

Columbia Business School VFA[®]

GLOBAL ENTREPRENEURSHIP PROGRAM

Oberoi International School, JVLR, Mumbai



About the Program

Designed and led by professors from the Columbia Business School VFA, with the theme of “Entrepreneurial Mindset + Business Model in Practice”, the 36-hour course allows the students to engage with Columbia Business School’s professors, deepening their understanding of business innovation, and practicing marketing strategies for fueling business growth. The curriculum helps students to experience the education of the world’s leading business school and expand global visions.

VFA's Global Entrepreneurship Program is taken off the frameworks from an MBA program called Launch Your Startup at the Columbia Business School. The course structure consists of multiple modules that are essential to start your own business. The objective is to create an entrepreneurial and innovative spirit in students to mould them into future high performers and value creators.



Duration: 6 hour / day



6 Day Program



Location: Mumbai



Grades 8 - 12



Certificate of Achievement



24th - 29th of June, 2023



Fee : INR 80,000 + 18% GST



Deadline - 31st April 2023



Letter of Recommendation
from CBS VFA professor



Dedicated TA Sessions

Our Approach



Interactive & project based learning

**Utilizing innovative platforms and tools
to facilitate and engage students**



Focus on mentorship and application

**Focus on creating a safe space to
explore, experiment and scale up**



Curriculum

Our curriculum, designed and curated by Columbia Business School VFA® experts, structures the process of learning that allows students to develop their projects – from conceptualisation to execution.



Course Modules

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- Financial Forecast
- Profit Model
- Business Logic
- Elevator Pitch
- Leadership and Team Management
- Building an Efficient Team
- Social Responsibility and Ethics and the Original Intention of Entrepreneurs

Course Modules

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-  Industry Analysis
-  Competitor Analysis
-  High Failure Rate Analysis of New Investment Companies
-  Market Analysis
-  Marketing Strategy
-  Competitor Analysis
-  Product Value

Course Modules

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- Brand Management Strategy
- Product Appearance Design

Broad Topics and Sequence

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-  Entrepreneurial Mindset & Leadership Rules of Thumb
-  Six Key Points
-  Business Model & Teamworking
-  Product Development and Innovation
-  Marketing and Advertisement
-  Financial Management
-  Presentation Skills and Rehearsals
-  Project Showcase / Presentation

**Improve
entrepreneurial
competencies**

**Upgrade your
credentials**

**Nurture future
global venture
builders**

**What
VFA does**

**Build up alumni
resources**

**Boost leadership
skills**

**Improve
presentation
skills**

Final Day Presentations



After all the fun, interactive classes where the students spend their time either in the lectures and then the project preparation, it's time to appreciate their efforts and let them display their work to their professors and their fellow students.

On the last day of this program, all teams will get to present their projects, where parents of participants will be invited. Presentations will be followed by a targeted feedback session from a distinguished panel of professors and business leaders.

MEET YOUR Mentor



Dr. Joseph Rios

Current CBS Venture For All® Professor

Joseph received his Ph.D. in International Comparative Education: Cultural Anthropology and Linguistics from Stanford University, his MA from Middlebury Institute of International Studies, and his BA from the University of California, San Diego. He is currently a senior consultant at Google.

Testimonials



Youngju (Julia) Paek, USA

I took the professor's class hoping to find a direction for a business I had been working on, and after learning about the process of creating a business plan deck, I prepared for launch. A couple of months after the classes ended, I was able to get funding from NSHSS.



Federico Ruiz, Mexico

I loved taking the entrepreneurship course. Not only is it fun, interactive, and interesting, and you get to meet people from around the world, but you learn a lot as well.



Isebrand Kaldewei, Germany

The aspect that we had to prepare our business for launch and that all of our research needed to be profound made the experience come alive. This really sucked me in and motivated me to work on this project for hours.



Amira Chanana, England

I would recommend this course to someone who is planning to take up business. It is a professional course that teaches you a lot.

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Apply Now

For any queries, feel free to contact us!