

# STARTER'S AND START-UPS": A LEARNING CYCLE FOR BEGINNERS

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## Overview

This is a course in the field of entrepreneurship and innovation that helps participants to learn how to search for business opportunities to develop a viable product and a marketing plan to manage the brand in national and/or international markets. Whether starting a new venture or for generating a new economic activity in already existing markets. As a learning program, students will use database and sources of information to strengthen the design of a business Idea.

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|--------------------------------|--|
| <b>Date:</b>                   | <b>18<sup>th</sup> July,2016 to 30<sup>th</sup> July,2016</b>  |
| <b>You Should Attend If...</b> | <ul style="list-style-type: none"> <li>▪ University students at all levels (Management and Engineering) that aspire to become an entrepreneur or agents of change in corporate environment</li> <li>▪ Executives and managing personal of manufacturing, service and government organizations</li> <li>▪ Academicians</li> <li>▪ Small scale industries representatives</li> </ul> |

### Rates of registration for Two week GIAN Courses

| Candidate Type           |         | Duration |
|--------------------------|---------|----------|
|                          |         | Two Week |
| Foreign Participants     |         | 300 USD  |
| Industry Participants    |         | 8000 INR |
| Faculty                  |         | 4000 INR |
| Research Scholar/Student | Gen/OBC | 2000 INR |
|                          | SC/ST   | 1000 INR |

1. The above fee include all instructional materials, Computer use for tutorial and assignments, laboratory equipment usage charge and 24 hr. free internet facility etc.
2. The participant will be provided with accommodation and meals purely on payment basis

## The Faculty



Prof. Mario Cortes is presently working as an Academic Dean, School of business and Professor in Tecnológico de Monterrey, campus San Luis Potosí. He is an expert in the fields of corporate innovation, entrepreneurship and has an extensive professional experience of 17 years as a consultant for such international companies. He has got a rich teaching and Research experience. He worked as visiting a

Professor to number of Universities such as Florence

University of Arts, Würzburg University, Germany, and Sogang University, South Korea etc. for Courses of Product Development and Global Brand, Economics and Law and marketing etc. He has guided more than 20 startups from development of business models to prototyping and successful market entry.. He has got 08 international publication and over 10 professional papers, presentations, and proceedings publications involving two to three conferences per year.



Dr. Sunita Tanwar is an expert in the field of Organisation Behaviour, Human Resource Management and Entrepreneurship having 12 years of extensive teaching and research experience. She is presently working as an Assistant Professor in Department of Management Studies in School of Law, Governance, Public Policy and Management in Central University of Haryana, Mahendragarh.

She had supervised 6 PhD and 1 M.Phil thesis. Dr. Tanwar has published three books and edited two books on research Methodology. She is on the advisory and editorial board of number of National and International Journals. Dr. Tanwar has more than 27 publications in the national and International Journal of Repute. She has chaired the technical sessions of International Conference and National Seminar. She has supervised more than 200 Research Projects of MBA students. She has got a corporate teaching experience in organisations like Kean India, Errickson Gurgaon. Dr. Sunita is a certified Entrepreneurship educator from National Entrepreneurship Network in association with DST, NSTEDB and Wadhvani Foundation. She is Certified in Essentials of Entrepreneurship: Thinking and Learning from University of California, Irvine and Completed an online course on Understanding Research Methodology from University of London &SOAS.

## Course Co-ordinator

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<http://www.cuh.ac.in/Gian.aspx>