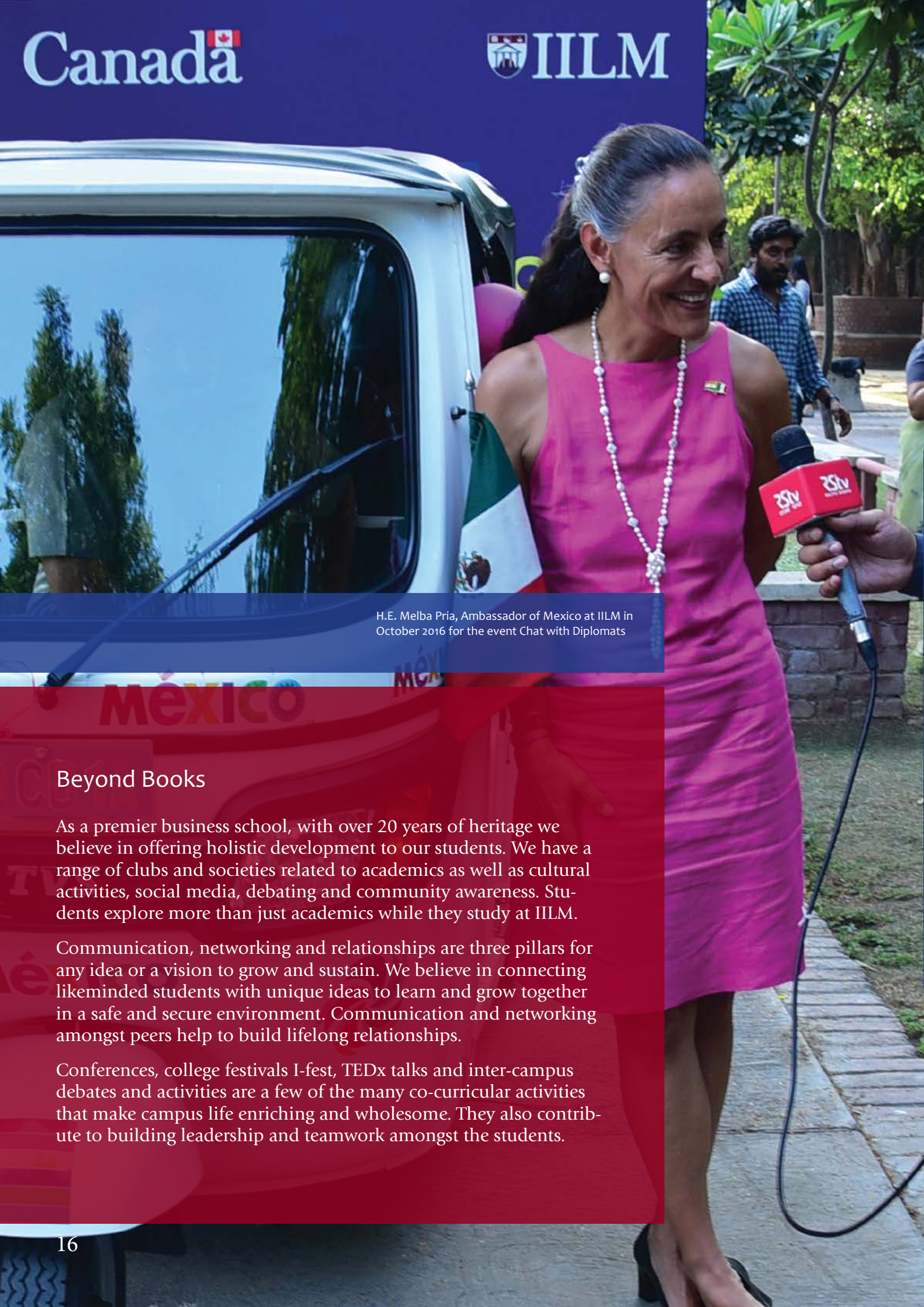


TAKE AN INTERNATIONAL DEGREE TRANSFER AND GRADUATE WITH BUSINESS MANAGEMENT INNOVATION, INTERNATIONAL BUSINESS, GLOBAL MANAGEMENT DEGREES FROM OUR PARTNERS IN UK, CANADA OR FRANCE

To build inter college collaborations we also invite foreign faculty to teach our students.  
Our Partner Universities

UNIVERSITY	COUNTRY
University de Mendoza	Argentina
Management Center Innsbruck Upper Austria University of Applied Sciences Vorarlberg University of Applied Sciences	Austria
The University of Liège	Belgium
Federal University of Rio de Janeiro The University Federal Fluminense Universidade Do Estado Do Rio De Janeiro Brazil	Brazil
Fanshawe College Université du Québec a Montréal University of Alberta	Canada
Business Academy Aarhus	Denmark
Lapland University of Applied Sciences Laurea University of Applied Sciences	Finland
Burgundy School of Business Ecole De Management De Normandie EDC Paris Business School ESC Rennes School of Business Groupe ESC Troyes Groupe INSEEC La Rochelle Business School Montpellier Business School The University of Lorraine	France
FH Dortmund-University of Applied Sciences and Arts International School of Management Hamburg School of Business Administration Cologne Business School	Germany
Solbridge International School of Business	Korea
Klaipeda State University of Applied Sciences	Lithuania
ESCA School of Management	Morocco
Hanze University of Applied Sciences, Groningen HZ University of Applied Sciences Vlissingen Rotterdam Business School The Hague University of Applied Sciences	Netherlands
ISCTE (Instituto Universitario De Lisboa)	Portugal
Linneaus University	Sweden
Geneva Business School	Switzerland
National Tsing Hua University	Taiwan
Gediz University	Turkey
University of Hertfordshire	UK
Northeastern Illinois University	USA





H.E. Melba Priá, Ambassador of Mexico at IILM in October 2016 for the event Chat with Diplomats

## Beyond Books

As a premier business school, with over 20 years of heritage we believe in offering holistic development to our students. We have a range of clubs and societies related to academics as well as cultural activities, social media, debating and community awareness. Students explore more than just academics while they study at IILM.

Communication, networking and relationships are three pillars for any idea or a vision to grow and sustain. We believe in connecting likeminded students with unique ideas to learn and grow together in a safe and secure environment. Communication and networking amongst peers help to build lifelong relationships.

Conferences, college festivals I-fest, TEDx talks and inter-campus debates and activities are a few of the many co-curricular activities that make campus life enriching and wholesome. They also contribute to building leadership and teamwork amongst the students.



"When you are at IILM campus, it is busy with million fun-filled activities. IILM is a place to be. I've had the best 3 years of my life."

Gauri Monga,  
Modern School, Barakhamba,  
IILM UBS 2013-16





## Spark Your Business Ideas with IILM Startup Labs



In this day and age, there has been a boom of start ups. These entrepreneurial ideas require a great deal of support and resources. With the help of IILM Startup Labs, our incubation centre, we provide a platform for collaboration between budding entrepreneurs and resource providers. Students avail of infrastructure that we provide and network with alumni to realize their ideas and visions.



### Take Your Family Business to the Next Level

A substantial percentage of business school students represent their family businesses. We help students learn about the practical side of running a business. Learning gained from this part of the curriculum allows them to add value to their family businesses.

"Coming from a family business background, I already had some idea about business practices. But with the learning at IILM UBS, my ideas became more structured and organized. I could contribute greatly towards my family business, taking it to a new level."

Riju Jhunjhunwala,  
Bhilwara Group,  
IILM UBS 1996-99





## Alumni & Networking

We understand the importance of building networks in the business world. We provide a platform for this by connecting students with college alumni spread across different industries and professions. You can be part of a network of 9000+ IILM alumni and take advantage of connecting with professionals, industrialists, and employers across India and abroad.

Mr. Keshav Bansal (2009-2012) - Director Intex Technologies (India) Ltd and Owner, Gujrat Lions

Mr. Sameer Akhil Kachru (1996-1999) - Founder SAGA Sportathon Pvt Ltd

## Pursue your higher education abroad

IILM hosts International Higher Education Summit & Study Abroad Fair to facilitate students to explore the various international opportunities available to them for higher education. You will be able to speak directly with the university representatives across the globe and learn about different programmes of your interest.



"My experience at IILM taught me at how important it is to keep in regular touch with college alumni for personal and as well as professional growth. Alumni not only helped me build my professional networks and contacts, but also showed me some unseen possibilities in my career."

**Ridhay Khanna, Director,**  
H H Global Sources, IILM UBS – 2009-12





## APPLY NOW

Our admission policy aims to provide fair and equal access to deserving candidates. We welcome applications from all eligible students and encourage a diverse and socially mixed student population.

**Eligibility** - Prospective candidates seeking admission to the undergraduate programs of the institute should have completed class XII with at least 55% marks under the Indian education system (CBSE or ICSE) or any equivalent board in India or overseas, with English and Mathematics at the class X level. Candidates from abroad should have completed their A levels (under the British system).

**Selection Procedure** - Students, who meet the above eligibility criterion, meet with a faculty for a counseling session. This is followed by a video case study discussion aimed at gauging the student's understanding of situation and analytical skills. Finally a personal interview is conducted after which the decision of admission is made. The decision of the admission committee will be binding and final.

**Application form and prospectus** - At IILM UBS, our aim is to make the application process as simple and efficient as possible. We encourage applications online. To begin your applications, follow the simple steps below -

- To apply online please log on to [www.ubs.iilm.edu](http://www.ubs.iilm.edu)
- Once you have entered all the required information, you will receive an e-mail with the brochure and application form.

**The documents required at the time of interview are:**

- Photocopy of class X and XII mark sheet (with originals)
- Photocopy of Passport/Birth Certificate
- 3 passport size photographs
- SAT test results (if available)

For transfer applicants only Mark sheet of the previous examination of the college / University attended are required. Originals will be returned after verification at the time of interview.

# EXPERIENCE IILM UBS

Learn More

<http://www.ubs.iilm.edu>

Attend an Event

<http://www.ubs.iilm.edu/events>

Attend a Webinar

<http://www.ubs.iilm.edu/webinar>





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