



The National Institute for Entrepreneurship & Small Business Development (NIESBUD), Noida
(An ISO 9001-2015 Certified Autonomous Institute, under
Ministry of Skill Development & Entrepreneurship, Govt. of India)

A-23, Sector-62, Institutional Area, Noida-201309

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Jaipuria Institute of Management, Noida

Centre for Entrepreneurship and Family Business (CEFB)

Jointly organize 3 days Workshop on

“Business Model and Business Plan Incubation for Start Ups”

Date: 22, 23 & 24 January 2018

Overview:

Entrepreneurship has become a major force in global economy. This is the engine of economic endeavor that drives industrial democracy. Policy makers across the globe are discovering that economic growth and prosperity lie in the hands of entrepreneur apart from making the world a better place to live in. Those who possess entrepreneurial spirit would continue to lead the economic revolution in future.

A good business plan is a prerequisite for funding and is a right roadmap to a successful business. An understanding of Business models and Business plans is very critical to survival of a business and this skill is often found lacking amongst entrepreneurs and managers. This workshop is focused on enhancing the understanding of Business Model and Business Plan amongst entrepreneurs, managers and other stakeholders.

Broadly, the sessions will include the following topics:

- Entrepreneurship Ecosystem
- Idea evaluation and validation
- Value proposition models
- Business Models
- Business Plans
- Marketing Plan
- Financial Plan
- Financial Analysis
- Feasibility Study

After undergoing this course, the participants will be able to develop and analyze a business model, appreciate different types of business plans, understand entrepreneurial ecosystem and develop an understanding of finances and markets.

Target participants: This workshop is most suited for entrepreneurs, new business start ups, managers, students and anyone interested in setting up a new business or even those in business/service but want to learn and expand their understanding of business.

Pedagogy: The workshop would include a mix of lectures and exercises. There would be more of ‘hands on’ exercises where participant are involved in doing things along with presentations, discussions and verbal feedback. This workshop would be spread over THREE full day, and is best suited for a batch size of 20-30 participants.

Programme Venue: Jaipuria Institute of Management, Noida

Time: 10:00 am to 05:00 pm

Programme Fee: Rs. 4000/- (Four thousand only) + GST @18 % shall be payable per participant.

Mode of Payment:

- 1) Cash payment at Jaipuria Institute of Management, Noida,
- 2) DD/cheque drawn in favour of 'Jaipuria Institute of Management, Noida' payable at Noida,
- 3) NEFT by Online Bank Transfer. The account details are as under:-

Name of Bank: AXIS bank

Account holder's Name: Jaipuria Institute of Management, Noida

Bank Branch Address: A-41, the Corenthum, Sector 62, Noida

Account No: 723010100013934

Account Type: Savings

IFSC Code: UTIB0000723

MICR Code: 110211063

For Registration: - <https://goo.gl/uUc6D9>

Contact Persons

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