

Graphic Era (Deemed to be University) Dehradun
Department of Management Studies
Executive Development Program
(Post Graduate Diploma In Entrepreneurship Development)



COURSE OVERVIEW

- Duration: 12 Months
- Category: Entrepreneurship Development.
- Course Fee: 1.25 lacs

PROGRAM HIGHLIGHTS:

- Contextually designed for students and working professionals aspiring for entrepreneurship development.
- Learn from experienced faculty experts from industry and academia.
- Designed for delivery after working hours/weekends for the explicit suitability of working professionals.
- One Week Campus Immersion Module including an Entrepreneurship Boot Camp.
- Hands-on Experiential Learning with real business use cases/case studies and a capstone group project.
- Networking opportunities for mutually beneficial synergy.
- Opportunity to interact with Start-up founders.
- Incubation opportunity in TBI at Graphic Era University.
- Fundraising opportunity for potential Start-ups Ideas.
- Certificate and Executive Alumni Status from one of India's top B-Schools (NBA & NAAC Accredited, Ranked among the top in NIRF 2022, QS IGAUGE, ARIIA, Times Higher Education).

COURSE OUTLINE:

This program covers the following topics module-wise:

Module 1: Developing the Entrepreneurial Opportunity

Topics Covered:

- Fundamentals of Entrepreneurship
- Market Opportunity Analysis
- Accounting for New Ventures
- Pitching, Testing, and Prototyping

Module 2: Starting New Venture

Topics Covered:

- Essential Components of New Venture Creation
- Concept of Entrepreneurial Team and Team Building Process
- Entrepreneurship Ecosystem and Its role in venture creation.

Module 3: Scaling and Growth Strategies for New Venture

Topics Covered:

- Developing entrepreneurial Culture for a sustainable venture
- Product Planning and Brand management
- Customers Acquisition and Forecasting Demand
- Creating a Competitive Advantage in Market

Module 4: Finance Planning Management

Topics Covered:

- Project Costing, Valuation, and Financing Process
- Business planning and financial Modelling
- Different funding agencies and pitching processes.

Module 5: New Venture/ Enterprise Management

Topics Covered:

- Detailed Project Report: planning and writing.
- Intellectual Property Management
- Legal Requirements for New Venture.

MODE OF TEACHING: Online mode. Sessions will be conducted via a state-of-the-art Interactive Learning (IL) platform and delivered in Direct-to-Device (D2D) mode that can be accessed by learners on their Desktop, Laptop, Tablet or Smartphone. Participants will be provided reading materials, etc., for each course. They may also interact with the concerned faculty through e-mails/chat mode.

WHO SHOULD ATTEND?

- Owner of SMEs/family business with at least 5 years of working experience in own business.
- Middle and top-level managers with at least seven years of work/industry experience.
- Start-up founders
- Students or Entrepreneurship Aspirants who want to launch their business Successfully.

ELIGIBILITY CRITERIA

- Bachelor's degree (10+2+3 or 10+2+4) or equivalent; or 2-year master's degree or its equivalent from institutions or universities recognised by UGC/AICTE/AIU/DEB
- Candidates should have 50% or higher in graduation to be eligible. Marks for all (3 or 4) years are to be included for calculating graduation percentage.
- Those candidates who have less than 50% marks in graduation but have more than 50% marks in post-graduation (from a recognised university) are also eligible for the programme.
- Candidates should be working at the time of filling out the application form.
- Candidates should have a minimum of three (3) years of full-time paid experience at the time of application. This should be after the graduation degree/qualifying degree is complete.

SELECTION PROCESS:

- Screening and Selection will be done by Graphic Era (Deemed to be University), Dehradun
- Participants will be selected based on their overall profile.
- Select applicants may be interviewed by Program Directors if required.

(*Internships and Training Experiences will not be considered in full-time work experience)

ASSESSMENT

A minimum of 75% attendance to the LIVE lectures is a prerequisite for the successful completion of this program. There will be periodic evaluations built throughout the course. These may be in the form of a quiz, experiential assignment, project, case studies or other objective/subjective assessments. The evaluations are designed to ensure continuous participant engagement with the course and encourage learning. The main objective of the assignment and projects will be to help participants apply their conceptual learning from the programme to actual organizational decision-making scenarios. Passing qualification for the program will be based on (a) attendance requirement. (b) a mandatory number of experiential assignment submissions and (c) project submissions. Participants who complete the same will be awarded a certificate of completion by GEU. Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a participation certificate by GEU.