

**Dr B R Ambedkar NIT Jalandhar
(Institute of National Importance)**

**“Management of Startups and Business”
(in Punjabi, English and Hindi)
for**

**MSMEs promoters/executives/ Central
Govt. / State Govt. / Bank officers
(12 Feb- 16 Feb 2024)**



**Course Coordinators
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About the Institute

Dr B R Ambedkar National Institute of Technology (erstwhile Regional Engineering College), Jalandhar is an ‘institute of the national importance’ amongst the 31 NITs of the country under NIT Act 2007 amended as NITSER Act 2012. The institution was established in the year 1987 as Regional Engineering College and it was given the status of National Institute of Technology on October 17, 2002 by the Govt. of India under the aegis of Ministry of Education, New Delhi.

The institute has made strides since its inception. The institute offers 11 BTech. programs in undergraduate engineering, 10 MTech., 3 M.Sc. programmes, MBA programme and Doctoral programmes in all departments.

About the Course

Being an entrepreneur, starting up and managing new businesses, is one of the most exciting and challenging things one can do in the field of business. An entrepreneur needs a wide range of business knowledge and skills. For example: finding and presenting and protecting a business idea, attracting funding, finding a market and a

marketing strategy and leadership. This five-day entrepreneurship development program provides a comprehensive overview of entrepreneurship, including mindset, business planning, marketing, operations, management, funding, and pitching. Participants will gain practical knowledge and skills that they can apply to their own businesses.

The MSME sponsored program exposes the participants to the concepts, application and practices of management in a way that allows even those with little previous knowledge of the subject to comprehend them. The certificate of participation shall be issued to the participants, who have 80% or above attendance.

Who should attend?

MSMEs promoters/executives/ Central Govt. / State Govt. / Bank officers sponsored through lead bank, (including ministry of MSME) and other stake holders.

The minimum age of participants should be 18 years. The minimum qualification of the participant is graduation.

The number of participants are limited to 25. About 40% of the targeted beneficiaries should be from weaker sections of the society (SC/ ST/ Women/ physically challenged)

Course Outcomes

The participants enrolled in this course will learn basic management skills such as business opportunities exploitation, Finance, accounting and control, start-up establishment and management, team-building, marketing, human resource management, and leadership. This course covers theoretical knowledge and practical activities.

Course Content

Day 1 (12-Feb-24): Entrepreneurial Mindset

1. Introduction to the entrepreneurial mindset
2. Developing a growth mindset
3. Identifying and analyzing opportunities
4. Leadership for Decision Making and Innovation
5. Creative problem solving

Day 2 (13-Feb-24): Business Planning and Strategy

1. Defining business goals and objectives
2. Understanding target customers and market segments
3. Developing a value proposition and unique selling proposition (USP)
4. Creating a business plan and strategy
5. Financial planning and budgeting

Day 3 (14-Feb-24): Marketing and Sales

1. Marketing strategy and tactics
2. Identifying marketing channels and developing a marketing mix
3. Sales strategies and techniques
4. Customer relationship management (CRM)
5. Branding and messaging

Day 4 (15-Feb-24): Operations and Management

1. Operations planning and management
2. Developing and managing a supply chain
3. Inventory management and logistics
4. Human resource management
5. Legal and regulatory compliance

Day 5 (16-Feb-24): Funding and Pitching

1. Sources of funding and financing options
2. Preparing for funding and pitching
3. Pitching to investors and presenting a business plan
4. Negotiating and closing deals

Registration Fee per participant

No Fee (Registration or any other) will be charged from participants. Refreshments and

study material will be provided free of cost to all participants.

Registration Link:

<https://surveyheart.com/form/6512d281171d3e3b23fff836>

<https://tinyurl.com/29udmnpv>

Important Dates

Last Date of Registration: 10-Feb-2024

Program Date: 12 Feb – 16 Feb 2024

Contact Persons:

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