

About Hillgrove...

HILLGROVE Research Pvt. Ltd. was incorporated under the Indian Companies Act of 2013, with the long term vision of its founders to contribute and promote research in the areas of Agriculture, Engineering, Science & Technology, Business & Management, and Innovation among others. To achieve its aim, the company fosters research and development initiatives, scientific advocacy programs, industry centric capacity building workshops, training, technical education, rural entrepreneurship and literacy.

Overview

This Skill Development Program is designed to enhance the managerial skills of students pursuing **MBA/ PGDM** programs offered by universities and institutes in India. The approach is Scientific, Comprehensive and Integrated, aimed at achieving all round development of every student.

Objectives

- ❖ To facilitate understanding theory-practice connect
- ❖ To enable students' learning by doing
- ❖ To enhance business & managerial skills
- ❖ To work in an integrated task environment
- ❖ To familiarize remote working style and in a team
- ❖ To groom impressive & successful business leaders
- ❖ To secure good placement in reputed firms

Duration

This workshop will be spread over a period of **ONE month with flexible working time.**

Methodology

Upon registration, teams will be constituted by the organizer consisting of 5 to 6 participants. Once teams are formed, the contacts of team members will be shared among the respective team members so as to facilitate interaction. Each team shall incubate a new business and plan for it's development. Participants will be guided through detailed email instructions supported with tutorial (in PPTs), illustrations & models. The resource person will facilitate active participation and coordination among members in teams. Evaluation of performance is based on tasks accomplished both as teams and as individual members. **Every team will have a Project Report prepared and submitted based on the tasks accomplished during the program for certification.**

Scope & Coverage

Level 1

Entrepreneurship

(Common to all specializations)

- ❖ Business Ideation
- ❖ Industry Analysis
- ❖ Business Decisions
- ❖ Product/ Service Decision
- ❖ Business Modeling
- ❖ Corporate Planning
- ❖ Resource Planning
- ❖ Incorporation of Entity

Level 2

Finance/ Marketing/ HR/ IT & Systems

(Single or Dual Specialization – As per students' choice)

- ❖ Finance
 - Investment Outlay, Sources of Finance
 - Working capital, Costing, Budgeting, Forecasting
- ❖ Marketing
 - Marketing & sales objective
 - Sales organization, Sales channel
 - Sales targets, Quotas, Territories
 - Customer segments, B2B & B2C
 - Sales budgeting, Sales forecasting
 - Customer service, KYC norms
- ❖ Human Resource
 - HR Planning
 - Recruitment & Selection
 - Placement & Induction



Registration No.: _____
Will be allotted & filled by our office

ONE MONTH SDP IN MANAGERIAL SKILLS FOR PERFORMANCE EXCELLENCE

REGISTRATION FORM

1. DETAILS OF PARTICIPANT (PLEASE FILL IN CAPITAL LETTERS):

FULL NAME : _____
PROGRAM (MBA / PGDM) : _____
SPECIALIZATION : _____
FULL NAME OF THE INSTITUTION : _____
ADDRESS OF THE INSTITUTION : _____
PIN Code: _____
Ph. No. : _____ Email Id: _____

2. Payment Details:

Investment made: INR _____/- | Date: _____ |
Paid by (Remitter's Name): _____ |
Bank Name: _____ | UPI Ref. No.: _____

Signature of the Participant

Investment:

Bank Details:

Participant Category	INR	A/c Name: Hillgrove Research Private Limited A/c No.: 35495376048 Bank Name: State Bank of India Bank Branch: Narasimanaickenpalayam IFSC: SBIN0008155
Students (MBA/ PGDM)	1,400	
Academician*	1,800	

* Limited seats are reserved for academicians. Interested academicians shall write to diro2.hillgrove@gmail.com and request for registration.

- 50% Concession for Students of the ARG of Hillgrove.
- 50% Concession for Resource Persons empaneled at Hillgrove.