

# Certificate Programme Creating New Ventures



The new mantra for today is creating new ventures that are both, profitable and scalable. Professionals, women and youth are all aspiring to be entrepreneurs and are keen to make it a success.

K J SIMSR's Certificate Programme is designed to help aspiring entrepreneurs recognize the importance of planning a new venture and empower them with an entrepreneurial mindset. It will enhance decision making & increase the chances of a successful venture.

## This programme is ideal for

- Member of a family managed business and wants to diversify or grow the business.
- Young aspiring entrepreneurs wanting to start up a new venture
- Women entrepreneurs

The two months programme is spread across weekends (Saturdays & Sundays), supported by case studies, field visits, guest lectures by industry experts and project assignments. Pedagogy will help the participants to appreciate and understand the nuances of starting a venture

At the completion of the programme, participants will

- Learn how to generate new ideas for businesses
- Learn opportunity evaluation techniques
- Learn to think creatively
- Build a business model
- Understand sources of funds available
- Appreciate team dynamics
- Identify HR challenges

## About Faculty

Certification Programme on Creating new ventures is delivered by K.J SIMSR's core faculty—a group of dedicated faculty/ guest entrepreneurs. Each faculty member brings leading-edge research and consulting experience to the classroom and provides the best mix of theory and practice. The classroom sessions are interactive and encourage dynamic exchange of ideas that pushes the students to analyze critical business issues from all angles.

## About K J SIMSR:

Established in 1981, K.J. Somaiya Institute of Management Studies and Research (K.J SIMSR) features among the top 20 B-schools in India. K.J SIMSR's endeavour has been to ensure students' holistic development. The Institute offers a vibrant academic environment facilitated by an outstanding faculty. The Institute also undertakes research, training, and consultancy for corporate.

K.J SIMSR offers an array of Doctoral, Full-time and Part-time programmes in management various industry-specific short term and long term Management Development Programmes.

**Programme Certificate** – awarded after successful completion of the programme

## Selection Criteria

Number of Participants :30

Selection Process : Interviews

Minimum Qualification: Graduation/ Post Graduation in any discipline, with 50% marks in aggregate

Tuition fee for the three months programme  
**Rs. 30000/- + Rs. 5000/- refundable deposit**

## A weekend programme

Classes will be conducted

- Full day on Saturday
- Full day on Sunday

## For admission details

Please visit:

<http://management-certificate-programmes.somaiya.edu/>

**Programme commences on 12th August,2013.**

## Contact Details

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