



Post Graduate Certificate in Management (PGCM) Specialization: Entrepreneurship and Family Business (approved by AICTE, Ministry of HRD)

About the Programme:

If you have an innovative business idea in mind and the passion to give wings to your dreams, PGCM- Entrepreneurship & Family Business is the programme for you!

This programme will develop and strengthen the entrepreneurial spirit in you! It aims to equip you with every aspect of business, including idea generation, opportunity recognition and evaluation, business planning, modern marketing techniques, digitization of business, legal aspects of business, financial planning, and stability, training your brain to handle complex and challenging business situations and many more.

“The best way to predict the future is to create it.” - Peter Drucker



Programme

1 year (2 Semesters)

Online- Interactive classes by Industry experts and successful entrepreneurs, Exposure to latest case studies.

Learning Methodology:

Special mentorship sessions on business planning, innovation, financing, problem solving, and issues related to handling pressure, legal and day to day challenges.

Eligibility:

Bachelor's degree in any discipline from a recognised university or 3 years' diploma after 10+2 (equivalent to graduation in any discipline) from an institution, recognised by AICTE.

Coming from business family will be an added advantage.

“Dream is not that which you see while sleeping it is something that does not let you sleep.” — A.P.J. Abdul Kalam



For Whom:

The young generation innovators, creative thinkers, more inclined towards setting up their own ventures and leading teams through innovative approaches. This programme is suitable for

- Freshers with innovative, entrepreneurial mindset and the hunger to learn business nuances
- Entrepreneurs and Business owners who want to transform their creative business ideas into a successful venture!
- Business owners and entrepreneurs looking for right direction and strategy to grow the business.
- Young professionals who want to contribute and transform unorganized family business into an organized business entity.
- Intrapreneurs working in an organisation, aiming to critically analyse new business ideas, shape them into new line of business.
- Business Consultants
- Marketing, Sales, Finance, Project, and Product Management professionals
- Leaders of innovative teams, or professionals who wish to lead innovative projects/businesses

“If you cannot do great things, do small things in a great way.”

- Napoleon Hill

every
PROBLEM
is an
OPPORTUNITY
→ for a ←
**CREATIVE
SOLUTION**



Programme Fee:

Rs 62,000 (all inclusive)

Training hours:

120 hours of Online Classes + Project work/ Internship

Assessment:

70% Weightage for Term end exams held in Online mode (MCQ format)

30% weightage for class assignments, term end assignments, startup idea and business proposals.



Other Programme Inclusions

- Soft copy and Hard copy of study material coupled with Live lectures and recorded lectures
- Complimentary access to Online and Offline Library
- Complimentary AIMA student membership with no extra charge
- Complimentary invitations for Leadership sessions, Shaping Young Minds programmes, Young Leaders business leaders programmes, industrial visits, startup workshops, incubator cells and many more.
- Special sessions on Entrepreneurial process, opportunity recognition, business model development, entrepreneurial finance, design thinking, digitization of business, legal aspects of business and many more by the industry leaders and experts.
- Interactive, Live Lectures by revered Industry Experts and young entrepreneurs
- All Live classes are recorded, and recordings are accessible for revision through LMS

“Entrepreneurship is living a few years of your life like most people won't so you can spend the rest of your life like most people can't.”

- Warren G. Tracy's student



Semester wise Subjects:

Semester 1

- EN01- Entrepreneurial Process and Opportunity Recognition
- EN02- Entrepreneurial Marketing
- EN03- Business Model Development
- EN04- Design Thinking
- EN05- Legal Aspects of Business

Semester 2

- EN06- Entrepreneurial Finance
- EN07- Entrepreneurial Leadership
- EN08- Digitization of Business
- GM 100- Project Work

“A leader is one who knows the way, goes the way, and shows the way.” - John C. Maxwell

Post Graduate Certificate in Management (PGCM)

with specialization in

ENTREPRENEURSHIP & FAMILY BUSINESS

Approved by AICTE, Ministry of HRD

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PROGRAMME CURRICULUM

| Subject Code & Subject Name | Semester | Credits |
|---|----------------------|-----------|
| EN01- ENTREPRENEURIAL PROCESS AND OPPORTUNITY RECOGNITION | 1 | 4 |
| EN02- ENTREPRENEURIAL MARKETING | 1 | 4 |
| EN03- BUSINESS MODEL DEVELOPMENT | 1 | 4 |
| EN04- DESIGN THINKING | 1 | 4 |
| EN05- LEGAL ASPECTS OF BUSINESS | 1 | 4 |
| EN06- ENTREPRENEURIAL FINANCE | 2 | 4 |
| EN07- ENTREPRENEURIAL LEADERSHIP | 2 | 4 |
| EN08- DIGITIZATION OF BUSINESS | 2 | 4 |
| GM 100- PROJECT WORK | 2 | 8 |
| | Total Credits | 40 |

EN01- Entrepreneurial Process and Opportunity Recognition

The course covers a range of models and methods for business opportunity generation and evaluation. The objective is to assist students to develop their abilities to discover and generate business opportunities. The course consists of four parts:

- Introduction to the Entrepreneurial Process
- Opportunity Recognition
- Entrepreneurial Decision Making
- Teamwork in the Entrepreneurial Process

The course discusses entrepreneurship in different contexts.

EN02- Entrepreneurial Marketing

The aim of this course is threefold. Firstly, it introduces students to the concept of marketing in the context of entrepreneurship and new venture creation, an emphasis is placed upon the creation of value. Secondly, the feasibility of a new venture project is tested and analysed. An understanding of customers and users is emphasized during this process. Thirdly, the course explores how to communicate a business idea or value proposition to potential investors, customers, and other stakeholders.

EN03- Business Model Development

In this course the student develops an understanding about different forms of business models. Furthermore, the student gains an understanding of the conditions for business model development. Based on this the student develops an ability to develop, iterate and test business models.

EN04- Design Thinking

The Design Thinking course aims to provide students with understanding of the methods of creative thinking and to strengthen the skills of managing the creative process of innovation within the typical organizational context. The course aims to help developing creative thinking skills, interdisciplinary collaboration skills, creative communication and presentation skills and specialized management skills.

EN05- Legal Aspect of Business

In this course the student develops, overview of basic Corporate, Contract, Intellectual Property, Employment and Securities law issues encountered by start-up and early-stage companies.

Role of Central Government and State Government in promoting Entrepreneurship in terms of incentives, subsidies, grants and tax concessions, Role of several agencies in India constituted for Entrepreneurship and small business development – DIC, SISI, EDII, NIESBUD, NEDB, SIDBI etc.

EN06- Entrepreneurial Finance

This course provides students with theoretical and practical knowledge about resource management and finance of new ventures. The students will get to know and use basic frameworks and techniques for analyzing and utilizing critical resources and capabilities in emerging ventures. There will be emphasis on issues like the control and influence over resources in the pursuit of new venture opportunities, the assessment of financial requirements in new ventures, bootstrapping strategies, venture capital markets, and decisions about company foundation, ownership, outside assistance, and other legal issues (corporate governance). In addition, the course will enhance the students' knowledge about the financial markets for new ventures. Particularly the way different investors, such as banks, venture capitalists and business angels make their investments in new ventures, and how they manage their portfolio after the investments are made.

EN07- Entrepreneurial Leadership

The course provides students with knowledge and skills to identify, understand and tackle key challenges associated with leading a startup with growth ambitions. The course focuses on “people- problems” faced and created by different groups of people, such as founders, co-founders, hires, investors, and successors. Critical issues include identifying and recruiting co-founders, establishing roles, relationships, and rewards within the startup team, hiring new talent, onboarding investors, and managing succession.

EN08- Digitization of Business

In this course, student will learn about the future of digitally enabled entrepreneurship ventures and startups, by designing and launching their own digital business. Create an online business design, consisting of a coherent set of activities for attracting customers online, providing a satisfactory online experience, and achieving business objectives digitally. Understand the basics of a content management system, and how it can be used as the foundation for an internet business presence.

GM100- Entrepreneurial Project

The students start the project work already at the outset of the programme and the course follows the students' entrepreneurial process throughout. Most of the project workload of the entrepreneurial projects take place during the second study period. The course follows, supports, and is structured around the students 'own entrepreneurial project. Successful completion of the entrepreneurial project is required to obtain the certificate at the end of the master education.

It should be explicitly mentioned that successful completion of the entrepreneurial project does not necessarily mean that the project must end up as a successfully launched venture, although this is a desired goal. What is important is that the entrepreneurial project has served as a learning process and that the students involved have been equipped with valuable experiences that can be utilized in future entrepreneurial ventures. The process of carrying out students' entrepreneurial projects will be characterised by continuous support in the form of a dedicated advisory board per project, continuous feedback from mentors and teachers.

Students can expect to learn more about on project management such as how to meet milestones, present ideas (written and visually), handle feed-back, track learning via keeping learning journals etc.

Contact us

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