



UNIVERSITY SCHOOL OF MANAGEMENT STUDIES
AND
IPU INNOVATION AND INCUBATION FOUNDATION
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY,
DELHI, INDIA
PRESENTS

**VALUE-ADDED COURSE ON
HOW TO START A NEW BUSINESS
JUNE 06-10, 2022**

Venue: D313 Time: 9.30AM onwards

Who Can Attend

Any Student of University and Affiliated Colleges

Last Date to Register

June 03, 2022

Registration Link

<https://forms.gle/As1vBt8P5F63Xt786>



Patron

Padma Shri

Prof. (Dr.) Mahesh Verma

Patron, Hon'ble Vice Chancellor, GGSIPU

Organizing Team



Convener

Prof. A. K. Saini

**Chairperson, IIQAC
Dean, USMS**



Convener

Prof. Amit Prakash

**Chairperson, IPU_IIF,
GGSIPU**



Coordinator

Dr. Deepti Prakash

USMS



Coordinator

Dr. Shilpa Jain

USMS

**UNIVERSITY SCHOOL OF MANAGEMENT STUDIES
and
IPU INNOVATION AND INCUBATION FOUNDATION
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
organizes**

**VALUE-ADDED COURSE ON
HOW TO START A NEW BUSINESS
(JUNE 6-10, 2022)**

Course Content and Schedule

Date	Session-I	Session-II	Lunch	Session-III
Time	9:30-11:30	11:30-1:30	1.30 – 2.00	2.00 – 5.00
6-6-2022 (Monday)	Inaugural Opportunity Identification: The search for business ideas	The role of creative thinking in a new business		Hands-on exercise on identifying opportunity and idea generation using creativity
7-6-2022 (Tuesday)	Understanding Feasibility study Methods	Formulation of Business Plan		Hands-on exercise of formulation of business plan
8-6-2022 (Wednesday)	Search for Entrepreneurial Capital: Government Policies and Various Schemes	Methods to initiate new business		Hands-on exercise on Feasibility Study
9-6-2022 (Thursday)	Case Analysis of Entrepreneurial Ventures -I	Case Analysis of Entrepreneurial Ventures -II		Case Presentations by Students
10-6-2022 (Friday)	Understanding how to prepare Marketing Campaign	Hands-on exercise to prepare marketing plan and launch the business		Evaluation of Learning through training others

TOTAL HOURS: 35

VENUE D313

TIMINGS: 9:30 AM- 5 PM