

# 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.**

# PGP IN BUSINESS MANAGEMENT – CURRICULUM OVERVIEW

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Duration: 1 Year

Frequency: 2 Classes per Week

Total Weeks: 52

Total Sessions: Approx. 100+ including workshops, guest lectures & assessments

## Term 1 – Business Foundations (Weeks 1–13)

1. Principles of Management
2. Managerial Economics
3. Financial Accounting & Analysis
4. Marketing Fundamentals
5. Business Communication
6. Business Law & Ethics
7. Spreadsheet & Data Tools for Managers (Excel + Google Sheets)

## Term 2 – Core Business Functions (Weeks 14–26)

1. Operations & Supply Chain Management
2. Human Resource Management
3. Financial Management
4. Sales & Negotiation Skills
5. Market Research & Consumer Behavior
6. Entrepreneurship & Business Models
7. Case Studies & Role Plays (Practical Sessions)

## Term 3 – Strategy & Digital Edge (Weeks 27–39)

1. Business Strategy
2. Digital Marketing & E-commerce
3. Project Management
4. Technology for Business (CRM, ERP, SaaS tools)
5. Data Analytics for Managers
6. Retail & Distribution Strategy
7. Capstone Project – Part 1 (Topic Selection & Planning)

# PGP IN BUSINESS MANAGEMENT – CURRICULUM OVERVIEW

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## Term 4 – Leadership & Capstone (Weeks 40–52)


- Leadership & Organizational Behavior
- Fundraising, Budgeting & Scaling a Business
- Global Business & Cross-Cultural Management
- Capstone Project – Part 2 (Execution & Presentation)
- Mock Interviews & Resume Building
- Guest Lectures from Industry Experts
- Job/Internship Support & Placement Readiness

## Additional Features:

- Monthly Workshops: Branding, Pitching, Growth Hacking
- Industry Projects: 2 Live Projects with Partner Brands
- Networking Events & Alumni Connect

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

 [nextarthur@aol.com](mailto:nextarthur@aol.com) or +91 8910094842

 1/27, Bosepukur Rd, Near Acropolis Mall, Dharmatala  
Road, Kasba, Kolkata , West Bengal 700042