



## SEMESTER 1 CURRICULUM

### HOW TO START THE STARTUP?

- New Company Formation
- How to start a startup
- Solopreneur
- Designing Your Business model
- Working Capital
- Business Framework for startups

#### Professors



**Mr. Ritesh Agarwal**  
CEO of OYO  
Rooms



**Mr. Samir Sathe**  
CEO,  
EKSAQ



**Mr. Yashish Dahiya**  
CEO,  
Policybazaar



**Acharya Balkrishna**  
Chairman,  
Patanjali

### MANAGEMENT CONCEPT & PRACTICES

- SWOT Analysis
- Adoption Curve
- 8P Formula
- THINK Model
- Arrow Model

#### Professors



**Acharya Balkrishna**  
Chairman,  
Patanjali



**Mr. Ramesh Agarwal**  
Founder,  
Agarwal Packers & Movers



**Rajkumar Rao**  
Indian Actor



**Vivek oberoi**  
Indian Actor



**Mr. Hari Om Rai**  
Managing Director,  
Lava Mobiles



**Mr. Hemant Kanoria**  
Managing Director,  
SREI Infrastructure Finance

# SEMESTER 1

## FINANCE

- Finance for non finance
- Debt Management
- Budgeting
- Financial Forecast
- Financial Health of Your Company

### Professors



**Dr. A Velumani**  
Founder,  
Thyrocare Technologies



**Mr. Lalit Agarwal**  
Chairman,  
V Mart



**Mr. Nirmal Jain**  
Chairman,  
India Infoline Group

## BRANDING & MARKETING

- Low-Cost Marketing Ideas
- ORM
- BRAND MANAGEMENT
- Design Thinking
- WhatsApp Marketing
- Email Marketing
- Instagram Marketing
- Personal Branding
- LinkedIn Marketing

### Professors



**Mr. Ritesh Agarwal**  
CEO,  
OYO Rooms



**Mr. R. S. Sodhi**  
Managing Director,  
Amul



**Mr. Prahlad Kakkar**  
Indian Film  
Director



# SEMESTER 1

## PRODUCTION & OPERATION MANAGEMENT

- Supply Chain
- Inventory Management System
- Retail Management
- Business Automation
- Vendor Management

### Professors



**Mr. Ramchandra Agarwal**  
Chairman & MD,  
V2 Retail Ltd



**Mr. Balaji Viswanathan**  
CEO,  
Invento



**Mr. Nilesh Gupta**  
Managing Director,  
Lupin Limited

## BUSINESS RESEARCH

- Market Research
- Market Insights
- Consumer Behaviour
- Understanding Market Trends
- Market Research to Forecast Sales

### Professors



**Mr. Ritesh Agarwal**  
CEO,  
OYO Rooms



**Mr. Girish Agarwal**  
Director,  
Dainik Bhaskar



**Mr. R. S. Sodhi**  
Managing Director,  
Amul

## BUSINESS COMMUNICATION

- Business Networking
- Corporate Etiquette
- English for Business
- How to write effective E - Mails?
- Investor Pitch Deck

### Professors



**Mr. Kedar Bhole**  
Founder,  
Charge Up Life



**Urvashi Anand**  
Image Consultant &  
Trainer



**Mr. Piyush Bhatia**  
Founder & CEO,  
BM Consultants India



**Aditi Randev**  
Director,  
Niamh Ventures