

Bada Business

An Initiative By Dr. Vivek Bindra



GLA
UNIVERSITY
MATHURA
Established under U.P. Act 21 of 2015

— Presents —



Billionaire's Blueprint

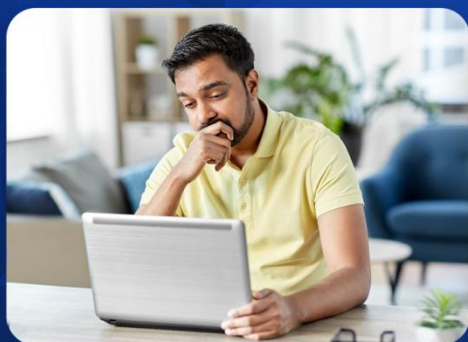
Padhai Humari, Degree Sarkari

**1 Year Diploma
In Entrepreneurship**

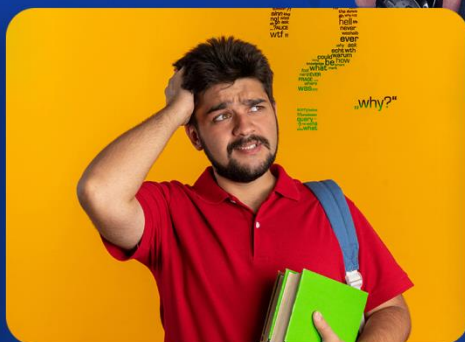


First Time In
The History of
Education

THIS COURSE IS FOR



Individuals Who Want to
Become Entrepreneurs



A Student,
Looking for Clarity
On the Next Step



Salaried People Who
Want to be Independent



Housewives Looking for
Earning Opportunities



Entrepreneurs Aiming
To Establish and Grow
Their Businesses



If you are stuck with
your career, then this is
the right place for you

Our Exclusive Features



- Billionaires about whom universities teach are professors here.
- The pedagogy includes the best practices from Ivy League colleges like Yale, Harvard, etc.
- Experience engaging and immersive learning with the integration of technology and animation.
- Two Set Of Empowering Semester-
“ How To Start A Start Up” & “How To Scale A Startup”
which are created with help Practical Experience
- Receive a diploma from GLA University, accredited with NAAC GRADE A+.
- Get all of this at an Affordable Price.

What Will You Get



Diploma From **NAAC Grade A+**
GLA University, Noida



2 Semesters with **260 Hours** of
learning engaging Content



Learn from **70+ Billionaire & 480+**
Experts from Multiple Industry



1 hour Live Doubt Clearing Session
by an Expert every Sunday



MCQ'S and **Relevant Study** Material
For Every Video

Master Your Semester, Master Your Future

Semester 1

How To Start A Startup?

- New Company Formation
- Designing Your Business model
- How to start a startup
- Working Capital
- Solopreneur
- Business Framework for startups

— Professors —



Mr. Ritesh Agarwal
CEO of OYO
Rooms



Mr. Samir Sathe
CEO,
EKSAQ



Mr. Yashish Dahiya
CEO,
Policybazaar



Acharya Balkrishna
Chairman,
Patanjali

Finance

- Finance for non finance
- Financial Forecast
- Debt Management
- Financial Health of Your Company
- Budgeting

— Professors —



Dr. A Velumani
Founder,
Thyrocare Technologies



Mr. Lalit Agarwal
Chairman,
V Mart



Mr. Nirmal Jain
Chairman,
India Infoline Group

Business Communication

- Business Networking
- Corporate Etiquette
- English for Business
- How to write effective E - Mails?
- Investor Pitch Deck

— Professors —



Vivek oberoi
Indian Actor



Mr. Hari Om Rai
Managing Director,
Lava Mobiles



Mr. Hemant Kanoria
Managing Director,
SREI Infrastructure Finance

Production & Operation Management

- Supply Chain
- Inventory Management System
- Retail Management
- Business Automation
- Vendor Management

— Professors —



Mr. Ramchandra Agarwal
Chairman & MD,
V2 Retail Ltd



Mr. Balaji Viswanathan
CEO,
Invento



Mr. Nilesh Gupta
Managing Director,
Lupin Limited

Branding & Marketing

- Low-Cost Marketing Ideas
- ORM
- BRAND MANAGEMENT
- Design Thinking
- WhatsApp Marketing
- Email Marketing
- Instagram Marketing
- Personal Branding
- LinkedIn Marketing

— Professors —



Mr. Ritesh Agarwal
CEO,
OYO Rooms



Mr. R. S. Sodhi
Managing Director,
Amul



Mr. Prahlad Kakkar
Indian Film
Director

Business Research

- Market Research
- Market Insights
- Consumer Behavior
- Understanding Market Trends
- Market Research to Forecast Sales

— Professors —



Mr. Ritesh Agarwal
CEO,
OYO Rooms



Mr. Girish Agarwal
Director,
Dainik Bhaskar



Mr. R. S. Sodhi
Managing Director,
Amul

Management Concept & Practices

- SWOT Analysis
- Adoption Curve
- THINK Model
- 8P Formula
- Arrow Model

— Professors —



Acharya Balkrishna
Chairman,
Patanjali



Mr. Ramesh Agarwal
Founder,
Agarwal Packers & Movers



Rajkummar Rao
Indian
Actor



Vivek oberoi
Indian Actor



Mr. Hari Om Rai
Managing Director,
Lava Mobiles



Mr. Hemant Kanoria
Managing Director,
SREI Infrastructure Finance



Semester 2

International Business Management

- How to set up International Business?
- Setting up a Foreign Legal Entity
- How to Start an Export Business?
- How to Make Your Import Business Successful?
- Government Schemes for Exporters

— Professors —



Mr. Rajesh Mehta
Executive Chairman
Rajesh Exports



Mr. Girish Agarwal
Director,
Dainik Bhaskar



Mr. R. S. Sodhi
Managing Director,
Amul

Sales

- How to Sell?
- Negotiation skills
- Telesales and Call Centre Operations
- Art of Storytelling
- Customer Service
- Customer Relationship Management (CRM)

— Professors —



Mr. Manu Jain
Global Vice President
Xiaomi Technology



Anuradha Agarwal
Founder,
Multibhasi



Mr. Nilesh Gupta
Director,
Vijay Sale

Legal & IPR

- Winning Legal Conflicts
- IPR Copyright
- IPR Patents
- IPR Trademarks
- ADR- Alternative Dispute Resolution

— Professors —



Mr. Gaurang Bindra
Founder
Legal Leo



Abha Maryada Banerjee
Founder
Success India



Dr. Prachi Chopra
Founder & Director,
Intellect Bastion



Prabhdeep Kaur
Deputy Director
(IPR and Legal)



Bhavpreet Singh Soni
Founder and CEO
SonisVision

Business Ethics, Values & Handling tough situations

- Goal Setting
- Mind Training & Enhancement
- Emotional Intelligence for Entrepreneurs
- Time Management
- Principles Before Profit

— Professors —



Amogh Lila Das
Motivational Speaker & VP
Iskcon Dwarka



Boman Irani
Indian Film
Actor



Rasikraman Das Prabhu
Life-Coach & Inspirational
Speaker

Human Resource & Leadership

- Human Resources (HR)
- Team Management
- Designing effective KPI/KRAs
- Performance Management

— Professors —



Mr. Sanjiv Bajaj
Joint Chairman & MD
Bajaj Capital



Mr. Alfred Ford
Global Chairman,
Ford Motors



Amogh Lila Das
Motivational Speaker & VP
Iskcon Dwarka



Mr. Yashish Dahiya
CEO, Policybazaar



Mr. Ramesh Agarwal
Director, Dainik Bhaskar



R. Gopalakrishnan
Exec Director, Tata Sons Ltd.

Fundamentals of Computer & Data Handling

- Cyber Security
- Gmail Basics
- Learning Excel
- Google Sheets
- Google Drive
- Advance Excel
- Google Calendar
- Google Forms
- Microsoft Word

— Professors —



Mr. Gaurav Chaudhary
YouTuber,
Technical Guruji



Mr. Sanjeev Jain
Founder,
CEOITBOX



Mr. Sujit Bhattacharjee
Research & Development
Specialist CEOITBOX



Mr. Raj Singh
Microsoft
Certified Trainer



Mr. Amit Goyal
Senior Faculty , INSAID



Mr. Prabhav Jain

Business Expansion

- How to Scale a Startup?
- Franchising
- Growth Hacking
- Cash Flow for Business Growth
- Fund Raising
- Incubator and Accelerator

— Professors —



Vivek Oberoi
Indian Actor



Hemant Kanoria
MD, SREI Infrastructure
Finance



Mr. Keki Mistry
Vice Chairman & CEO
HDFC Bank



Mr. Lalit Agarwal
Chairman,
V Mart



Balaji Viswanathan
CEO,
Invento



Mr. Rajesh Agarwal
MD, Insecticides
(India) Ltd.



Radheshyam Dixit
Chairman,
Ananda Dairy



Mr. Rajesh Mehta
Chairman,
Rajesh Exports



Immersive & Engaging Learning

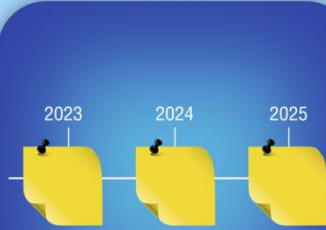
Gamification For Better Engagement Like:

- Quiz
- Spin a wheel
- Hidden Treasure
- Match the Following
- Word Game & Flash Cards





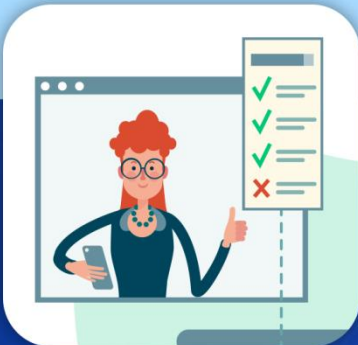
Frequent Nudges
For The Completion



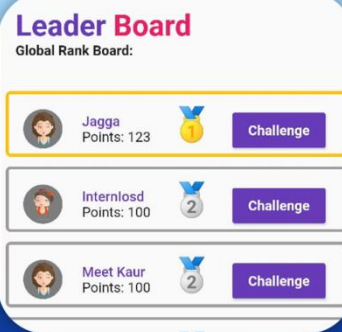
Tag Your Notes
To Timeline



Real Time Tracking
Attention| Concentration
| Progress



Real Time Assessment
In Between Videos



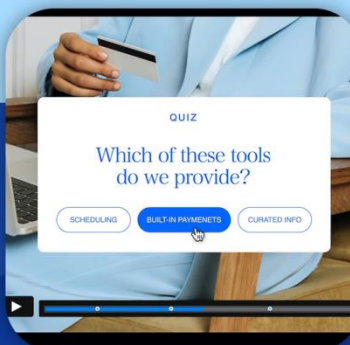
Real Time Leaderboard
To Keep Student
Motivated



Discussion Groups To
Discuss, Debate,
Deliberate



BB Coins To Motivate &
Encourage The Students

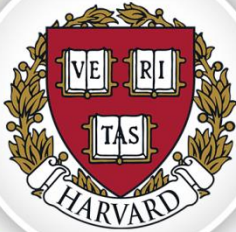


Interactive Questions
Throughout the Video
2 Mins Rule



Animation
Based Learning

Best Features of Top Business Schools



HARVARD UNIVERSITY

Pedagogical Techniques:
Gamification,
peer to peer learning



MASSACHUSETTS INSTITUTE OF TECHNOLOGY (MIT)

Case Study
Based Learning



CAMBRIDGE UNIVERSITY

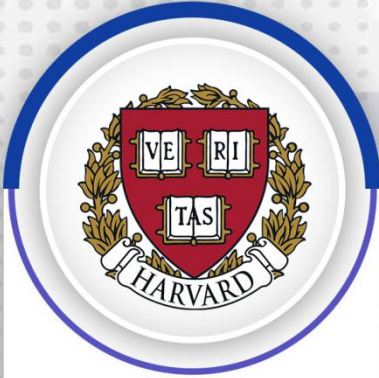
Interdisciplinary
Learning



WHARTON SCHOOL

Experiential Learning-
Practical Experience

Best Features of Top Business Schools



COLUMBIA BUSINESS SCHOOL

Focused on
Entrepreneurship -
Start Your Own
Businesses



YALE UNIVERSITY

Sequential
Learning



LONDON BUSINESS SCHOOL

Technology Integration
and frameworks



WASHINGTON UNIVERSITY

Real-Time Assessment to
Improve Retention

PROFESSORS OF BILLIONAIRE BLUEPRINT



Dr. Vivek Bindra

Founder & CEO, Bada Business



Mr. Alfred Ford

Ford Motors



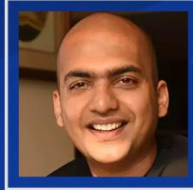
Mr. Yashish Dahiya

PolicyBazaar.com



Mr. R. S. Sodhi

Managing - Amul



Mr. Manu Jain

Xiaomi India



Mr. Girish Agarwal

Dainik Bhaskar Group



Dr. Arvind Lal

Dr. Lal Pathlabs Pvt. Ltd.



Mr. Acharya Balkrishna

Patanjali Yogpeeth Trust



Mr. PK Gupta

SBI



Dr. Devi Shetty

Narayana Health



Mr. Keki Mistry

HDFC Ltd.



Mr. Ashish Chauhan

Bombay Stock Exchange



Mr. Ridham Desai

Morgan Stanley India



Mr. Nirmal Jain

India Infoline Limited



Mr. Deepak Bagla

Invest India



Mrs. Kalpana Saroj

Kamani Tubes



Mr. Sanjiv Bajaj

Bajaj Capital Ltd



Mr. Rahul Narvekar

Startup Studio India



Dr. Mahesh Gupta

Kent RO Systems Ltd.



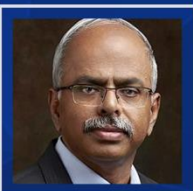
Mr. Lalit Agarwal

V - Mart



Mr. Ram Chandra Agarwal

V2 Retail Ltd.



Dr. A Velumani

Thyrocare Technologies



Mr. Ramesh Agarwal

Agarwal Packers and Movers Ltd.



Mr. Rajesh Mehta

Rajesh Exports



Mr. Sajjan Bhajanka

Century Plyboards India Ltd.
& Star Cement Ltd.

PROFESSORS OF BILLIONAIRE BLUEPRINT



Mr. Sunil Kanoria
Srei Infrastructure Finance Ltd.



Mr. Vikaas Gutgutia
Ferns N Petals



Mr. Ashwani Arora
LT Foods (Dawat Rice)



Mr. Abhishek Somany
Somany Ceramics Ltd.



Dr. Ajay Sahai
Federation of Indian Export
Organisations



Mr. Nikhil Arora
GoDaddy India



Mr. Rajesh Aggarwal
Insecticide India Ltd.



Mr. Sumit Malhotra
Bajaj Consumer Care Ltd.



Mr. Rajesh Sharma
Capri Global Housing Finance Ltd.



Mr. R. Gopalakrishnan
Tata Sons Ltd.



Mr. Sanjay Gupta
APL Apollo



Mr. R G Agarwal
Dhanuka Agritech



Mr. Hari Om Rai
Lava International Limited



Mr. Radhe Shyam Dixit
Ananda Dairy



Ms. Jai Shree Vyas
Shri Mahila Sewa Sahakari
(S.M.S.S.) Bank Ltd.



Mr. Atul Chaturvedi
Shree Renuka Sugars Ltd.



Mr. Balaji Viswanathan
Invento Robotics



Mr. Ravi Saxena
Wonderchef



Mrs. Anuradha Agarwal
Multibhashi



Mr. Bharat Kumar
V - Mart



Mr. Nilesh Gupta
Vijay Sales



Mr. Vivek Bhargava
Dentsu Aegis Network
Performance Group



Mr. Umesh Govind Revankar
Shriram Transport Finance Co. Ltd.



Dr. Raj Padhiyar
Digital Gurukul
(Leading Edtech Company in Asia)



Mr. Boman Irani
Film Actor

PROFESSORS OF BILLIONAIRE BLUEPRINT



Mr. Vivek Oberoi

Film Actor/ Businessman/ Investor



Mr. Rajkummar Rao

Film Actor



Mr. Sanjeev Kapoor

Wonderchef



Mr. Prahlad Kakkar

Indian Ad Film Guru



Mr. Hemant Kanoria

Srei Infrastructure Finance Ltd.



Mr. Samir Sathe

Wadhvani Foundation



Mr. Dhruv Agarwala

PropTiger.com



Mr. Ashish Goel

Vista Wealth Consultant



Mr. Arijeet Talapatra

Transsion Holdings



Mr. Puneet Gulati

Barista Coffee Company Ltd.



Mr. Harpreet Singh Malhotra

Tiger Logistics Ltd.



Mr. Gaurav Chaudhary

Technical Guruji (Youtuber)



Mr. Rashikraman Das

PrabhuMonk, Author and Life Coach



Mr. Anand Kumar

Super30



Mr. Vikas Bagaria

Pee Safe



Mr. Ritesh Agarwal

OYO Rooms



Dr. DK Aggarwal

SMC Investors & Advisors Ltd.



Mr. Amogh Lila Das

ISKCON, Dwarka

Our Billionaire Professor's **Case Studies as Examples**

Examples are Giving their
Own Examples..



Ramesh Agarwal Chairman

Agarwal Packers & Movers

Case Study in IIM Ahmedabad Curriculum:
Invention of Trucking Cube Pay Per Use Formula



Ritesh Agarwal

Founder & CEO - OYO

Case Study in Harvard Business School:
Creating Effective Spaces – Networks Effect



Acharya Balkrishna

Chairman - Patanjali

Case Study in IIM Bangalore – Rise of Patanjali Strategies
Patanjali used in Expanding its reach in India –
How to Plan SKUs



RS Sodhi

MD - AMUL

Case Study in IIM Ahmedabad & Bangalore Amul's
Peripheral Expansion Formulae



Dr. A Velumani

Chairman & MD - Thyrocare

Case Study in Harvard Business School:
COGS behind the COGS, Hub and Spoke Model



Hari Om Rai

Chairman LAVA Mobiles

Case Study in IIM Rohtak Competitive
Environment Handling



Manu Jain

Tech Entrepreneur

Case Study in Harvard Business Publishing Xiaomi:
Selling Across the Border (India)



Dr. Arvind Lal

Chairman & MD - Dr Lal Path Labs

Case Study in IIM Ahmedabad



Rajesh Mehta

Chairman – Rajesh Exports

Case Study in Harvard Business Publishing
International Jewellery Vertical & Horizontal Integration



About **Dr. Vivek Bindra**

An International Motivational Speaker,
Leadership Consultant & Startup Guru

- Trusted Advisor To 1500 Corporates
- CEO Coach To Over Top 100 CEOs
- Only Business Mentor In The World
To Receive 9 GWR



GLA
UNIVERSITY
MATHURA
Established vide U.P. Act. 21 of 2010.

A Trusted Name In Research Driven Education

12B Status Granted By University Grant Commission

NAAC GRADE A+ Accredited University

A Strong Network of 36000+ Alumni settled across the world

LAUNCHING



Billionaire's Blueprint

Padhai Humari, Degree Sarkari

@ ₹ **49,000/-**
+GST