

# BBA

## FAMILY BUSINESS



Our undergraduate executive programmes are designed to align with global business trends, equipping students with hands-on experience through live case studies, industry collaborations, internships and innovative projects. With a focus on ethical business practices, sustainability and digital transformation, we empower students to take on leadership roles across various industries, including finance, marketing, human resources, entrepreneurship and operations management.

## WHY CHOOSE TRANSSTADIA UNIVERSITY?

- The curriculum is designed with inputs from industry leaders and entrepreneurs to ensure real-world relevance.
- Students gain hands-on experience through live projects, internships, and business simulations.
- International study tours and global collaborations offer worldwide insights into family business practices.
- Courses are led by a blend of academic experts, entrepreneurs, and consultants with practical knowledge.
- One-on-one mentorship from business leaders helps students navigate family business challenges.
- Specialized modules train students for leadership and succession in family enterprises.
- The program provides access to incubators, innovation hubs, and business competitions.
- Networking events, conclaves, and alumni meets connect students with business families and industry experts.
- Flexible scheduling supports students already involved in or preparing to join their family businesses.
- A strong focus on ethics and sustainability encourages building long-lasting, responsible businesses.

## PROGRAM STRUCTURE

### Foundation Courses

PRINCIPLES OF MANAGEMENT

FUNDAMENTALS OF  
ACCOUNTING

BUSINESS ECONOMICS & MICRO  
ECONOMICS

BUSINESS COMMUNICATION  
SKILLS

BASICS OF FAMILY BUSINESS  
DYNAMICS & GOVERNANCE

FINANCIAL MANAGEMENT

MARKETING MANAGEMENT

### Core Courses

HUMAN RESOURCE MANAGEMENT

ENTREPRENEURSHIP DEVELOPMENT

ORGANIZATIONAL BEHAVIOR &  
STRATEGIC MANAGEMENT

FINANCIAL PLANNING FOR FAMILY  
BUSINESSES

SUPPLY CHAIN AND OPERATIONS  
MANAGEMENT

INNOVATION AND BUSINESS MODEL  
GENERATION

GLOBAL BUSINESS ENVIRONMENT

### Specialization Courses

MERGERS, ACQUISITIONS &  
RESTRUCTURING IN FAMILY FIRMS

DIGITAL TRANSFORMATION FOR  
BUSINESSES

WEALTH MANAGEMENT AND ESTATE  
PLANNING

BUSINESS NEGOTIATIONS AND  
CONFLICT RESOLUTION

SCALING UP FAMILY ENTERPRISES

FAMILY OFFICE MANAGEMENT

VENTURE CAPITAL AND PRIVATE  
EQUITY

SUMMER INTERNSHIP (MANDATORY)

## CAREER PROSPECTS

SUCCESSOR IN FAMILY  
BUSINESS

ENTREPRENEUR / NEW  
VENTURE CREATOR

BUSINESS DEVELOPMENT  
MANAGER

STRATEGY AND OPERATIONS  
CONSULTANT

