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## SEMESTER I CURRICULUM

### HOW TO START THE STARTUP?

- New Company Formation
- How to start a startup
- Solopreneur
- Designing Your Business model
- Working Capital
- Business Framework for startups

#### Professors



**Mr. Ritesh Agarwal**  
CEO of OYO  
Rooms



**Mr. Samir Sathe**  
CEO,  
EKSAQ



**Mr. Yashish Dahiya**  
CEO,  
Policybazaar



**Acharya Balkrishna**  
Chairman,  
Patanjali

### MANAGEMENT CONCEPT & PRACTICES

- SWOT Analysis
- Adoption Curve
- 8P Formula
- THINK Model
- Arrow Model

#### Professors



**Acharya Balkrishna**  
Chairman,  
Patanjali



**Mr. Ramesh Agarwal**  
Founder,  
Agarwal Packers & Movers



**Rajkumar Rao**  
Indian Actor



**Vivek Oberoi**  
Indian Actor



**Mr. Hari Om Rai**  
Managing Director,  
Lava Mobiles



**Mr. Hemant Kanoria**  
Managing Director,  
SREI Infrastructure Finance

# SEMESTER 1

## FINANCE

- Finance for non finance
- Debt Management
- Budgeting
- Financial Forecast
- Financial Health of Your Company

### Professors



**Dr. A Velumani**  
Founder,  
Thyrocare Technologies



**Mr. Lalit Agarwal**  
Chairman,  
V Mart



**Mr. Nirmal Jain**  
Chairman,  
India Infoline Group

## BRANDING & MARKETING

- Low-Cost Marketing Ideas
- ORM
- BRAND MANAGEMENT
- Design Thinking
- WhatsApp Marketing
- Email Marketing
- Instagram Marketing
- Personal Branding
- LinkedIn Marketing

### Professors



**Mr. Ritesh Agarwal**  
CEO,  
OYO Rooms



**Mr. R. S. Sodhi**  
Managing Director,  
Amul



**Mr. Prahlad Kakkar**  
Indian Film  
Director

# SEMESTER 1

## PRODUCTION & OPERATION MANAGEMENT

- Supply Chain
- Inventory Management System
- Retail Management
- Business Automation
- Vendor Management

### Professors



**Mr. Ramchandra Agarwal**  
Chairman & MD,  
V2 Retail Ltd



**Mr. Balaji Viswanathan**  
CEO,  
Invento



**Mr. Nilesh Gupta**  
Managing Director,  
Lupin Limited

## BUSINESS RESEARCH

- Market Research
- Market Insights
- Consumer Behaviour
- Understanding Market Trends
- Market Research to Forecast Sales

### Professors



**Mr. Ritesh Agarwal**  
CEO,  
OYO Rooms



**Mr. Girish Agarwal**  
Director,  
Dainik Bhaskar



**Mr. R. S. Sodhi**  
Managing Director,  
Amul

## BUSINESS COMMUNICATION

- Business Networking
- Corporate Etiquette
- English for Business
- How to write effective E - Mails?
- Investor Pitch Deck

### Professors



**Mr. Kedar Bhole**  
Founder,  
Charge Up Life



**Urvashi Anand**  
Image Consultant &  
Trainer



**Mr. Piyush Bhatia**  
Founder & CEO,  
BM Consultants India



**Aditi Randev**  
Director,  
Niamh Ventures



## SEMESTER 2 CURRICULUM

### INTERNATIONAL BUSINESS MANAGEMENT

- How to set up International Business?
- Setting up a Foreign Legal Entity
- How to Start an Export Business?
- How to Make Your Import Business Successful?
- Government Schemes for Exporters

#### Professors



**Mr. Rajesh Mehta**  
Executive Chairman  
Rajesh Exports



**Mr. Girish Agarwal**  
Director,  
Dainik Bhaskar



**Mr. R. S. Sodhi**  
Managing Director,  
Amul

### LEGAL & IPR

- Winning Legal Conflicts
- IPR Copyright
- IPR Patents
- IPR Trademarks
- ADR- Alternate Dispute Resolution

#### Professors



**Mr. Gaurang Bindra**  
Founder  
Legal Leo



**Abha Maryada Banerjee**  
Founder  
Success India



**Dr. Prachi Chopra**  
Founder & Director,  
Intellect Bastion



**Prabhdeep Kaur**  
Deputy Director  
(IPR and Legal)



**Bhavpreet Singh Soni**  
Founder and CEO  
SonisVision

# SEMESTER 2

## SALES

- How to Sell?
- Negotiation skills
- Telesales and Call Centre Operations
- Art of Storytelling
- Customer Service
- Customer Relationship Management (CRM)

### Professors



**Mr. Manu Jain**  
Global Vice President  
Xiaomi Technology



**Anuradha Agarwal**  
Founder,  
Multibhasi



**Mr. Nilesh Gupta**  
Director,  
Vijay Sale

## HUMAN RESOURCE & LEADERSHIP

- Human Resources (HR)
- Team Management
- Designing effective KPI/KRAs
- Performance Management

### Professors



**Mr. Sanjiv Bajaj**  
Joint Chairman & MD  
Bajaj Capital



**Mr. Alfred Ford**  
Global Chairman,  
Ford Motors



**Amogh Lila Das**  
Motivational Speaker & VP  
Iskcon Dwarka



**Mr. Yashish Dahiya**  
CEO,  
Policybazaar



**Mr. Ramesh Agarwal**  
Director,  
Dainik Bhaskar



**R. Gopalakrishnan**  
Former Executive Director,  
Tata Sons Ltd.

# SEMESTER 2

## FUNDAMENTALS OF COMPUTER & DATA HANDLING

- Cyber Security
- Gmail Basics
- Google Sheets
- Google Drive
- Google Calendar
- Google Forms
- Learning Excel
- Advance Excel
- Microsoft Word

### Professors



**Mr. Gaurav Chaudhary**  
YouTuber,  
Technical Guruji



**Mr. Sanjeev Jain**  
Founder,  
CEOITBOX



**Mr. Sujit Bhattacharjee**  
Research & Development Specialist  
CEOITBOX



**Mr. Raj Singh**  
Microsoft  
Certified Trainer



**Mr. Amit Goyal**  
Senior Faculty  
INSAID



**Mr. Prabhav Jain**

## BUSINESS ETHICS, VALUES & HANDLING TOUGH SITUATIONS

- Goal Setting
- Emotional Intelligence for Entrepreneurs
- Principles Before Profit
- Mind Training & Enhancement
- Time Management

### Professors



**Amogh Lila Das**  
Motivational Speaker & VP  
Iskcon Dwarka



**Boman Irani**  
Indian Film  
Actor



**Rasikraman Das Prabhu**  
Life-Coach & Inspirational  
Speaker

# SEMESTER 2

## BUSINESS EXPANSION

- How to Scale a Startup?
- Franchising
- Growth Hacking
- Cash Flow for Business Growth
- Fund Raising
- Incubator and Accelerator

### Professors



**Vivek Oberoi**  
Indian Actor



**Hemant Kanoria**  
MD, SREI Infrastructure  
Finance



**Mr. Keki Mistry**  
Vice Chairman & CEO  
HDFC Bank



**Mr. Lalit Agarwal**  
Chairman,  
V Mart



**Balaji Viswanathan**  
CEO,  
Invento



**Mr. Rajesh Agarwal**  
MD, Insecticides  
(India) Ltd.



**Radheshyam Dixit**  
Chairman,  
Ananda Dairy



**Mr. Rajesh Mehta**  
Chairman,  
Rajesh Exports