

Organizing Committee

Convenor

Dr. Vivek Rastogi, HOD-MBA, IIMT College of Engineering, Greater Noida
Dr. Richa Sharma, Dy. HOD-MBA, IIMT College of Engineering, Greater Noida

Organizing Committee Members

Dr. K.N. Chaube, Associate Professor, IIMT College of Engineering, Greater Noida
Dr. Atul Mathur, Associate Professor, IIMT College of Engineering, Greater Noida
Mr. Nikhil Narang, Assistant Professor, IIMT College of Engineering, Greater Noida
Mr. Sharad Kant, Assistant Professor, IIMT College of Engineering, Greater Noida
Ms. Garima Singhal, Assistant Professor, IIMT College of Engineering, Greater Noida
Mr. Hemant Mishra, Assistant Professor, IIMT College of Engineering, Greater Noida

PROMINENT SPEAKERS



Mr. Abhijit Rai

Co-Founder, Vewexpress Service Pvt.Ltd., Noida
"Supply chain as a New opportunity for Logistic Venture"
Date : 09th February 2023 | Time : 02:00 PM - 05:00 PM

Dr. Ritu Saxena

Assistant Professor, ABES Business School, Ghaziabad
"Design Strategies for Business Innovation"
Date : 10th February 2023 | Time : 02:00 PM - 05:00 PM



Mr. Pravin Kapoor

Chief Executive Officer, Start-up Vernal Beboss Technology LLP & Management Associate(p) Ltd, New Delhi
"Should I quit my day job! A hybrid path to entrepreneurship"
Date : 11th February 2023 | Time : 02:00 PM - 05:00 PM



Dr. Nitin Kumar Saxena

Professor - Marketing Analytics, Jaipuria Business School, Ghaziabad
"Driving Innovation: Success Mantras for Entrepreneurship"
Date : 13th February 2023 | Time : 02:00 PM - 05:00 PM



Mr. Saurabh Jain

Founder - FUN2Do Labs, Ex - VP Paytm, New-Delhi
"Entrepreneurship as career Opportunity"
Date : 14th February 2023 | Time : 03:00 PM - 04:00 PM



Mode : Online



Youtube Video Link : <https://www.youtube.com/@iiciimt>



Department of MBA
Organising

5 DAYS EXECUTIVE DEVELOPMENT PROGRAMME 2023

On
Entrepreneurship and Innovation

Date - 09th, 10th, 11th, 13th, 14th - February 2023

Time - 10:00 AM - 01:00 PM & 02:00 PM - 05:00 PM



Accreditation of courses made international status of approval and recognition of our curriculum to meet quality education.
B.Tech - CSE & ECE



NAAC
National Assessment and Accreditation Council
* IIMT College of Engineering



INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of Education Initiative)



ARIIA 2021
ARIIA RANKING OF INSTITUTIONS
ON INNOVATION ACHIEVEMENTS

IIMT GROUP OF COLLEGES

IIMT Group of Colleges was established in the year 1994. Since its inception, the group has grown leaps & bounds and achieved exemplary recognition from the Industry & Academia. At IIMT, we are committed to provide a value driven culture along with creating a professional environment. IIMT as a group, large and diversified, imparts knowledge in the field of Engineering, Management, Education, Law, Pharmacy, etc. It has highly qualified and experienced faculty members in their respective functional areas. IIMT boasts of having more than 8,000 students in various courses in six colleges.

ABOUT DEPARTMENT OF MBA

The MBA Department at IIMT group of Colleges, Greater Noida started in 2006, with a view to provide quality management education for the budding managers across India. The department was conceptualized with an aim to be a leader in the field of training, entrepreneurial leadership and developing the research acumen. The department has possesses qualified faculty members with rich experience and expertise in teaching and research as well.

INTRODUCTION TO THE PROGRAMME

India's startup environment is thriving as a result of the IT revolution, advancements in technology, and accommodating government regulations. While the adoption of startups is promoted in order to strengthen the economy of the country, entrepreneurs do initially confront some difficulties when they seek to start their businesses from scratch. IIMT, Greater Noida announces an Executive Development Program on Entrepreneurship and Innovation. Your career as an entrepreneur can be shaped by the knowledge and skills you gain from the training programme. The training thoroughly shall develop and help you develop into your concepts about entrepreneurship and create the understanding of the innovative concepts applicable in promoting entrepreneurship.

PROGRAMME OVERVIEW

Business executives are put to the test in the current economy in unimaginable ways. Developing fresh business acumen, modernizing inventive abilities, and creating a distinct attitude that accepts unpredictability and quick change are all necessary for preparing for the challenges that lie ahead. This Executive Development Program (EDP) equips aspiring executives with the knowledge and skills necessary to succeed in a position of greater responsibility and to lead their organizations by embracing the innovation and creativity that are in high demand across all sectors of the economy.

This thorough one-week training programme is entirely devoted to the requirements, difficulties, and opportunities available to an entrepreneur in the realm of innovation.

In order to move more quickly, operate more effectively, and penetrate new markets, participants will learn how to develop and implement innovative initiatives. The emphasis will be on the management processes that must be implemented to support the expansion of your firm.

LEARNING OUTCOMES

- Gaining expertise in evaluating business possibilities and a thorough understanding of what commonly distinguishes between successes and failures.
- Acquiring expanded knowledge of important procedures required to sell new goods and services as well as significant difficulties faced by entrepreneurs at various phases of their entrepreneurial journey.
- Gaining knowledge about theories and techniques used in scientific research that are pertinent to the field.
- Recognizing the consequences of various innovation and entrepreneurship theories.
- Being familiar with the many scientific research techniques that are frequently used to examine innovation, entrepreneurship, and new technology.



WHO SHOULD ATTEND

- Top executives at small to medium-sized enterprises.
- Division or business unit leaders within organizations.
- Executives with atleast 5 years of management experience — from any industry.

PROGRAMME THEMES



By delivering practical knowledge, skills, and competences in business and market foundations, supplying business plan orientation, and encouraging problem-solving and leadership qualities, the major goal is to nurture the audience in creative and innovative thinking.

There will be coverage of the following themes:



BASICS OF BUSINESS

- Financial Statement Analysis: Theory and Practice
- External and Internal Environment of a company
- Mission, Organizational structure and strategies

ENTREPRENEURSHIP: Framing ideas into Business Concepts

- Development of a business idea
- Opportunities in Entrepreneurship
- Process of Entrepreneurial Decision Making



INNOVATION

- Developing Business Models
- Innovation in new venture development, risks involved
- Innovative Marketing

Certificate for All Participants

SCAN FOR REGISTRATION



On The Spot
Registration

For Executives/Faculty - Rs. 200/-
For Students/Scholars - Rs. 100/-

Dr. Vivek Rastogi

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