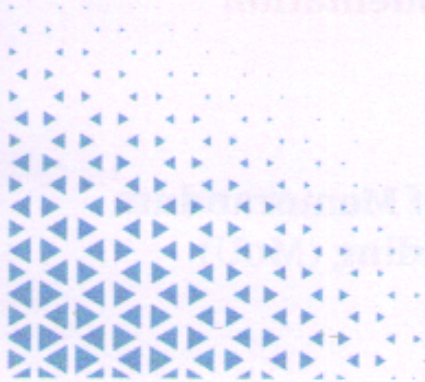
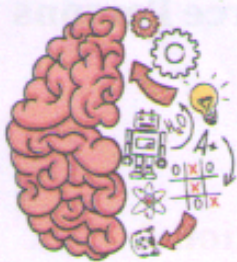


# JUNIOR MBA PROGRAM



Snapshot of a Famous Entrepreneur

**INDIRA NOOY**



- Entrepreneur
- Born in Chennai, India
- Married very first and did well in school
- Worked for major companies before she started leading Parag
- Responsible for inspiring Tropicana and Quaker Oats
- Parag (Crisped, Biscuits, KFC and Pizza Hut) helped her in selling these to create one of the world's largest fast food companies, Parag Brands, Inc.
- Named one of Forbes list of "100 Most Powerful Women" for 5 years
- Committed to making healthier products and helping the environment

# Syllabus

## SYLLABUS - JUNIOR MBA PROGRAM

01

### ENTREPRENEURSHIP

- Entrepreneur
- Entrepreneurial skills
- Leadership
- Decision Making
- Communication

02

### PERSONALITY TEST

- Questions
- Points
- Results

03

### SETTING UP A COMPANY

- Company
- Ownership types
- Statement
- Logo Design
- Tagline

05

### HUMAN RESOURCE MANAGEMENT

- Introduction to HRM
- Importance of HRM
- Emerging issues in HRM
- Human Resource Planning
- Recruitment
- Selection

04

### INTELLECTUAL PROPERTY RIGHTS

- Intellectual Property
- Patents
- Copyright
- Trademark
- Design
- Geographical Indications

06

### MARKETING MANAGEMENT

- Marketing
- Function of Marketing
- Marketing Mix and its Elements
- Pricing
- Promotion Tools

08

### LEARN FROM OTHERS

- Case Study
- BYJU'S Case Study
- SWIGGY Case Study
- What He Say
- What She Say
- Famous Failures

07

### BUSINESS MODEL CANVAS

- Introduction
- Customer segments
- Customer Relationships
- Channels
- Revenue Streams
- Key Activities
- Key Resources
- Key Partners
- Cost Structure
- Value Propositions

09

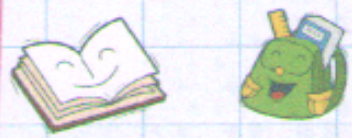
### STUDENT ENTREPRENEURS

- Tilah Mehta
- Izzi Dyamalovski
- Robert Nay

10

### ACTIVITIES

- This is not
- Mystry object
- Group Brainstorming & Brain writing
- Draw three
- Snapshot of a Famous Entrepreneur



## COURSE OUTCOMES

After Completion of the courses the student will be able to:

- Understand the fundamental concepts of Entrepreneurship.
- Acquire various managerial skills, functions and leadership styles.
- Learn the process of Communication in an organization.
- Identify own characters and behavior by taking up personality test.
- Gain knowledge about setting up a company and Learn the different ownership types.
- Developing creative thinking through logo creations and statements.
- Identify different types of Intellectual Properties (IPs), the right of ownership, scope of protection and the ways to create IP.
- Understand the basic concepts & Learn the functions and processes of HRM.
- Learn about marketing process for different types of products and services.
- Get conceptual knowledge about the functional areas of marketing.
- Understand the key concepts of design thinking and business model thinking.
- Acquire knowledge of the 9 building blocks of the Business Model Canvas for value creation.
- Improve problem solving skills through real time case studies.
- Understanding importance of participation in team work.

