

# EXECUTIVE DEVELOPMENT PROGRAM

in  
**Entrepreneurship Development**

**EXECUTIVE  
DEVELOPMENT PROGRAM**

in  
**Entrepreneurship  
Development**

**DURATION:**

**12 Months**

**CATEGORY:**

**Entrepreneurship  
Development**

**COURSE FEE:**

**INR 2.25Lakhs**



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## Program Highlights:

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- Contextually designed for 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.

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## Mode Of Teaching

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Sessions will be conducted via a state-of-the-art Interactive Learning (IL) platform and LMS-enabled delivery 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.

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## Course Outline

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Module	Topics Covered
<b>M1</b> Developing the Entrepreneurial Opportunity	<ul style="list-style-type: none"><li>• Fundamentals of Entrepreneurship</li><li>• Market Opportunity Analysis</li><li>• Accounting for New Ventures</li><li>• Pitching, Testing, and Prototyping</li></ul>
<b>M2</b> Starting New Venture	<ul style="list-style-type: none"><li>• Essential Components of New Venture Creation</li><li>• Concept of Entrepreneurial Team and Team Building Process</li><li>• Entrepreneurship Ecosystem and Its role in venture creation.</li></ul>
<b>M3</b> Scaling and Growth Strategies for New Venture	<ul style="list-style-type: none"><li>• Developing entrepreneurial Culture for a sustainable venture</li><li>• Product Planning and Brand management</li><li>• Customers Acquisition and Forecasting Demand</li><li>• Creating a Competitive Advantage in Market</li></ul>
<b>M4</b> Finance Planning Management	<ul style="list-style-type: none"><li>• Project Costing, Valuation, and Financing Process</li><li>• Business planning and financial Modelling</li><li>• Different funding agencies and pitching processes.</li></ul>
<b>M5</b> New Venture/ Enterprise Management	<ul style="list-style-type: none"><li>• Detailed Project Report: Planning and writing.</li><li>• Intellectual Property Management</li><li>• Legal Requirements for New Venture.</li></ul>

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## Who Should Attend?

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- 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
- Working professional or Entrepreneurship Aspirants who want to launch their business successfully.

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## Eligibility Criteria

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- Minimum two years of work experience in a relevant area in leadership or managerial role.

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## Selection Process

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- 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)

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## Assessment

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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.

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Department of  
**Management Studies**



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DEHRADUN