



Management Associates

E – 10 Sector 72 NOIDA – 201301 India

www.manasso.com

Six Weeks Online Internship Program - 2023

On

'Innovations in Business Processes'

(June 03 – July 15, 2023)

1. Introduction:

'Management Associates' is incorporated as a company under the Company's Act 2013, MCA, GoI. It is promoted by a pool of learned and experienced professionals from all over the country. Prime motive of 'Management Associates' is to motivate and facilitate knowledge seeking students, budding entrepreneurs, talented intrapreneurs, innovators and professionals paving overall organic development.

Among many other activities in the domain of 'Innovations, Entrepreneurship, Intrapreneurship, Business Processes, Venture Development and Scaling up, Management Associates conducts internships for the students to motivate them towards their successful professional journey, proving success stories, contributing exceptional spawning and ultimately converging benefits to the society.

2. Objectives of Internship:

- To boost creativity and innovation and foster intrapreneurial oriented culture among youth and youngsters.
- To gain knowledge regarding technical and businesses aspects like product development, marketing, human resource, supply chain, production, finance, investment etc. in any start-up.
- To make participants well acquaint regarding the Indian Entrepreneurial Ecosystem and explaining them the keys for business success.
- To prepare participants towards industrial driven scope and options pertaining to both intrapreneurism and entrepreneurship for early-stage success in the Corporate World.

3. Eligibility:

- Students, Scholars, Aspirant Intrapreneurs & Entrepreneurs, Start-up Promoters and others who want to excel in the global business world.

4. Fee:

- INR 1199/- (to be paid online through QR Code). Online receipt is to be attached in the google application form.

5. Internship Scheme

Internship will have components as mentioned below: -

Parameters	Duration (in weeks)	Details	Dates
Online pragmatic sessions	6	Total 30 sessions	June 03 to July 15, 2023
Certificate Distribution		July 15, 2023	

6. Major Contents of the online sessions

Session No	Date & Timing	Contents
Section 1	03.06.23 4.10 to 5.00 PM	Invention, Creativity, Innovation in Businesses
Section 2	03.06.23 5.10 to 6.00 PM	Cognitive, Creative, Innovating, Intrapreneurial & Entrepreneurial Thinking
Section 3	04.06.23 4.10 to 5.00 PM	Types of business organizations
Section 4	04.06.23 5.10 to 6.00 PM	Strategic Intent (VMO) of a business organization
Section 5	10.06.23 4.10 to 5.00 PM	SWOC Analysis
Section 6	10.06.23 5.10 to 6.00 PM	Business Environment Analysis
Section 7	11.06.23 4.10 to 5.00 PM	Concept of Entrepreneurship
Section 8	11.06.23 5.10 to 6.00 PM	Concept of Intrapreneurship
Section 9	17.06.23 4.10 to 5.00 PM	Corporate, Business & Functional Objectives & Strategies
Section 10	17.06.23 5.10 to 6.00 PM	A Viable Product Development Process
Section 11	18.06.23 4.10 to 5.00 PM	Product Market Fit
Section 12	18.06.23 5.10 to 6.00 PM	Intellectual Property Rights
Section 13	24.06.23 4.10 to 5.00 PM	Pre-Sales Marketing I
Section 14	24.06.23 5.10 to 6.00 PM	Pre-Sales Marketing II
Section 15	25.06.23 4.10 to 5.00 PM	Marketing Management
Section 16	25.06.23 5.10 to 6.00 PM	Human Resources in Business
Section 17	01.07.23 4.10 to 5.00 PM	Business Finance I
Section 18	01.07.23 5.10 to 6.00 PM	Business Finance II
Section 19	02.07.23 4.10 to 5.00 PM	Business Model
Section 20	02.07.23 5.10 to 6.00 PM	Business Intelligence
Section 21	10.07.23 4.10 to 5.00 PM	Presentation of a Venture I
Section 22	10.07.23 5.10 to 6.00 PM	Presentation of a Venture II
Section 23	11.07.23 4.10 to 5.00 PM	Funding for Business Venture I
Section 24	11.07.23 5.10 to 6.00 PM	Funding for Business Venture II
Certificate Distribution	15.07.23 4.10 PM	Certificates to be distributed

7. Issuance of Certificates

A certificate will be issued to all the participants on July 15, 2023 (through online valediction event) after successful completion of the internship.

8. Bank's details for fee payment

Sr. No.	Particulars	Details
1	Name of the beneficiary	Management Associates
2	Bank Name and Address	Indian Bank, Sector 51 Noida 201301
3	Account Number	50110521540
4	Account Type	Current
5	IFSC Code	IDIB000N614
6	Fee to be paid	Rs. 1199/- per participant

(Scan the aside QR Code for Fee Payment)



9. Registration for the participants

Registration Link: https://bit.ly/internship_IBP

Last date to apply: **31st May 2023**

Any queries could be Emailed at info.manasso@gmail.com

or WhatsApp: +91 95 60 497 097