



SHORT TERM CERTIFICATE COURSE

Family Business & Sustainable Entrepreneurship Programme

20 HRS
ONLINE
BATCH 1

**BUILD A LEGACY,
NOT JUST A BUSINESS**

Real case studies of India's top
family businesses

Turn your family business into a
professionally managed
growth story

Designed for next-generation
leaders & Entrepreneurs

Leading Today, Sustaining Tomorrow

Curriculum Created by Industry
Leaders

TO KNOW MORE VISIT
www.jimkanpur.ac.in



JAGRAN INSTITUTE
OF MANAGEMENT

**From succession to sustainability
– one program, many solutions!**

Family Business & Sustainable Entrepreneurship Program

Objective: - Our programme aims to equip family business leaders with the knowledge and skills to manage and grow their businesses sustainably, while fostering innovation perspectives. Upon completion, participants will be able to navigate complex family dynamics, make informed business decisions and drive growth in their family enterprises.

Who is This Programme For



Register for the Family Business & Sustainable Entrepreneurship Program today!

[Register Here](#)

Collaborate with an Advisory Board to Enhance Your Business

The advisors will provide guidance on:

Business Operations Enhancement

Governance Excellence & Succession Strategy

One-on-One Advisory Session

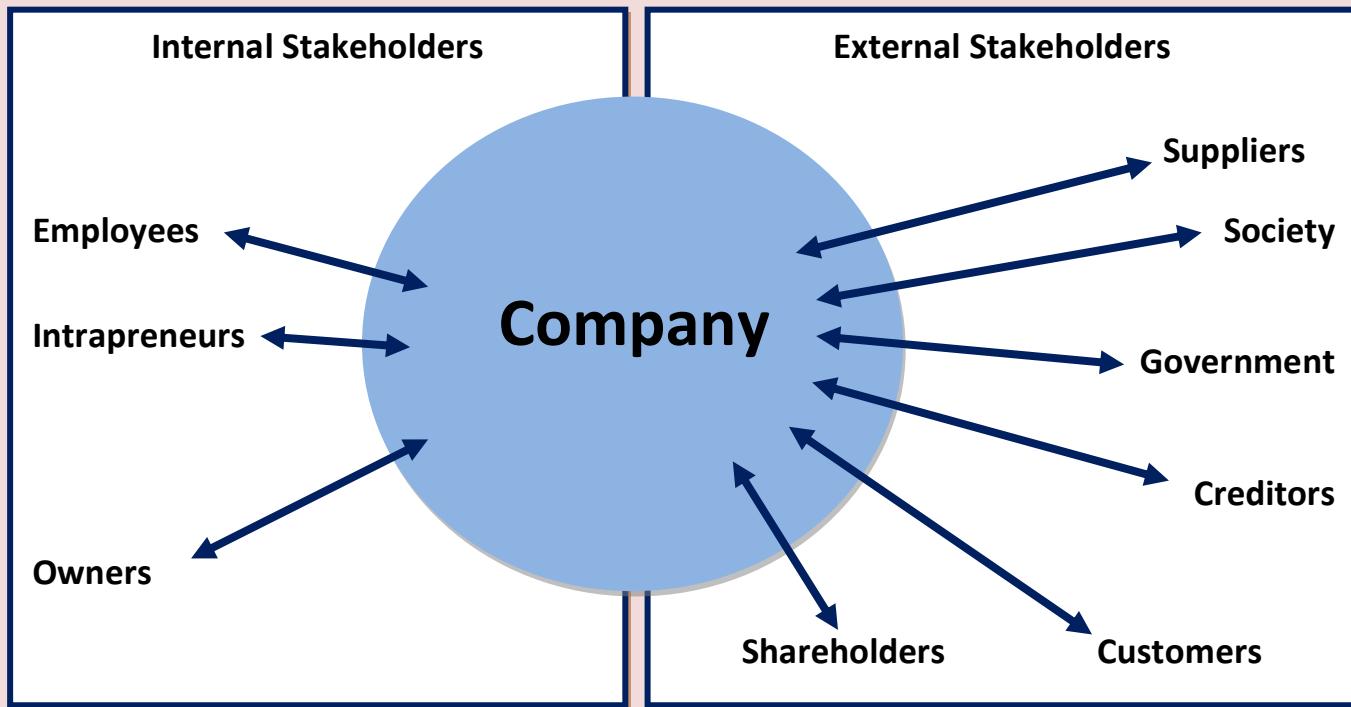
Sustainable Business Growth & Scaling

Business Digitization & Technology Integration

Industry Immersion Visit

Project Implementation & Performance Assessment

Stakeholders in Business:



Unique Selling Propositions (USP):

1. Real case studies of India's top family businesses
2. Designed for next-generation leaders of family enterprises
3. Turn your family business into a professionally managed growth story
4. From succession to sustainability – one program, many solutions
5. Transform family businesses into global, sustainable enterprises
6. Leading Today, Sustaining Tomorrow
7. From start-up thinking to sustainable scaling

Key Stakeholders as Participant:

1. Next-Generation Leaders (sons/daughters/heirs)
2. Current Family Business Owners (founders/active leaders)
3. Successors in Transition
4. Women in Family Business
5. Aspiring Entrepreneurs from Business Families
6. Sustainable Start-up Founders
7. Intrapreneurs within Family Firms

Key Stakeholders as Academic & Institutional Contributor:

1. Universities/Business Schools
2. Faculty & Researchers
3. Entrepreneurship Development Cells (EDCs)/Incubators

Key Stakeholders as Industry & Business Contributor:

1. Family Business Leaders/Owners
2. Sustainable Entrepreneurs
3. Corporate Leaders/Executives

Key Stakeholders as Policy & Governance Contributor:

1. Government Bodies & Industry Associations
2. Regulatory & Legal Experts

Ready to Transform Your Family Business?

Module-1: Family Charter & Dynamics

Module-2: Family vs. Family Business

Module-3: Succession Planning & Decisions

Module-4: Business Legality

Module-5: Compliances & Risk Management

Module-6: Managerial Accounts & Book Keeping

Module-7: Financial Planning, Investment & Loan

Module-8: Technology & E-commerce in Business

Module-9: Technology in Design Thinking & Supply Chain Management

Module-10: Sustainable Entrepreneurship

Module-11: ESG Contribution & Practices

Module-12: People Management & HR Policies

Module-13: New Generation Leadership with Innovation

Module-14: Global Business & PESTEL

Module-15: Influencer & Digital Marketing

Module 16: Branding & Advertisement Strategies

Module-17: Philanthropies of Family Business

Curriculum Curated by Industry Leaders for Business Owners

Module -1: Family Charter & Dynamics

Definition and importance of family charter

Family values, mission, and vision setting

Rules for governance in family businesses

Conflict resolution mechanisms

Balancing family interests with business objectives

Module -2: Family vs. Family Business

Distinction between family ties and business roles

Common challenges in family businesses

Professionalization vs. nepotism

Family culture vs. organizational culture

Strategies for managing dual roles

Module -3: Succession Planning & Decisions

Importance of succession planning

Identifying next-generation leaders

Mentoring and grooming successors

Decision-making processes in family businesses

Role of board members and advisors

Module -4: Business Legality

Types of business ownership

Regulatory frameworks for businesses

Intellectual property rights

Contract law and agreements

Legal implications in family disputes

Module -5: Compliances & Risk Management

Statutory compliances (tax, labor laws)

Risk identification and assessment

Internal audits and controls

Business continuity planning

Cybersecurity and compliance risks

Module -6: Managerial Accounts & Book Keeping

Basics of accounting principles

Bookkeeping systems (manual vs. digital)

Budgeting and variance analysis

Cost accounting for decision making

Financial statements (balance sheet, P&L, cash flow)

Module -7: Financial Planning, Investment & Loan

Personal vs. Business Financial Planning

Short-term and Long-term Financing options

Managing debt & liquidity

Investment planning and portfolio management

Bank loans, Venture Capital, and angel

Module -8: Technology & E-commerce in Business

Role of IT in business operations

E-commerce platforms and business models

Digital payment systems and security

Customer relationship management (CRM) tools

Impact of AI and automation

Module -9: Technology in Design Thinking & Supply Chain Management

Introduction to design thinking in business

Role of technology in innovation

Supply chain integration and ERP systems

IoT and blockchain in logistics

Case studies of tech-enabled supply chains

Module -10: Sustainable Entrepreneurship

Principles of sustainability in business

Green business models and eco-innovation

Circular economy practices

Corporate governance and sustainability reporting

Balancing profit with social responsibility

Module -11: ESG Contribution & Practices

Global ESG benchmarks

ESG reporting standards

Social responsibility initiatives

Governance structures in family businesses

Understanding ESG (Environmental, Social & Governance)

Module -12: People Management & HR Policies

Human resource planning in family business

Recruitment and retention strategies

HR policies and compliance

Employee motivation and performance management

Conflict management and workplace culture

Module -13: New Generation Leadership with Innovation

Role of millennial and Gen Z in family businesses

Entrepreneurial mindset development

Leading with creativity and innovation

Adapting to technological disruptions

Case studies of new-age family business leaders

Module -14: Global Business & PESTEL

Introduction to globalization in family businesses

PESTEL framework (Political, Economic, Social)

Global risk factors

Cross-cultural management

Market entry strategies (exports, franchising, JV, FDI)

Module -15: Influencer & Digital Marketing

Evolution of digital marketing

Role of influencers in brand promotion

Social media marketing strategies

SEO, SEM, and content marketing

Measuring ROI in digital campaigns

Module -16: Branding & Advertisement Strategies

Elements of brand identity

Brand positioning and differentiation

Traditional vs. modern advertising channels

Consumer psychology and behavior

Case studies on successful branding

Module -17: Philanthropies of Family Business

Role of philanthropy in family legacy

CSR vs. philanthropy in family enterprises

Impact investing and social entrepreneurship

Long-term benefits of giving back

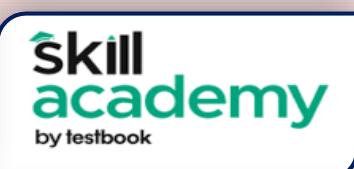
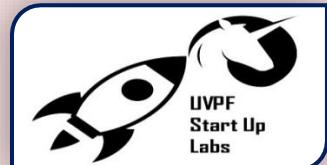
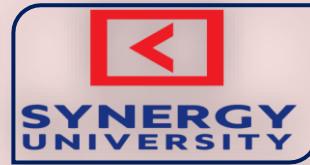
Global examples of philanthropic family businesses

Affiliation, Collaborations & Training Partner's of JIM:

Affiliations:



Collaborations & Training Partner:



& many more.....

Advisory Board Member



Dr. Mahendra Mohan Gupta
Chairman- JEF



Mrs. Ritu Gupta
Vice Chairperson-JEF



Dr. J.N. Gupta
CEO- JEF



Dr. Divya Chowdhry
Program Head



Mr. Aman Kesharwani
Program Advisor

How to Apply:

1. Register via URL:

<https://forms.gle/gci9DZRbM9oTa2at6>

2. Register via Scanner



3. Payment Details: Via Bank or Scan QR Code

Credit : Jagran Institute of Management, Kanpur

A/C No. 29640200000023

Bank: Bank of Baroda

Branch: Barra Bye Pass, Kanpur

RTGS/ NEFT: IFSC Code: BARB0BARRAB (Fifth character is “Zero”)



4. Register & Request to Join the WhatsApp Group (Please send an email to the official email ID mentioned below or a message to the provided mobile number). After verification, your number will be added to the WhatsApp group for this program.

5. Co-ordinator: Mr. Aman Kesharwani

Mobile Number: +91-7786939177

Email Id: shorttermcertificatecourse@gmail.com