



## Problem Solving Methodologies

The program incorporates problem solving methodologies. Students can apply concept-driven theoretical knowledge to real-world circumstances through research projects, experiential projects, and internships, which improves their problem-solving skills and promotes innovation. Case studies, demanding assignments, and research-based instruction foster higher order critical thinking and creativity.

### 1. Real Life Problems Solving

The mentor-mentee relationship is a structured and trusting partnership where an experienced individual (mentor) provides guidance, knowledge, and support to a less experienced individual (mentee). The mentor helps the mentee develop skills, achieve personal or professional growth, and navigate challenges. This relationship can be formal or informal and often involves regular meetings, discussions, and feedback. It is important as it provides-

- ❖ **Guidance and Support:** Mentors provide crucial support during challenging times, offering advice and helping mentees navigate difficult decisions. For example, in a professional setting, a mentor might guide the mentee through a complex project or interpersonal conflicts, offering practical solutions.
- ❖ **Problem-Solving Skills:** By observing how mentors approach and resolve issues, mentees learn problem-solving techniques and critical thinking skills. Mentors can help mentees break down problems into manageable parts and approach them methodically.
- ❖ **Emotional Support:** The mentor provides a safe space for the mentee to discuss concerns and emotions. Having someone to listen and offer reassurance can be invaluable, especially when dealing with personal challenges like stress, anxiety, or career setbacks.

The mentor-mentee relationship is invaluable in helping individuals navigate personal, academic, or professional problems. By providing support, guidance, and experience, mentors equip mentees with the tools and confidence to overcome challenges, foster growth, and achieve success.

### 2. Class room Interaction/ The pedagogy and methodology adopted by faculty members to teach

The pedagogy and methodology adopted by faculty members to teach can vary based on the subject, student needs, and the learning environment. However, some of the common approaches used by our institute includes:

1. **Lecture-Based Learning:** Traditional method involving verbal instruction where faculty deliver content to students, often supplemented with visual aids like slides or videos.
2. **Active Learning:** Engages students in activities like discussions, problem-solving, or group work to deepen their understanding of the material through participation.



3. **Case-Based Learning:** Uses real-life scenarios or case studies to encourage students to apply theoretical knowledge to practical situations, fostering critical thinking.
4. **Experiential Learning:** Hands-on learning through projects, labs, or internships where students learn by doing, reflecting on their experiences, and applying those lessons.
5. **Collaborative Learning:** Encourages students to work together in groups to share ideas, solve problems, and learn from one another.
6. **Blended Learning:** Combines traditional in-class instruction with online content, giving students flexibility while allowing faculty to use diverse teaching tools.
7. **Flipped Classroom:** Involves students reviewing instructional content, often online, before class and using in-class time for interactive, hands-on activities.
8. **Problem-Based Learning (PBL):** Students learn by tackling complex, real-world problems, promoting self-directed learning and the application of interdisciplinary knowledge.
9. **Assessment-Based Learning:** Regular quizzes, tests, and assessments are used to evaluate students' understanding and guide the pace and focus of teaching.
10. **Technology-Enhanced Learning:** Incorporates digital tools such as simulations, educational apps, and virtual classrooms to enrich the learning experience.

- **Case Studies**

A case study is a detailed and in-depth examination of a specific subject (such as an individual, group, event, or situation) to explore and understand complex issues in real-life contexts. It is often used in various disciplines like psychology, medicine, business, and social sciences to analyze problems, apply theories, and develop solutions. Case studies often involve qualitative data collection methods such as interviews, observations, and document analysis, making them useful for understanding nuanced, real-world applications of theories and models.

### 3. Innovation and Entrepreneurship

The **Innovation and Entrepreneurship Development Centre (IEDC)** is a platform established within educational institutions to nurture innovation, creativity, and entrepreneurship among students. Its goal is to provide aspiring entrepreneurs with the necessary resources, guidance, and support to turn their innovative ideas into viable businesses or startups. IEDCs typically provide mentorship, funding opportunities, incubators, and exposure to industry experts, helping students transition from idea generation to business execution.

## Entrepreneurship and Start-up (MBA)



| Course Code | Credit | Contact Hours | Internal |                       |           | External |           |
|-------------|--------|---------------|----------|-----------------------|-----------|----------|-----------|
|             |        |               | Theory   | Continuous Assessment | Practical | Theory   | Practical |
| MBA107EAS   | 3      | 45            | 20%      | 30%                   | -         | 50%      | -         |

### Course Outcomes (COs)

1. To know various theories of entrepreneurship and trends.
2. To identify various issues and challenges in starting a new venture.
3. To understand innovation and its implications
4. To create entrepreneurial mindset and to know how to start a startup with practical.

### Foundation of Entrepreneurship (Bachelor of Business Administration (Honors) Program )

| BBA Semester – I   |              |                          |                            |          |           |         |
|--------------------|--------------|--------------------------|----------------------------|----------|-----------|---------|
| Category of Course | Subject Code | Subject title            | Teaching Scheme (Per week) |          |           |         |
|                    |              |                          | Theory                     | Tutorial | Practical | Credits |
| Major/ Core        | BBA230101    | Principles of Management | 4                          | 0        | 0         | 4       |



|                             |           |                                    |   |   |   |           |
|-----------------------------|-----------|------------------------------------|---|---|---|-----------|
| Major/<br>Core              | BBA230102 | Financial Accounting               | 1 | 0 | 6 | 4         |
| Minor                       | BBA230103 | Marketing Management               | 4 | 0 | 0 | 4         |
| MDC                         | BBA230104 | Office Automation                  | 2 | 0 | 4 | 4         |
| AEC                         | AEC230101 | Communication Skills               | 2 | 0 | 0 | 2         |
| SEC                         | SEC230101 | Foundation of<br>Entrepreneurship  | 2 | 0 | 0 | 2         |
| IKS                         | IKS230101 | Indian Economy &<br>Business Model | 2 | 0 | 0 | 2         |
| <b>Total Credits Earned</b> |           |                                    |   |   |   | <b>22</b> |

Note:

- Certificate course of minimum 1 credit will be completed by students using different governmental online study platforms like Swayam/ MOOC to get eligibility for next semester.
- The structure & syllabus are subject to revision as per guidelines issue by UGC and Education Department, Government of Gujarat from time to time.

### **Identifying Entrepreneurial Opportunities (Bachelor of Business Administration (Honors) Program )**

| <b>BBA Semester – II</b>           |                         |                      |                                   |                 |                  |                |
|------------------------------------|-------------------------|----------------------|-----------------------------------|-----------------|------------------|----------------|
| <b>Catego<br/>ry of<br/>Course</b> | <b>Subject<br/>Code</b> | <b>Subject title</b> | <b>Teaching Scheme (Per week)</b> |                 |                  |                |
|                                    |                         |                      | <b>Theory</b>                     | <b>Tutorial</b> | <b>Practical</b> | <b>Credits</b> |

|                             |           |   |   |   |   |           |
|-----------------------------|-----------|---|---|---|---|-----------|
| Major/<br>Core              | BBA230201 | Organisational Behaviour                        | 4 | 0 | 0 | 4         |
| Major/<br>Core              | BBA230202 | Fundamentals of<br>Economics                    | 4 | 0 | 0 | 4         |
| Minor                       | BBA230203 | Financial Management                            | 2 | 0 | 4 | 4         |
| MDC                         | BBA230204 | Foundation in<br>Statistical Methods            | 1 | 0 | 6 | 4         |
| AEC                         | AEC230202 | Logical & Critical<br>Thinking                  | 2 | 0 | 2 | 2         |
| SEC                         | SEC230202 | Identifying<br>Entrepreneurial<br>Opportunities | 2 | 0 | 0 | 2         |
| VAC                         | VAC230201 | Environmental Studies                           | 2 | 0 | 0 | 2         |
| <b>Total Credits Earned</b> |           |   |   |   |   | <b>22</b> |

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