

# PGP BHARAT Curriculum



TERM 1  
**In-Class Sessions**

TERM 2  
**Immersions**



TERM 3  
**In-Class Sessions**



TERM 1

# In Class Sessions



## Build the Foundation

*Develop analytical frameworks, business vocabulary and conceptual thinking through structured In Class sessions and Case Discussions.*

### TERM 1 – IN CLASS SESSIONS

Subject	Macro Question	Hours	Credits
Operations	How do companies structure processes to deliver speed, cost, quality trade-offs?"	20	2
Strategy	Strategy: How can organizations design strategies and drive transformation using structured thinking and data?	20	2
Marketing	Marketing: How can a business systematically acquire, convert, and retain the right customers?	20	2
Finance	Finance: How can professionals use financial language to assess and communicate performance?	10	1
Generative AI	Generative AI: How can individuals use AI tools to improve productivity and decision-making?	20	2
Preparation	Prep for Immersions & ODC: How can individuals structure problems and present clear, actionable business solutions?	10	1



Also gain **hands-on experience** by building and managing a **dropshipping business**.

TERM 2

# Immersion

Take it to the Real World

Travel across various hubs, with each company visit anchored to a **business function** carried forward from Term 1.



Apply your learning by solving real **business problems** through **hands-on consultancy challenges**.

# What your Immersion Week will look like



Immersion weeks blend learning, projects, networking and reflection.

MORNING

EVENING

DAY 1

Workshop



DAY 2

Major Business Immersion



DAY 3

One Day Challenge



DAY 4

Minor Business Immersion



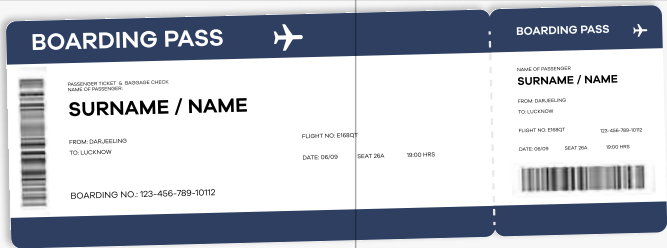
DAY 5

Cultural Immersion



DAY 6 & DAY 7

Travel & Rest



# A Day in the Immersion



Additionally, the Major Immersions will feature **One-Day Consultancy Challenges**.



**MORNING**

## Business Site Visit

Real-world Exposure



**AFTERNOON**

## On Ground Q&A

Interactive Learning



**MIDDAY**

## CXO Session

Leadership Insights



**EVENING**

## Reflection Session

Deep Thinking



TERM 3

# In Class Sessions

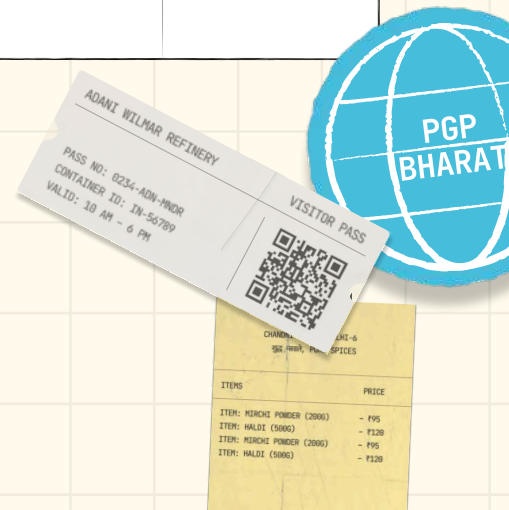


## Apply & Build

Term 3 revisits each **business function** at a higher level of complexity, asking how these domains scale, fail, and create or destroy value in real markets.

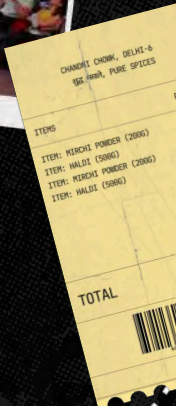
### TERM 3 – IN CLASS SESSIONS

Subject	Macro Question	Hours	Credits
Operations	Operations: How do operating models outperform, and under what contextual conditions?	20	2
Strategy	Strategy: How do strategic archetypes emerge, and how should firms choose among them?	20	2
Marketing	Marketing: How do growth strategies generalize across contexts, and where do they fail?	20	2
Finance	Finance: How do financial patterns signal scalable, resilient, high-value business models?	10	1
Generative AI	Generative AI: How does AI adoption create advantage versus parity or wasted investment?	20	2



Also get the opportunity to present their **startup idea** for **pre-seed funding**

# Out Class Journey



## MONTH 1&2

### Dropshipping Challenge

Students target ₹1Cr+ revenue via eCommerce on Amazon, Blinkit & own sites.

## MONTH 5&6

### VIP Pre Seed Challenge

Validate and present your startup idea to fight for a pre-seed funding.

## MONTH 3&4

### Creator Challenge

Build your personal brand while traveling and documenting your learning journey across India.

### One Day Challenge

Students take on a real business problem every week with 8 ODCs across the programme.



# Out Class (Month 1-6)



Go beyond classrooms with hands-on challenges like the **Dropshipping Business, Creator Challenge and VIP Pre-Seed.**

## Term 1

Out Class	Workshop
Dropshipping	Dropshipping Launch - Sourcing, Selection of products, Inventory management
Dropshipping	Building your store - Shopify + Amazon + Flipkart (Handson)
Dropshipping	Mastering Ads for selected products
Dropshipping	Overseas dropshipping business - Expand your business globally
Dropshipping	Overseas dropshipping business - Expand your business globally

## Term 2

Out Class	Workshop
Creator Challenge	<ul style="list-style-type: none"> <li>• Define your content niche with clarity</li> <li>• Understand what drives audience attention and engagement</li> <li>• Learn how to position yourself in a crowded space</li> <li>• Identify your unique angle - what only you can say</li> </ul>



<p>Creator Challenge</p>	<ul style="list-style-type: none"> <li>• Build a platform-specific content strategy (Instagram, YouTube, LinkedIn)</li> <li>• Understand the difference between trend-led and evergreen content</li> <li>• Create a content calendar that is sustainable, not just ambitious</li> <li>• Learn how storytelling structures make content more shareable</li> </ul>
<p>Creator Challenge</p>	<ul style="list-style-type: none"> <li>• Write a tight script: hook, body, and CTA structure</li> <li>• Shoot professional-quality video on a smartphone</li> <li>• Understand lighting, framing, and audio basics</li> <li>• Edit using tools: CapCut, InShot, Adobe Premiere Rush</li> <li>• Add captions, transitions, and pacing with intent</li> </ul>
<p>Creator Challenge</p>	<ul style="list-style-type: none"> <li>• How platform algorithms decide what gets shown and to whom</li> <li>• Best posting times, frequency, and engagement triggers</li> <li>• Hashtag strategy, SEO for YouTube, and blog discoverability</li> <li>• Collaboration and shoutout mechanics</li> <li>• Guest sessions: real creators share what worked and failed</li> </ul>
<p>Creator Challenge</p>	<ul style="list-style-type: none"> <li>• One piece of content, multiple formats</li> <li>• How to adapt a long-form video into Shorts, Reels, and a LinkedIn post</li> <li>• Platform tone and format differences: TikTok vs LinkedIn vs Twitter</li> <li>• Build a repurposing system so you never start from scratch</li> </ul>
<p>Creator Challenge</p>	<ul style="list-style-type: none"> <li>• AI for ideation: ChatGPT, Jasper — prompts that actually work</li> <li>• Scheduling tools: Buffer, Later - set it and track it</li> <li>• Analytics: what metrics actually matter vs vanity metrics</li> <li>• Design and organisation: Canva, Notion for creators</li> <li>• Build a lightweight creator tech stack</li> </ul>
<p>Creator Challenge</p>	<ul style="list-style-type: none"> <li>• Revenue streams: brand deals, affiliate, merch, digital products, courses, subscriptions</li> <li>• How to build and pitch a media kit</li> <li>• Pricing your collaborations, what to charge and when</li> <li>• Negotiation basics: how to get paid what you're worth</li> </ul>

### Creator Challenge

- How to handle online backlash, trolling, and viral negativity
- What ethical sponsorships look like - what to accept and what to decline
- Transparency norms: disclosure, authenticity, and trust
- Protecting your reputation as your audience grows

## Term 3

### Out Class

### Workshop

VIP Pre seed challenge

How to break myths about entrepreneurship?

VIP Pre seed challenge

How to accept/reject Ideas to work upon?

VIP Pre seed challenge

How to select your co-founders?

VIP Pre seed challenge

How to conduct a MOM test?

VIP Pre seed challenge

How to talk to customers?

VIP Pre seed challenge

Idea & Deck Validation Mixer with Founder, VCs and Alumni

VIP Pre seed challenge

Preliminary Demo Day with Founders

VIP Pre seed challenge

Pre-Seed Demo Day

