



GLOCAL SCHOOL OF BUSINESS & COMMERCE

MANAGEMENT DEVELOPMENT PROGRAM

ON

ENTREPRENEURS & PROFESSIONALS

2022-2023

About the Program

The Management Development Program (MDP) on Entrepreneurs & Professionals is a comprehensive initiative designed to equip individuals with the essential skills, knowledge, and strategies needed to thrive in today's dynamic business landscape. Tailored for entrepreneurs, business owners, and professionals across various industries, this program offers a unique opportunity for personal and professional growth, fostering leadership excellence and business acumen.

Program Benefits

- Customized Curriculum
- Expert Faculty
- Hands-On Learning
- Networking Opportunities
- Strategic Management
- Leadership Development
- Financial Literacy
- Innovation
- Experiential Learning
- Real-World Case Studies

Program Features

- **Customized Curriculum:** Our program offers a meticulously crafted curriculum that addresses the diverse needs and challenges faced by entrepreneurs and professionals in the modern business environment. Covering a wide range of topics including strategic management, leadership development, financial literacy, and innovation, the curriculum is designed to provide practical insights and actionable strategies that can be immediately applied to enhance business performance.
- **Expert Faculty:** Participants will have the opportunity to learn from industry experts, seasoned entrepreneurs, and renowned academics who bring a wealth of knowledge and experience to the classroom. Through engaging lectures, interactive discussions, and real-world case studies, our faculty members provide invaluable insights and guidance to help participants navigate the complexities of entrepreneurship and business management.
- **Hands-On Learning:** In addition to classroom sessions, our program emphasizes experiential learning through hands-on activities, simulations, and business projects. Participants will have the opportunity to apply theoretical concepts to real-world scenarios, develop practical skills, and gain firsthand experience in solving complex business challenges.
- **Networking Opportunities:** One of the highlights of our program is the opportunity to connect with like-minded professionals, industry leaders, and successful entrepreneurs. Through networking events, guest lectures, and interactive workshops, participants can expand their professional network, forge meaningful connections, and explore potential collaborations and partnerships.

Program Highlights

The Management Development Program for Entrepreneurs & Professionals offers a comprehensive learning experience tailored to diverse needs, with expert faculty guiding participants through hands-on learning and real-world case studies. Networking opportunities allow for meaningful connections and potential collaborations, while strategic management and leadership development foster innovative thinking and practical skills. With a focus on financial literacy and industry insights, participants gain the tools needed for personal and professional growth, paving the way for career advancement and entrepreneurial success.

Eligibility Criteria

- Applicants must hold a Bachelor's degree or its equivalent from a recognized university or institution accredited by UGC/AICTE/AIU/DEB.
- A minimum of 45% marks in the undergraduate degree or a minimum of 50% marks in a Post-Graduation degree from a recognized institution is required for eligibility.
- Candidates must be currently employed or have a minimum of Two year of work experience in a Corporate, NGO, or Government Institution at the time of application.
- Proficiency in English, spoken and written is mandatory

Mode of Teaching

The mode of teaching for the Management Development Program for Entrepreneurs & Professionals blends traditional methods with modern approaches to ensure an engaging and effective learning experience. Expert faculty members deliver interactive lectures, sharing valuable insights and facilitating discussions on key topics. Hands-on learning activities, including simulations and case studies, allow participants to apply theoretical knowledge to real-world scenarios, enhancing their practical skills and problem-solving abilities. Additionally, interactive workshops and group activities promote collaboration and peer learning, while guest lectures and networking events provide opportunities for industry interaction and knowledge exchange. The program also leverages technology for remote learning and access to digital resources, ensuring flexibility and accessibility for participants. Through this diverse and dynamic approach to teaching, participants receive a comprehensive education that prepares them for success in today's competitive business environment.

Who Should Attend

The Management Development Program for Entrepreneurs & Professionals is ideal for a wide range of individuals seeking to enhance their leadership skills, business acumen, and entrepreneurial capabilities. This program is specifically designed for:

- **Entrepreneurs:** Those who have launched their own ventures or are planning to start their own business and seek to sharpen their strategic thinking, leadership, and management skills.
- **Business Owners:** Owners of small to medium-sized enterprises (SMEs) who aim to scale their businesses, optimize operations, and stay ahead of industry trends.
- **Professionals:** Mid-level and senior-level professionals working in corporate environments who aspire to advance their careers, take on leadership roles, or transition into entrepreneurship.
- **Managers:** Managers across various functions, including marketing, sales, finance, and operations, who wish to deepen their understanding of business management principles and drive organizational success.
- **Career Changers:** Individuals considering a career change or transition into entrepreneurship who require the necessary knowledge, skills, and tools to make a successful transition.
- **Aspiring Leaders:** Individuals who aspire to lead and inspire teams, innovate within their organizations, and make a meaningful impact in their respective industries.

Course Outlines

Module 1: Strategic Leadership

- Introduction to Strategic Leadership
- Visionary Leadership and Strategic Thinking
- Strategic Decision Making
- Leading Change and Innovation
- Building High-Performing Teams

Module 2: Business Strategy and Planning

- Understanding Business Strategy
- Strategic Planning Process
- Market Analysis and Competitive Strategy
- Business Model Innovation
- Execution and Implementation

Module 3: Financial Management and Analysis

- Financial Fundamentals for Entrepreneurs
- Financial Statement Analysis
- Budgeting and Forecasting
- Capital Budgeting and Investment Decisions
- Financial Risk Management

Module 4: Marketing and Sales Strategies

- Marketing Fundamentals and Strategy
- Market Segmentation and Targeting
- Brand Management and Positioning
- Sales Techniques and Customer Relationship Management
- Digital Marketing Strategies

Module 5: Operations Management

- Operations Strategy and Process Design
- Supply Chain Management
- Quality Management and Continuous Improvement
- Inventory Management and Lean Principles
- Project Management for Entrepreneurs

Module 6: Entrepreneurial Leadership and Innovation

- Entrepreneurial Mindset and Creativity
- Opportunity Recognition and Evaluation
- Business Model Innovation and Lean Startup Methodology
- Scaling Up and Growth Strategies
- Managing Risk and Resilience

Learning Outcomes

- Enhance decision-making abilities to navigate complex business challenges.
- Analyze market dynamics and develop competitive strategies to drive business growth.
- Implement strategic plans effectively to achieve organizational objectives.
- Develop budgets, forecasts, and financial plans for effective resource allocation.
- Cultivate an entrepreneurial mindset and foster creativity and innovation.
- Identify and evaluate business opportunities and innovate business models.
- Develop strategies for scaling up ventures and managing growth effectively.
- Mitigate risks and build resilience to navigate the uncertainties of entrepreneurship.

Assessment Process

The assessment of the Executive Development Program (EDP) will encompass various evaluation methods to gauge students' progress and engagement throughout the program. In addition to attendance and active participation, students will undergo periodic evaluations at the end of each module. These assessments will comprise assignments, project submissions, analysis of case studies, quizzes, and presentations. Additionally, student performance will be measured against predetermined learning objectives to ensure comprehensive understanding and application of the program's concepts and skills.

Selection Criteria

- Screening Process: Evaluation of Academic and Professional credentials.
- Interview Performance: Communication skills, leadership alignment

Program Duration

- One Year Regular Program (Weekend Classes Available)

Location

- Glocal School of Business & Commerce, Glocal University, Saharanpur, U.P.

Program Start Date

- 01st August 2022

Program Fees – 50,000 INR

Contact Details

Contact Address - Delhi-Yamunotri Marg (State Highway 57), Mirzapur Pole,

Dist - Saharanpur, U.P. - 247121, India

Phone Number +91-9311320018

Email Address - query@theglobaluniversity.in

Website Link - <https://www.glocaluniversity.edu.in/>