



**JAGRAN INSTITUTE OF MANAGEMENT AND
MASS COMMUNICATION**

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JAGRAN INSTITUTE OF MANAGEMENT



Starts from 17th April, 2025

Short Term Certificate Course

Family Business & Sustainable Entrepreneurship Programme

Build your BIZ-Profile, Sustain & Innovate!

Objective:

This programme is designed in collaboration with industry leaders, experienced family business owners and prominent regional business networks to equip new entrants of family businesses, next generation, relative stakeholders along with aspiring entrepreneurs and business houses. It aims to enhance knowledge and the skill-set to manage their businesses sustainably, other aspirations, traditions & values.

Registration Fees-

- For Student: ₹500/-
- Beginners/ Amateur Businesses: ₹650/-
- Startups: ₹800/-
- Family- Owned Businesses & SME's ₹1000/-
- Business Houses & Large Corporations: ₹1500/-

Course Co-ordinators:

- Mr. Aman Kesharwani: +91-7786 939 177
- Ms. Priyam Chatterjee: +91-7596 934 116

Key Highlights

- **4 weeks Certification programme**
- **4 Modules - 6 hours a week**
- **Hybrid Learning (Online/ In-person)**
- **Youth Leadership & Networking Opportunities**
- **Independent Expert-Led Learning**
- **Collaborative learning with Industry leaders**
- **On-Hand Experience with family business owners**
- **Skills to manage business sustainably**
- **Industry Visit & Exposures**
- **Certificate of Completion**
- **Feedback & Evaluation**



**For Registration
& more info
SCAN**



Detailed Research Modules

Module 1:

Understanding Family Businesses & Entrepreneurship (Week 1)

- Dynamics of family Business & Success Stories
- Governance structures, Succession history
- Identifying and Evaluating new Business Opportunities
- Developing and Implementing Growth Strategies
- Innovation, diversification & C's and P's business

Module 2:

Leadership, Finance and Growth (Week 2)

- Leadership styles and Communication in family businesses
- Building and Managing Effective teams
- Stakeholder Engagement and Communication
- Understanding Internal & External Environment (PESTEL)
- Financial planning and analysis for Family Businesses
- Funding and Investment Strategies
- Managing Growth and Profitability

Module 3:

Family Business and Sustainability Management (Week 3)

- Principles of Sustainability and Sustainable Development
- Environmental, Social, and Governance (ESG) factors
- Measuring and reporting Sustainability Performance
- Intersection of Family Values and Sustainability
- Global Sustainable Business practices
- Balancing Family, Business Goals & Employee Expectation

Module 4:

The Future of Enterprises & SWOT (Week 4)

- Emerging trends and challenges for Family Businesses
- Philanthropy for family- CSR
- The Role of Technology and Innovation
- Global perspectives on Family Business
- Conflict Resolution and Negotiation

Hybrid Learning Approach:

- **Online:** Recorded lectures[YouTube Videos], Readings[PDF, Flip books], discussion forums [Vodcast], quizzes[WhatsApp Poll, Podcast Programmes]
- **In-person:** Workshops, case study discussions, guest speakers, networking events.

Important Considerations:

- **Value Proposition:** It's important and necessary to emphasize the value of this course. It demonstrates commitment to professional development, provides recognition of acquired knowledge, and can be added to resumes or LinkedIn profiles.
- By implementing this structured provisional certificate system, one can effectively recognize participant progress, motivate continued learning, and enhance the overall value of 'Family Business'.
- **Certificate of Completion:** To be awarded based on evaluation of participation and merit on the successful completion of 'Family Business & Sustainable Entrepreneurship Programme' till module 4.

To Apply:

Individual Registration Fees-

- **For Student: ₹500/-**
- **Beginners/ Amateur Businesses: ₹650/-**
- **Startups: ₹800/-**
- **Family- Owned Businesses & SME's: ₹1000/-**
- **Business Houses & Large Corporations: ₹1500/-**

Registration Link - <https://forms.gle/gci9DZRbM9oTa2at6>

OR

SCAN for Registration



Join WhatsApp Group:  <https://chat.whatsapp.com/IpRHf7GfAIA3sDBIeh8INa>

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