

# PROFILE

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## ARTHUR GENIUS

“Shaping Future Leaders with Smart, Practical, and Global Business Education”.

[www.arthurgenius.com](http://www.arthurgenius.com)

# ABOUT US

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Arthur Genius – School of Business is a next-generation business institution founded with the vision to empower aspiring entrepreneurs, leaders, and professionals with real-world business knowledge, startup insights, and hands-on learning.

We believe in education that builds businesses — not just resumes. With a practical, no-fluff approach, Arthur Genius is built for doers, thinkers, and creators.



**BRINGING IDEAS TO LIFE  
AND FOSTERING  
INNOVATION THROUGH  
TECHNOLOGY.**

# OUR VISION

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To build a new generation of business leaders, entrepreneurs, and innovators by delivering practical, affordable, and future-ready business education that transforms ambition into real-world impact.

## OUR MISSION

- To bridge the gap between academic knowledge and market realities through hands-on, industry-led programs.
- To nurture entrepreneurial thinking in every student by emphasizing innovation, leadership, and execution.
- To empower aspiring professionals with relevant tools, mentorship, and exposure to confidently lead startups, corporates, and their own ventures.
- To democratize business education by making it accessible, engaging, and results-driven for all backgrounds.

# CAMPUS & LOCATION

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Located near Kolkata's Sector 5 — the tech and business hub — Arthur Genius offers easy access to corporate networks, startup events, and internship opportunities. Our modern classrooms, collaborative spaces, and industry-partnered seminars give you the edge you need.



# COURSES OFFERED

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**01**

## **PGP in Business Management**

Duration: 12 Months

Fees: ₹1,30,000

Mode: Hybrid (Online + Offline)

Language: English & Hindi

Includes: Case Studies, Live Projects, Mentorship, Startup Visits

**02**

## **PGP in Supply Chain Management**

Duration: 12 Months

Fees: ₹1,30,000

Mode: Hybrid (Online + Offline)

Language: English & Hindi

Includes: Case Studies, Live Projects, Mentorship, Startup Visits

**03**

## **PGP in General Management**

Duration: 12 Months

Fees: ₹1,30,000

Mode: Hybrid (Online + Offline)

Language: English & Hindi

Includes: Case Studies, Live Projects, Mentorship, Startup Visits

**04**

## **Startup School Program**

Duration: 3 Months

Fees: ₹48,000

Special Focus: Zero Budget Marketing, Business Model Building, MVP Creation



# WHY CHOOSE US

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**Real Startup Founders as Faculty:** Learn directly from those who've built real businesses. Our faculty includes startup founders who bring their practical experiences, failures, and strategies straight into the classroom to learn what actually works in the real world.

**Less theory-More approach here:** Students participate in real-time simulations, case studies, and field visits to understand decision-making, market dynamics, and on-ground business operations.

**Internship Opportunities in Real Brands:** We connect students with fast-growing startups and established companies for internships that matter. These are not just certifications—they're your entry into the business world with roles in marketing, ops, sales, and more.

**No-Nonsense Curriculum, Only What Matters:** Say goodbye to outdated subjects. Our programs focus only on what's relevant—market trends, digital tools, startup strategies, operations, and real business execution.

**Guest Lectures from Founders, Fund Managers & CXOs:** Get exposed to high-level thinking and inspiring journeys. We host weekly guest sessions featuring startup founders, investors, and senior executives who share their insights, strategies, and life lessons.

**Our Mentors & Advisors:** We bring in working professionals, regional managers, marketing heads, and logistics experts to guide students every week. So students can learn directly from the frontlines of the industry.

# PLACEMENT & INTERNSHIP SUPPORT

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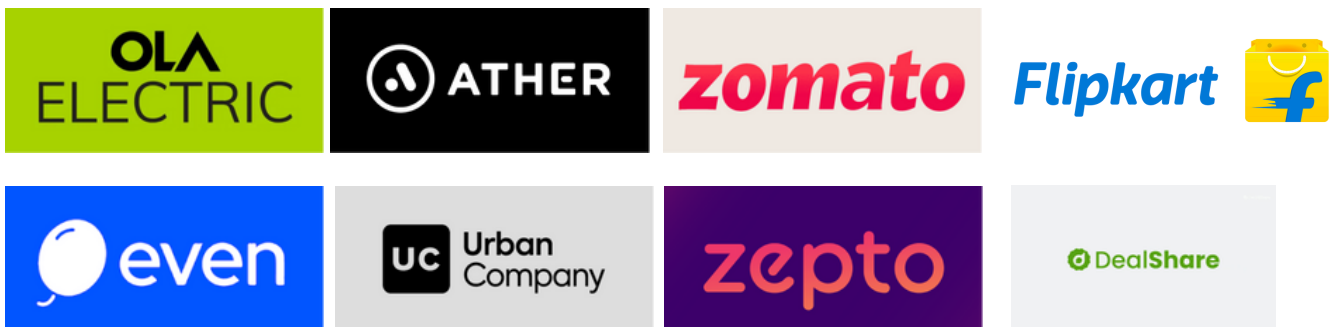
We are not just connected with:

- Startups hiring for roles in business development, marketing, and operations
- Logistics and supply chain companies seeking smart talent
- Recruiters in tech, content, and finance sectors

We go beyond placements.

- We guide them in turning raw ideas into structured MVPs.
- And for the best business ideas, we provide seed funding and mentorship to kickstart their entrepreneurial journey.

Our Students May Get Placed In:



# STUDENT VOICES

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Arthur Genius gave me clarity and direction. Within 3 months, I understood how to pitch, validate, and even start building my business. The guest mentors were eye-openers!

— **Ritu Agarwal, Startup School Program, Batch 2024**

The way they teach is nothing like traditional B-schools. It's raw, real, and focused on how business is actually done. I interned with a logistics startup during my course itself.

— **Suraj Sharma, PGP in Supply Chain & Logistics, Batch 2024**

What I loved most is the exposure. I got to meet real founders, attend field visits, and now I'm working full-time in an ops team at Zepto. The Arthur Genius team helped me every step.

— **Sneha Roy, PGP in Business Management, Batch 2024**

I had experience working with several small startups as a Senior Executive, but I lacked structured training. Arthur Genius gave me the confidence, tools, and mentorship I needed. Today, I'm proudly working as a Fleet Manager at Flipkart Minutes. The transformation was real.

— **Dipankar Bikram, PGP in Supply Chain & Logistics, Batch 2024**



# NEXT STEP

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**Admissions Open!**

**Limited Seats – First-Come-First-Serve Basis**

**Block your seat for just ₹5999**

# ARTHUR GENIUS

School of Business



🌐 [www.arthurgenius.com](http://www.arthurgenius.com)

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