Jaipuria Noida was established in 2004. This state-of-the-art campus in the heart of the corporate hub of the NCR region provides students wide exposure to a number of industries. Led by Dr. Kavita Pathak with a strong team of full time faculty comprising of qualified and experienced professors as well as industry managers turned academicians.

The institute works on developing graduates with entrepreneurial orientation and service mindedness. Innovative electives course further enrich the course thereby enabling students to opt for dual specialisation. The institute draws upon a mix of pedagogy focusing on learning through both in-class discussions, cases and simulations as well as beyond the classroom learning through live projects, field project studies, regular industry interface and participation in various national/international seminars. The institute offers three AICTE approved, NBA accredited, AIU recognised two year full time PGDM programs: PGDM, PGDM (Service Management) and PGDM (Marketing).
Overview

Entrepreneurship has become a major force in global economy. This is the engine of economic endeavor that drives industrial democracy. Policy makers across the globe are discovering that economic growth and prosperity lies in the hands of entrepreneur apart from making the world a better place to live in. Those who possess entrepreneurial spirit would continue to lead the economic revolution in future.

A good business plan is a prerequisite for funding and is a right road map to a successful business. An understanding of Business models and Business plans is very critical to survival of a business and this skill is often found lacking amongst entrepreneurs and managers. This workshop is focused on enhancing the understanding of Business Model and Business Plan amongst entrepreneurs, managers and other stakeholders.

Broadly, the sessions will include the following topics:

• Entrepreneurship Ecosystem • Idea evaluation and validation • Value proposition models • Business Models • Business Plans • Marketing Plan • Financial Plan • Financial Analysis • Feasibility Study

Target participants

This workshop is most suited for entrepreneurs, new business start ups, managers, students and anyone interested in setting up a new business or even those in business/service but want to learn and expand their understanding of business.

Pedagogy

The workshop would include a mix of lectures and exercises. There would be more of ‘hands on’ exercises where participant are involved in doing things along with presentations, discussions and verbal feedback. This workshop would be spread over THREE full day, and is best suited for a batch size of 20-30 participants.

Course Coordinator & faculty resource

Dr. MOID U AHMAD
Faculty-Finance & General Management, Jaipuria Institute of Management, Noida

Mr. RK CHANDRA
Ex-Banker, Senior Advisor, NIESBUD, Noida

Workshop Fee

 ₹4000 (Four thousand only) + GST@18% shall be payable per participant.

Mode of Payment:

• Cash payment at Jaipuria Institute of Management, Noida. • DD/cheque drawn in favour of “Jaipuria Institute of Management, Noida” payable at Noida. • NEFT by Online Bank Transfer.

The account details are as under:


Contact Persons

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