

International Certificate Seminars



August 29 to September 2, 2011

Entrepreneurship & Small Business Management

With a focus on family business management and startups

Two sessions each day:

8 am to 11 am

1 pm to 4 pm

DAY 1

The Nature and Importance of Entrepreneurship
An Overview of Entrepreneurial Strategy and Business Management

DAY 2

Small Business Management
Entrepreneurial Marketing

DAY 3

Entrepreneurial Finance
Case Study Analysis

DAY 4

The Business Plan
The Art of Pitching

DAY 5

Students Pitch a Business Concept
Class Discussion and Critique of Business Pitches

This final session will be used to recap and discuss major topics of the course and to critique the new business concept pitches. In critiquing the pitches, students that did not pitch will be asked to provide written and verbal feedback, demonstrating their active listening and critical analysis skills.

Seminars conducted by faculty from
PACE UNIVERSITY, NEW YORK



Mr. Bruce Bachenheimer

Director of Entrepreneurship Studies at
Pace University's Lubin School of
Business and a Faculty Fellow at Pace's
Wilson Center for Social
Entrepreneurship

Last day for receiving applications 20th July, 2011
For further information email: ics@hrcollege.edu
Venue: H.R. College of Commerce and Economics

Register with Ms. Bharti
3rd Floor, BAF/BBI/BFM office
between 10 am to 1 pm