



GLOCAL SCHOOL OF BUSINESS & COMMERCE

EXECUTIVE DEVELOPMENT PROGRAM ON

POST GRADUATE DIPLOMA

IN

ENTREPRENEURSHIP DEVELOPMENT

2022-2023

About the Program

Our Executive Development Program is meticulously crafted for seasoned professionals seeking to refine their leadership acumen and drive organizational excellence. Through a blend of theoretical insights, experiential learning, and peer collaboration, participants embark on a transformative journey towards becoming visionary leaders poised for success in today's dynamic business landscape.

Program Benefits

- Strategic Vision
- Innovative Thinking
- Decision-Making
- Communication
- Financial Acumen
- Leadership

Program Features

- Expert Faculty
- Interactive Workshops
- Peer Learning

- Executive Coaching
- Networking Opportunities
- Continuous Support

Program Highlights

- Learn from industry experts and seasoned entrepreneurs
- Receive guidance, support, and invaluable networking opportunities
- Foster critical thinking and problem-solving skills crucial for entrepreneurial success
- Stay updated with the latest trends and best practices in entrepreneurship
- Receive feedback and guidance from industry experts
- Enhance credibility and marketability as an entrepreneur

Eligibility Criteria

- Applicants must hold a Bachelor's degree or its equivalent from a recognized university or institution accredited by UGC/AICTE/AIU/DEB.
- A minimum of 45% marks in the undergraduate degree or a minimum of 50% marks in a Post-Graduation degree from a recognized institution is required for eligibility.
- Candidates must be currently employed or have a minimum of Two year of work experience in a Corporate, NGO, or Government Institution at the time of application.
- Proficiency in English, spoken and written is mandatory.

Mode of Teaching

The Executive Development Program on PG Diploma in Entrepreneurship Development employs a blend of interactive lectures, practical workshops, case studies, and hands-on projects to deliver a comprehensive learning experience. Leveraging modern technology for remote learning and fostering collaborative environments, participants gain theoretical knowledge and practical skills while receiving personalized coaching and mentorship to navigate the complexities of the entrepreneurial landscape effectively.

Who Should Attend

The Executive Development Program on PG Diploma in Entrepreneurship Development caters to aspiring entrepreneurs, mid-career professionals, business owners, and individuals seeking to deepen their understanding of entrepreneurship. With a focus on practical learning and personalized support, this program equips participants with the skills, knowledge, and networks needed to succeed in the competitive business landscape.

Course Outlines

Module 1: Entrepreneurship Essentials

- **Business Fundamentals:** Covering the basics of business planning, market analysis, and financial management.
- **Legal and Regulatory Framework:** Understanding the legal requirements and regulations relevant to entrepreneurship.
- **Idea Generation and Validation:** Techniques for generating innovative business ideas and validating their viability.

Module 2: Strategic Planning and Innovation

- **Strategic Management:** Developing long-term strategies and plans for sustainable growth.
- **Innovation and Creativity:** Exploring methods to foster innovation and creativity within the entrepreneurial context.
- **Market Research and Analysis:** Techniques for conducting effective market research to inform business strategy.

Module 3: Marketing and Sales Strategies

- **Marketing Fundamentals:** Understanding core marketing principles and strategies.
- **Digital Marketing:** Leveraging digital tools and platforms for effective marketing campaigns.
- **Sales Techniques:** Developing sales strategies and tactics to drive revenue growth.

Module 4: Financial Management and Funding

- **Financial Planning:** Creating budgets, forecasts, and financial plans for entrepreneurial ventures.
- **Funding Options:** Exploring various sources of funding, including bootstrapping, loans, and venture capital.
- **Financial Analysis:** Interpreting financial statements and using financial data to make informed decisions.

Module 5: Operations and Resource Management

- **Operations Management:** Optimizing processes and workflows to improve efficiency and productivity.
- **Resource Allocation:** Managing resources effectively, including human capital, equipment, and facilities.
- **Supply Chain Management:** Understanding supply chain dynamics and optimizing supply chain operations.

Module 6: Leadership and Team Management

- **Leadership Development:** Cultivating leadership skills and qualities essential for entrepreneurial success.
- **Team Building and Management:** Building and leading high-performing teams to achieve business goals.
- **Conflict Resolution and Communication:** Strategies for resolving conflicts and fostering effective communication within the organization.

Learning Outcomes

- Understanding foundational principles of business planning, market analysis, and financial management.
- Developing long-term strategies for growth and fostering innovation within entrepreneurial contexts.
- Proficiency in core marketing principles, digital marketing techniques, and effective sales strategies.
- Ability to create financial plans, explore funding options, and interpret financial statements for informed decisions.

- Optimizing processes, managing resources effectively, and understanding supply
- Cultivating leadership skills, building high-performing teams, and fostering effective communication for organizational success.

Assessment Process

The assessment of the Executive Development Program (EDP) will encompass various evaluation methods to gauge students' progress and engagement throughout the program. In addition to attendance and active participation, students will undergo periodic evaluations at the end of each module. These assessments will comprise assignments, project submissions, analysis of case studies, quizzes, and presentations. Additionally, student performance will be measured against predetermined learning objectives to ensure comprehensive understanding and application of the program's concepts and skills.

Selection Criteria

- Screening Process: Evaluation of Academic and Professional credentials.
- Interview Performance: Communication skills, leadership alignment.

Program Duration

- One Year Regular Program (Weekend Classes Available)

Location

- Glocal School of Business & Commerce, Glocal University, Saharanpur, U.P.

Program Start Date

- 05th July 2022

Program Fees - 50,000 INR

Contact Details

Contact Address - Delhi-Yamunotri Marg (State Highway 57), Mirzapur Pole, Dist - Saharanpur, U.P. - 247121, India

Phone Number +91-9311320018

Email Address - query@theglocaluniversity.in

Website Link - <https://www.glocaluniversity.edu.in/>