

Graduate Certificate Programme in Entrepreneurship (GCPE)

Inviting Undergraduates / Fresh graduates

A Fast-Track Entrepreneurship Programme Aimed at “Catalysing Entrepreneurs Young”

Programme Commences : June 11, 2023

Pay INR 25000 and get refunded INR 15000 on successful completion of the programme

Bhavan's S P Jain Institute of Management & Research (SPJIMR) is a leading Indian management school situated in the heart of India's financial centre, Mumbai, recognised for its unique and distinctive legacy of more than 40 years in the field of management education.

The Graduate Certificate Programme in Entrepreneurship (GCPE) is a one-of-a-kind, experiential programme in entrepreneurship offered by SPJIMR's Centre for Family Business & Entrepreneurship (CFBE) - the pioneer in family business and entrepreneurship education and outreach programmes in India.

CFBE's Mission:

To promote an entrepreneurial mindset, and catalyse the sustainable growth of family business and community entrepreneurship ecosystems.



GCPE's Objective:

The GCPE seeks to act as the catalyst in the transformation of youth through creating and nurturing an entrepreneurial mindset among them.

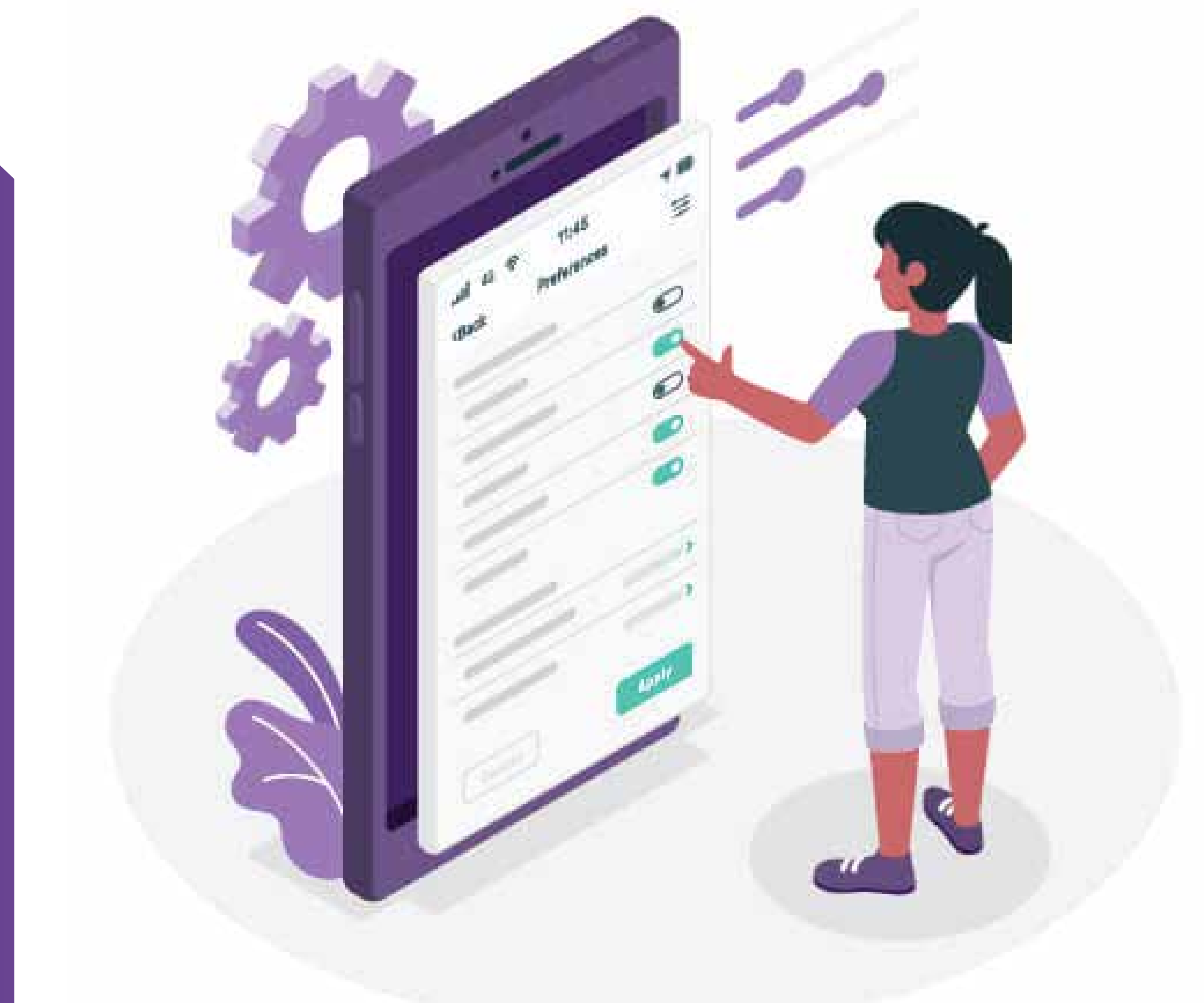
GCPE's Target Audience:

The GCPE is a curated offering, targeted at bright undergraduates and fresh graduates (from any discipline) who possess an entrepreneurial streak. If you keep track of and are excited by the idea of being a part of the startup ecosystem, or even contribute to innovations within corporate India, then the GCPE is the programme you are looking for!



GCPE SALIENT FEATURES

- Led by top practitioner faculty of SPJIMR with hands-on experience at entrepreneurship
- Curriculum and pedagogy designed to foster and nurture entrepreneurial intent and a business creation mindset
- Conducted over one month during weekends on Saturday evenings and Sunday mornings
- Deliver at the end of 1 month: **“The Most Terrific Business Idea”** to solve **“The Wickedest Problems that India faces”** with mentoring hours for the Final Presentation
- A **SPark Tank** to evaluate the in-house **‘sparks’** on the business ideas
- Conducted in a Hybrid mode, with two days on campus (participants can exercise the option of doing these online as well)
- Opportunity to receive mentoring from SPJIMR faculty even after the programme
- Opportunity to meet and build networks with like-minded individuals and the community of entrepreneurs associated with SPJIMR.
- On completion of the programme, refund of partial fee to successful participants (see details in the Programme Structure section)



WHY GCPE?



- Explore entrepreneurship at a young age and get a head start in India's startup ecosystem
- Be a part of India's premier B-School and network with like-minded individuals and entrepreneurs
- Build your profile and stand out in your career with a unique skillset
- Upskill yourself with essential skills for entrepreneurship, academic and professional pursuits
- Weekend learning at a "steal deal"
- Receive a certificate of completion from SPJIMR's CFBE

SKILLS YOU ACQUIRE FROM GCPE



- Business Management skills
- Communication skills
- Creative Thinking skills
- Critical Thinking skills
- Financial skills
- Leadership and Team-building skills
- Negotiation skills
- Networking skills
- Presentation skills
- Problem Solving skills
- Risk-Taking skills
- Time Management skills

MODULES TO BE COVERED



What is it to be an entrepreneur?



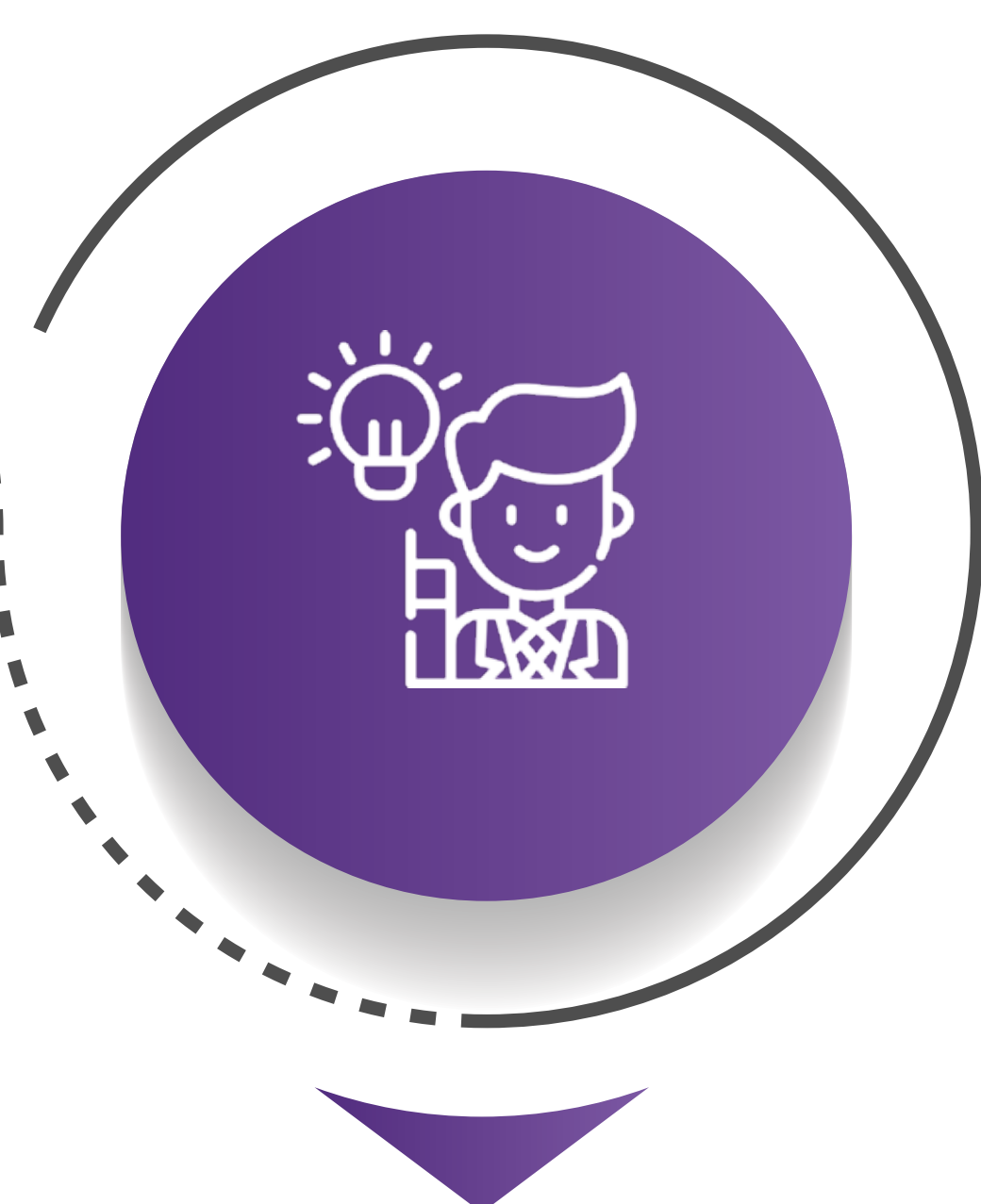
Identifying opportunities



Move from an idea to a prototype



Go through the cornerstones of creating a successful business



Evaluating the business idea using the Business Model Canvas

