

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

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).



- 'A' GRADE ACCREDITATION BY NAAC (UGC) | NBA ACCREDITED PGDM PROGRAMS
- AIU RECOGNISED PGDM AS EQUIVALENT TO MBA
- 43RD AMONGST MANAGEMENT INSTITUTES IN INDIA - (NIRF 2017), MINISTRY OF HRD, GOVT. OF INDIA
- 31ST AMONGST PRIVATE B-SCHOOLS IN INDIA (CSR-GHRDC, 2017)
- 29TH AMONGST B-SCHOOLS IN INDIA (PEOPLE MATTERS -NHRDN, 2016)
- 16TH AMONGST PRIVATE B-SCHOOLS IN NORTH INDIA (BUSINESS TODAY, 2017)
- 11TH AMONGST PRIVATE B-SCHOOLS IN NORTH INDIA (OUTLOOK, 2017)

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

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JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

Centre for Entrepreneurship and Family Business (CEFB)

&

THE NATIONAL INSTITUTE FOR ENTREPRENEURSHIP & SMALL BUSINESS DEVELOPMENT (NIESBUD), NOIDA

(An ISO 9001-2015 Certified Autonomous Institute, under Ministry of Skill Development & Entrepreneurship, Govt. of India)

JOINTLY ORGANIZE **3 DAYS** WORKSHOP ON

BUSINESS MODEL AND BUSINESS PLAN INCUBATION FOR START UPS

ON JANUARY 22-23-24, 2018





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 lie 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 roadmap 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

PROGRAMME VENUE: JAIPURIA INSTITUTE OF MANAGEMENT, 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:

Name of Bank: AXIS bank | Account holder's Name : Jaipuria Institute of Management, Noida | Bank Branch Address: A-41, The Corenthum, Sector 62, Noida | Account No: 723010100013934 | Account Type: Savings | IFSC Code: UTIB0000723 | MICR Code: 110211063

Contact Persons

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