

Centre for Continuing Education

GROW YOUR
BUSINESS

Towards Business Excellence



Adani University - Centre for Continuing Education (AU-CCE)

Adani University is a research-intensive educational institution set-up with the objective to empower by focusing on real-world problems and contribute to global sustainability. With its futuristic & inspirational thought leadership from Adani Group, we aim at interdisciplinary excellence.

Adani University Centre for Continuing Education (AU-CCE) is poised to enable, empower, and enhance your learning by up-skilling and re-skilling you, appropriate to your profession. AU-CCE brings to you the gamut of global experiences, current knowledge trends through its various programs as below:

- Standard programs
- Packaged programs
- Customized programs
- Specific interventions at junior, mid- and senior management

Our value proposition is to help you value-your-time and value-your-money.

We believe in empowering individuals by upgrading and skilling them to make them competitive by understanding best practices of industry and current trends and updates. We are aimed at developing careers for the individuals by offering value-added training programs.

A person in a yellow sweater is pointing at a laptop screen. The laptop displays a dashboard with a world map titled 'WORLD TRAFFIC', a line graph titled 'Analysis', and a pie chart. To the right of the map, there are statistics: 'Total Orders 13,678', 'Total Sales 11,892', and 'Total Profit \$6,789'. The person is also holding a pen and looking at a document on the desk. The background shows a white shelving unit and a potted plant.

GROW YOUR BUSINESS

Certificate Program

Objective

This unique program shall:

- Enable you to be creative throughout your business without getting stuck in traditional / conventional ideas of a business.
- Allow you to derive inspiration to a different perspective that enables and encourages growth.
- Growth is more a mind-set change, for a start, then an implementation potential.
- Empower you with the right knowledge on business life-cycle, best-practices and awareness of right tools as appropriate to get your business growing.
- Growth is a function of competitive advantage at scale and pace. You shall understand the parameters that control growth of your organization.
- Help you to understand the importance of building relationships and partnerships to keep your business thriving in the VUCA world.

Program Modules & Learning Outcomes

This program will cover innovative and experiential perspective to upscale your business.

Sr.No.	Modules	Learning Outcomes
01	Innovation	<ul style="list-style-type: none">• Innovation in Indian and Global context• Design Thinking & Innovation - Amalgamation of arts, science & commerce• Out of the Box & Creative Thinking• Digitally transforming a Legacy organization• Role of Design in Innovation
02	Product Design and Management	<ul style="list-style-type: none">• Analyzing Product Opportunities - Market Analysis• Analysis of Product Portfolios and analysis of Product Lines, Depth and width• New Product Development• Contemporary Issues in Product Management• Product Management for Digital Era
03	Human Resource Management	<ul style="list-style-type: none">• Talent Acquisition & Management• Compensation & Rewards• HR Compliances• Training & Development• Digital Transformation in HR• HR Analytics- An overview
04	Operations Management	<ul style="list-style-type: none">• Monitoring daily production of goods• Managing and controlling your inventory & supply chain• Production planning• Understanding JIT Manufacturing• Role of Agile Process Management
05	Branding and Marketing	<ul style="list-style-type: none">• Create and manage a powerful brand• Brand Awareness and Association• Brand intent and customer experience• Use branding to build a profitable and enduring business• Understand the branding process• Brand Communication tools

Sr.No.	Modules	Learning Outcomes
06	Digital & Social Media Management	<ul style="list-style-type: none"> • Create and manage a powerful brand • Brand Awareness and Association • Brand intent and customer experience • Use branding to build a profitable and enduring business • Understand the branding process • Brand Communication tools
07	Business Development & Sales Management	<ul style="list-style-type: none"> • Creating a Sales funnel • Exploring Global markets • Role of Software in Sales Management • Enhancing customer experience • Strategic partnerships and collaborations
08	Financial Management	<ul style="list-style-type: none"> • Understanding the concepts of Finance for Non-Finance • Deciphering the Financial Statements and Reports for Decision making • Financial dashboards • Understanding Financial Innovation for expansion • Finance Technology and Accounting systems
09	Revenue Top-Line & Bottom-Line management	<ul style="list-style-type: none"> • Understanding the concepts of Top-Line and Bottom-Line • Divergence between Top Line Growth and Bottom-Line Growth • Demystification of Raising Funds process • Investor and Funding perspective • Venture capital, Private equity & Angel Investor- Perspective
10	Networking & Relationship Management	<ul style="list-style-type: none"> • Shared Learning and Knowledge • Exploring new opportunities and untapped business ideas • Strengthening connections and relationships • Exploring global markets • Becoming a thought leader

Engagement Model

This program will showcase a set of relevant case studies of businesses who have endured and prospered for centuries by identifying new growth opportunities, adapting them, and continuously innovating. By the innovative and engaging classroom sessions, you will be inspired to accelerate your organization's ability to acquire and cultivate knowledge that is critical for its future success.

- Virtual Live sessions
- Case-studies discussions
- Bootcamps
- Demo Day
- Quiz and Assignments

Who should attend?

- Business owners
- Entrepreneurs
- Start-up founders
- MSME owners
- Innovators
- Professionals
- Researchers
- Family Business Owners
- Budding young students and entrepreneurs



Saurabh is the founder of Fun2Do Labs. Fun2Do Labs is pioneering a new space in EdTech called 'Transmedia Education'. He has also founded a social initiative called StartupLearn.org.

Before starting his own venture, Saurabh was Vice President at Paytm. He was also heading the 'Paytm - Build for India' program and had an active role in startup products, developer relations, social impact / CSR within Paytm. Saurabh also managed the relationships with various industry bodies including NASSCOM, CII, FICCI, PHDCCI, ASSOCHAM, TiE, etc. Saurabh was also managing startup ecosystem relationships for Paytm for more than 3 years. He was also heading Paytm Foundation for 1 year. He was directly reporting Paytm's founder Vijay Shekhar Sharma for more than half of his tenure in Paytm.

Saurabh is a Chartered Accountant with a keen interest in technology. Saurabh has authored 2 books on mobile application technology. He wrote 'Mobile Phone Programming', which was India's first book on mobile app programming. The book was published in 2003 and was a technical book on J2ME technology.

Lead Facilitator

Mr. Saurabh Jain

Founder
Fun2Do Labs

Ex-Vice President
Paytm

Startup Guru

Other Industry Experts



Dr. Pankaj Singh

Senior Vice President
Adani Enterprises Ltd.



Mr. Kiran Nair

Head of Technology,
Adani Green Ltd.



Mr. Rajiv Sikka

Ex-CEO
Indian Oil Adani Gas
Pvt. Ltd.



Mr. Shaunak Vaidya

Chief of Staff,
Refex Group



Mr. Prasanna Lohar

Senior Vice President
DCB Bank Ltd.



Dr. Sanjeev Katti

Ex-Director General,
ONGC Energy Center



Mr. Amar Ambani

Investor and
Group President
& Head of Inst. Equities,
Yes Securities Ltd.



Mr. Ajay Thakur

Head-SME & Startup
Bombay Stock
Exchange Ltd.

When & Where?

Date	–	October 8, 2022 to December 18, 2022 (9 Weekends- 36 class sessions)
Duration	–	18 days (45 Hours) (Every Saturday & Sunday)
Mode	–	Live Online Program (MS Teams)
Timings	–	Saturdays : 2.30 p.m. to 5.15 p.m. Sundays : 10.30 a.m. to 1.15 p.m.

Investment

Rs.50,000/- plus 18% GST.

Fee includes program fees, digital reading material, and certificate of completion. Special concession for women entrepreneurs, management students and early bird discount available.



For more details

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