



Southern
New Hampshire
University



Fuel your entrepreneurial
ambitions.

MBA in Entrepreneurship

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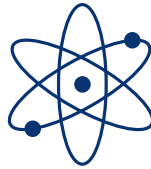
About SNHU

Founded in 1932, Southern New Hampshire University (SNHU) is a distinguished U.S. nonprofit institution with a 25+ year online legacy of redefining higher education. Chosen by 3,000 on-campus and 170,000 online students, with an alumni network exceeding 100,000 worldwide, SNHU is one of the largest universities in the U.S.

SNHU is decorated with accolades, including the 2020 Most Innovative University in the North (U.S.) and Best Regional Universities by U.S. News & World Report and is accredited by NECHE, overseen by the U.S. Department of Education and Council for Higher Education Accreditation. SNHU strives to transform lives through quality education and our globally recognized accreditations are a testimony to the highest academic standards.



Awarded the 21st Century
Distance Learning Award For
Excellence in Online Technology
By the United States Distance Learning
Association (USDLA)



Named 2024's Most Innovative
University in the North
By the U.S. News & World Report



Accredited by the New England
Commission for Higher
Education (NECHE)
Overseen by the U.S. Department of
Education (USDOE)



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Program Overview

SNHU's uniquely structured **MBA in entrepreneurship program** prepares you for success in the world of tomorrow by honing and developing skills that will future-proof your business endeavors.

This program lets you critically evaluate existing and potential businesses while gaining practical strategic knowledge and business skills. Our curriculum is based on best practices being used by today's top companies and most successful entrepreneurs. An entrepreneurship MBA's curriculum can be immediately applied to any challenges you might face as an entrepreneur and will equip you to be a more capable leader of your business.



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Why Entrepreneurship?

Today's business environment is complex, challenging and full of potential. An MBA in entrepreneurship both builds your expertise in foundational business competencies and helps you develop the skills you need to differentiate yourself and your business. Creating or joining a small business allows you to use your skills in creative ways and get in on an exciting idea from the beginning. India is seeing an increase in investment in innovative business ideas, bringing opportunity to entrepreneurs and those who want to work in a startup environment.

- In 2022, the Indian government officially recognized 14,000 new startups with institutions such as the Small Industries Development Bank of India supporting emerging businesses.*
- India is home to the third largest startup ecosystem in the world with an expected year-over-year growth of 12-15%.**
- There are a total of 1.6-1.7 lakh jobs in the startup ecosystem with an estimated 40,000 new roles each year.^

*Economic Times [Viewed online here.](#)

**Startup India [Viewed online here.](#)

^Startup India [Viewed online here.](#)



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Career Potential

With an online MBA in Entrepreneurship, you will gain holistic expertise from ideation to the launch of a business. Equip yourself with real-world insights and industry-aligned skills to navigate the entrepreneurial landscape and overcome operational challenges with innovative entrepreneurial practices. With this degree, you can explore exciting career roles like:

- Entrepreneur
- Business development manager
- Business growth consultant



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What Will You Learn?

Designed for budding entrepreneurs, current business owners and corporate executives, the MBA in entrepreneurship is an opportunity to learn from business professionals with hands-on experience in their given field. The skills you will learn in this program, such as leading organizations through change, innovation and strategy, measuring success and optimizing brands, will effectively contribute to your work as a successful entrepreneur. Upon graduating, you'll be able to:

- Analyze and interpret quantitative and qualitative data to inform decision-making.
- Evaluate and implement strategic improvements to organizational practices.
- Synthesize expertise, innovation, leadership and entrepreneurship to develop adaptable strategies for businesses.



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Why Choose SNHU Online?



Embrace a rich academic legacy

Established in 1932, SNHU brings a rich legacy of educational excellence and leadership. As a pioneer in online education, SNHU has been offering industry-relevant top-tier online degrees since 1995.



Global employability & opportunities

With a 160,000+ strong global community of learners and a vast network of 232,000+ alumni across 46+ countries, our global footprint showcases our international recognition and employability. SNHU propels you to global success, preparing you for evolving workplaces.



Opportunity to attend graduation ceremony on-campus

Online students at SNHU have the unique opportunity to take part in the full graduation experience. You are welcome to join the celebration on campus and build lifelong memories in person, because your success deserves the spotlight.



Robust suite of online learning tools

Online learners at SNHU gain exclusive access to specialized online toolkits, depending on the area of study. These include Microsoft Suite and a LinkedIn Learning subscription. Elevate your education.



Career Catalyst Advantage

In partnership with Hiration, SNHU offers a whole suite of AI-powered career-enabling tools that help you sharpen skills through mock interviews, receive real-time feedback, create a compelling LinkedIn profile, master the art of cover letters and tailor resumes with Job Matcher for each opportunity – all with AI-powered excellence.



Affordable pricing & merit scholarships

SNHU is committed to making learning economical and accessible. Our pricing, flexible payments, 0% financing and merit scholarships ensure a U.S.-accredited degree is financially reachable for everyone.



Campus Immersion Program

Embark on SNHU's Campus Immersion program, a dynamic 2-week Experience English Summer Camp, where you'll delve into New England's rich culture, engage with local entrepreneurs, attend campus event with SNHU students, and enhance your English skills through hands-on educational excursions and career workshops, creating lasting memories beyond the classroom.

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Alumni Benefits

Upon completing their studies, all SNHU graduates, whether from online programs or on-campus courses, gain access to a diverse array of exclusive alumni benefits. By joining our online alumni community, you unlock:

Global Alumni Network and Social Platform

Stay connected with former SNHU classmates across the globe through our comprehensive alumni directory and social media platform, fostering valuable connections and opportunities for collaboration.

SNHU LinkedIn Community Group Handshake

Join our exclusive LinkedIn community group designed for SNHU alumni, where you can explore job postings, advertise vacancies within your company, and tap into the diverse talent pool of SNHU graduates.

Career Development Resources

Engage in a range of career development resources, including webinars, internship fairs, and personalized counseling sessions, tailored to support your professional growth and advancement.

Professional Support Services

Benefit from tailored professional support services such as mock interviews and resume reviews, providing invaluable feedback and guidance to help you succeed in your career endeavors.

Events Calendar: Networking and Engagement

Stay informed about upcoming events such as Homecoming celebrations, Global Days of Service initiatives, and virtual career events, offering opportunities for networking, learning, and community engagement.

Access to SNHU Library Resources

Gain unrestricted access to a wealth of academic and research resources offered by SNHU's library, empowering you with the knowledge and information needed to excel in your personal and professional pursuits.



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Campus Immersion program

Discover the roots of America and American education with our 2-week experience english summer camp at SNHU.

Program highlights

- Discover American history and culture
- Participate in experiential learning activities (field trips & business guest speakers)
- Attend career development workshops
- Enjoy state-of-the-art university facilities
- Program available for college groups

Total: \$1,612*

Total cost covers on-campus housing (with bed linens), specified meals, airport transfers, program activities, and processing fees. This excludes flight tickets, medical insurance, extra meals, and additional services during field trips.

Session details:

July 20 – August 2, 2024

Camp registration for students traveling with a B-visa is due April 1, 2024.

Camp registration for students traveling with a valid ESTA is due May 31, 2024.

Campus arrival:

Saturday, July 20, 2024

Note: Airport pickup from/to Boston Logan International Airport is only on July 20th and August 2nd, 2024.

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PROGRAM HIGHLIGHTS

WEEK 1:

NEW ENGLAND BUSINESSES AND AGRICULTURE HISTORY

- Learn about New England business and agriculture history.
- Savor food in Hampton Beach, NH and enjoy outdoor concerts.
- Explore historic and modern Boston, MA, including the Boston Freedom Trail and Quincy Market.
- Attend campus events with SNHU students.

WEEK 2:

NEW ENGLAND ENTREPRENEURS

- Walk the famed Harvard and MIT campuses.
- Attend career development workshops.
- Shop for local gifts and souvenirs.
- Engage in social events with SNHU staff and faculty.



Schedule Details

- Enjoy nearby day trips, along with social, educational, and cultural campus activities.
- This session has free days on July 27th (Saturday) and 28th (Sunday).

EXPERIENCE NEW ENGLAND

Refine your English skills, meet eminent local entrepreneurs and dive into outdoor adventures while exploring historic cities like Manchester, NH and Boston, MA.

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Career Catalyst AI Tools: Empowering Your Career Ascent

We have partnered with Hiration, a pioneer in AI-driven innovation, to offer you a whole suite of AI-powered tools that enable you to showcase your best self and take your career to unprecedented heights.

Get a competitive edge with Career Catalyst:

- **Excel in mock interviews:** Refine your interview skills with real-time feedback.
- **Tailor your resume:** Customize your resume to each job listing with the Job Matcher feature.
- **Optimize LinkedIn:** Craft an alluring profile showcasing skills and experience that recruiters can't resist.
- **Perfect your cover letter:** Receive precise, actionable feedback to create a lasting impression.

Transform your growth trajectory with AI-powered tools. We're here to guide you every step of the way.



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Format

Online Degree Program

Our online postgraduate programs have five convenient start dates throughout the year and are divided into ten-week sessions - October, January, March, June and November. Applications are reviewed on a rolling basis.

Eligibility

Online Degree Program

To be eligible for admission in one of SNHU's online postgraduate programs, you must meet the following criteria:

- Must not be a resident of the U.S.
- Must be proficient in English
- Must hold an undergraduate degree:

4-year undergraduate degree holders must have their degree issued from an accredited university (NAAC, UGC or AICTE) and earned a designation of second division or higher (45% or above).

3-year undergraduate degree holders must have their degree issued from a NAAC accredited university with a letter grade of B+ or higher and earned a designation of first division (60% or above).



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Curriculum

If you would like more information about any of the subjects, please click on the subject code to bring you to the academic catalog.

Foundation Subjects*

MBA500 - Building Business Leaders

MBA504 - Applied Business Statistics

*To best prepare you for academic success at the graduate level, an undergraduate background is required in certain subjects. Upon submitting all of your admission documents, they are reviewed to determine if this requirement is met. If this requirement is not met, students are required to take up to 2 additional Foundational Courses to meet this requirement. Students pursuing a concentration are awarded university credit hours for these foundational courses but those awarded credit hours do not go towards the 30 credit hours required by the program curriculum.

Major Subjects (21 Total Credits)

MBA530 - Leading People and Organizations: Impactful leaders have the ability to define direction, understand their uniqueness, communicate effectively and use emotional intelligence to lead people, teams, and organizations. Students will explore leadership theories, issues, and trends, while also applying evidence-based methodologies and tools to assess and elevate their personal leadership plan. By connecting leadership theories and methodologies to trends, challenges, and opportunities facing leadership, this course will help students to effectively lead and empower others.

MBA540 - Organizational Strategy in a Global Environment: Impactful leaders leverage business intelligence to make ethical decisions, solve complex problems, and craft strategic direction to improve organizational performance and agility in a dynamic global business environment. Students develop context and understanding of how organizations formulate a strategic direction and organize all business functions to complement each other to achieve organizational objectives. Students develop the strategy know-how to assess, inform and form interconnected functional and organizational strategic direction.

MBA580 - Innovation and Strategy for High-Performance Organizations: High performance organizational leaders cultivate innovative thinking and processes and their application to developing successful business strategies. Students will analyze the attributes of innovative thinkers and cultures and how organizational structure and policy can promote or inhibit innovation. The course will explore the market and technology forces that drive the adoption of innovation and the tools and methods--such as risk analysis, economic analysis, statistics, and forecasting--to drive the analysis, selection and implementation of innovative products and processes.

MBA620 - Measuring Success in an Organization: Effective leaders need a comprehensive understanding of financial and management accounting principles, analytical techniques and computer-based tools. Students will prepare, monitor, and evaluate financial and accounting reports and metrics and present their findings and recommendations. From reporting to planning, students will develop an acute awareness of a perpetually changing business environment and how entities measure its success, challenges and resources.

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MBA645 - Optimizing Brands: Organizational leaders balance brand management and its relationship with impactful marketing strategies. Students will study the key brand elements of identity, trust, and building habit-forming brand experiences. By applying market research, target market identification, customer trends in the marketplace, and ethical considerations, students will develop a marketing strategy for an organization.

MBA687 - Leading Organizational Change: Leadership requires the understanding of human intelligence and how individuals function within an organization to achieve winning results. In this course, students will explore how to develop a workforce to actualize business goals and objectives and study how to manage organizational change through communication strategies that reduce risk, address employee dissatisfaction and apprehension, and increase strategic alignment among leaders, managers and employees. This course will emphasize the blending of financial and human capital resources to effectively complete organizational change and proffer solutions that are strategic and balanced.

MBA699 - Strategic Opportunity Management: Impactful leaders move strategic initiatives forward with innovation, collaboration and informed, data-driven decisionmaking. In this course, students will assess conditions, processes, and resources that impact how leaders design adaptive strategies, using emotional and business intelligence to manage strategic objectives. Student learners will solve complex problems, manage opportunities and build sustainable stakeholder relationships.



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01630 - Entrepreneurship and Small Business Management: This course is a study of entrepreneurship and small businesses from a management standpoint and includes the analysis of research, marketing, taxes, forms of business, capital and venture capital opportunities. Students complete a real- world project or Small Business Institute consultancy.

01635 - Consulting: Students examine consulting, from defining what a consultant is to analyzing the problems and expenses involved in starting a consulting business. Topics include promotion, establishment of a client list, computers that support consulting and contracts.

01640 - Franchising: Topics include research, analysis, evaluation, financing and legal requirements of existing and potential franchises. Also included are methodologies of the franchise agreement, the operating manual, the Uniform Franchise Offering Circular (UFOC), and research and marketing theory and practice. Students prepare a research paper based on a real or proposed franchise. The course also examines international franchising. Background preparation: 3 credit hours in marketing and business law or the equivalent.ude promotion, establishment of a client list, computers that support consulting and contracts.

Total Credit Hours: 30 credits (or 10 Subjects)

Disclaimer: Subject availability is not guaranteed. Not all subjects are available for all terms and in the event there is an error, the university reserves the right to remediate. Subjects are not necessarily able to be taken in the order listed.



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Meet Our Faculty Members

SNHU is dedicated to student success, and that starts with bringing expert faculty to teach our specialized subjects for students studying online from India. In addition to real-world experience in their field and a passion for education, each faculty member undergoes training for online instruction from SNHU.

Our faculty members for online degrees in India are Indian, meaning they can help bridge the cultural gap and give you the unique perspective of an Indian professional working domestically and globally. SNHU hires our Indian faculty members at the same standard as our on campus faculty, so you'll get the unique opportunity to learn from local experts hired at U.S. university standards.

Faculty Highlight



Dr. Meera Iyer, PhD

12+ years of experience

Teaches Physiological Psychology

Dr. Iyer is a child and adolescent psychologist with a PhD in psychology, specializing in cyberpsychology.

She is a member of prominent international and national psychological associations (APA, INSPA, NAOP and BCPA) and has made contributions to government-based initiatives (NCPCR, Mission Shakti-Gov. of India) for counseling trauma and domestic abuse victims.



Dr. Nilakantan Narasinganallur, PhD

32+ years of experience in finance, 15+ years of teaching MBA programs

Teaches Applied Business Statistics

Dr. Narasinganallur has earned his Ph.D. in Management from Mumbai University, where his research focused on financial derivatives and the comparison of option valuation for indexes and equities in the Indian stock market to valuations in the US stock market.

He is a published author of a book on modern risk analysis and various peer-reviewed research papers in international journals.

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Dr. Sivaraman Eswaran, PhD

**Completed his PhD at Bharathiar University, Coimbatore in 2019
Teaches Security Risk Analysis and Planning**

Dr. Sivaraman is a CompTIA Security+ certified professional and EC-Council Certified Computer Hacking Forensic Investigator in addition to a Microsoft Certified Professional and EMC Academic Associate.

He received an internal research grant funded by PES University for a research project, in addition to several research projects funded by Curtin University Malaysia in collaboration with the University of Nottingham Malaysia and the Swinburne University of Technology Malaysia.



Dr. Veena Tripathi, PhD

Dr. Tripathi's experience spans various industries (automobile, banking, entertainment, NGOs and educational institutions) and regions including Europe, North America, India and Central Asia. Professor Veena is a certified coach from HarvardX and University of Michigan and her major focus is to bring purpose, positive energy and creative confidence to every teaching experience. Currently, she is the Director of Global Strategic Partnership of an NGO, a marketing professor at Jaipuria Institute of Management, Delhi in addition to being faculty member at SNHU. She brings to the table a varied set of skills and experience ranging from mental health to personal branding to marketing communications. She is also a columnist for the Indian Sleep Product Federation magazines, Loud Applause, Data quest and more.

Accreditations



Degree Certificate

Southern New Hampshire University

Be it known that the Board of Trustees, by the authority vested in it under the laws of the State of New Hampshire and upon recommendation of the faculty does hereby confer upon

Your Name Here
the degree of

Master of Business Administration
in Name of Program Here

in recognition of fulfillment of the requirements for that degree with all the Rights, Honors and Privileges pertaining thereto.

Given at Manchester, New Hampshire this sample day of May, for reference purposes only.

Actual diploma will have the official SNHU seal and signatures from the president and chairman of the board of trustees

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Email : students@in.snhu.edu | Contact : **+91 89297 00399**

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