

1 YEAR POST GRADUATE PROGRAM (PGP) IN ENTREPRENEURSHIP MANAGEMENT

(For Family Managed Business)

<https://www.welingkar.org/fmb/pgp-entrepreneurship-management/google/>

HIGHLIGHTS

Helping SME's & MSME's providing Global Business Perspective to Manage Business

Delivery Mode

7 days every month Online for 12 months and remaining 3 weeks in your business, applying what you learnt.

Eligibility

Graduates from a recognized university. Who own a business or are an active member of the Family Business.

Fee Structure

Plan 1- Tuition Fees are Rs. 3.5 lakhs + GST.

Plan 2- Tuition Fees+ 4 Business Study Visit in India across Industry are Rs. 5.5 lakhs + GST.

Plan 3- Tuition Fees+ 4 Business Study Visit in India + 1 Business Study Visit International Location are Rs. 7.5 lakhs + GST.

Selection Process

In-depth personal interview in Mumbai

THE PROGRAM

WEICI INDIA Post Graduate Program in Entrepreneurship Management explores and analyzes best management, governance practices, helps in devising succession planning, including issues relating to first generation entrepreneurs. It's designed for those who are looking at making an existing family business even more competitive and who are keen on creating business turnarounds.

WEICI INDIA PGP ENTREPRENEURSHIP MANAGEMENT HAS 3 GOALS

Meet participant's demand by offering a tailor-made curriculum specific to his/her business requirements.

Mentor, support & encourage business ventures.

Employ Acquisition, Application & Assimilation (AAA) model of learning through-out the 12-month learning journey of the business owner.

71 % of Indian Family business leaders

perceive digital, technology & innovation as key challenges

43% of young entrepreneurs have a business plan

But it is not costed, documented or formalized

7 out of 10 Indian business owners are

concerned about professionalization of their SME businesses.

Only 21% of Family businesses in India

have a robust, and communicated succession plan in place

KEY BENEFITS OF THE PROGRAM

PGP Entrepreneurship Management Program will help increase productivity of existing business operations without additional financial investment.

Achieve inclusive growth by unleashing hidden potential of your business by understanding finance, policy frameworks, retaining right talent and more.

Join & belong to your own cult of Family Business Entrepreneurs.

Build strong network for lifelong learning by having access to flourishing alumni network, highly regarded faculty and mentor junior batches.

Global outreach program

Conducted annually so that participants can have insights about global perspectives consists of visits to world class companies in very advanced country, like Japan, which boasts of one of the highest qualities and productivity cultures in the world.

WHAT BUSINESS ASPECTS YOU WILL LEARN IN 12 MONTHS?

Manage Ownership

Purpose and values

Wealth

Governance

Innovation

Manage Capital

Capital and financing structure

Financial reporting

Financing of innovation and growth

Manage Revenue

New revenue models

Sales and marketing

Pricing strategy

Manage Profitability & Create Insight

Efficiency improvements

Cost optimization

Operational restructuring

Manage Talent

Performance management

Compensation and rewards

Workforce of the future

Talent development

Manage Digital Transformation

Digital strategy and transformation

Technology strategy

Process digitization

Digital Entrepreneurship

LEARN FROM THE MASTERS & INDUSTRY PROFESSIONALS WITH REAL LIFE BUSINESS EXPERIENCE

Our visiting faculty comprises of a well-balanced mix of academicians and professionals with industry knowledge as well as years of experience behind them.

Introduce yourself and let us know about your business.

We are here to help you! We will get in touch with you soon to tell you about all the details and answer all your queries.

Talk to us

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