OPEN LEARNING IN PETROLEUM ENGINEERING

COURSE DELIVERY
Students are provided with specially written resource material/guides and pre-prepared computer-based software for problem solving and self-study. Contact with the course facilitator is by electronic means (E-mail, Internet, Fax or Phone).

ASSESSMENT
Assessment will be split approximately 50:50 between assignments and exams. Exams will be arranged during each session in the students' workplace or other mutually acceptable venue to assess the students' understanding of basic principles. Assignments will be set with a focus on the application of theory to practical situations. Periodic one-on-one guidance/interaction will be provided to ensure the students achieve the high professional standard expected in the program. The study guides and accompanying computer-based software are designed to be self-contained to ensure that distance study is possible. However, students will be encouraged, wherever possible, to go beyond the study guide material and make use of university and employer libraries and other publicly available information (e.g., Textbooks, Discussion Papers, Published Papers, etc.).

ADMISSION REQUIREMENTS
All applicants for the external programs will be required to meet the faculty's English language and educational requirements. Students, who have undertaken prior study elsewhere, without completing their qualifications, may also for advanced standing.

APPLICATION
Applications should submit CV's detailing educational background, employment history including name of the current employer and position held, together with any other relevant information to A/Prof. Sheikh Rahman. Applications may be made at any time. There is no need to attend the campus either to apply or to enroll in any of the above programs.

DURATION AND STRUCTURE

- Course: PG Diploma in Petroleum Exploration (PGDPE)
- Duration: 2 Semester, 1 Year
COURSE WORK PROGRAM

Candidates may select appropriate from the following list for their chosen program. However, the final composition of candidate’s proposed program will be subject to Head of School or nominee’s approval.

- PTRL6001 Reservoir Engineering I
- PTRL6003 Well Pressure Testing
- PTRL6004 Numerical Reservoir Simulation
- PTRL6007 Reservoir Engineering II
- PTRL6008 Petroleum Production Economics
- PTRL6009 Well Drilling Equipment & Operations
- PTRL6010 Oil Exploration & Production- A Non-Technical Course
- PTRL6012 Drilling Mud-Formulation, Selection & Maintenance
- PTRL6016 Well Completions & Stimulation
- PTRL6021 Reservoir Characterization
- PTRL6025 Well Control & Blowout Prevention
- PTRL6027 Casing Design & Cementing
- PTRL6028 Practical Aspects of Well Planning
- PTRL6029 Directional, Horizontal & Multilateral Drilling
- PTRL6107 Formation Evaluation
- GEOL9151 Petroleum Geology
- GEOL9152 Petroleum Geophysics
- CVEN8707 Contracts Managements
- CVEN8710 Management of Risk
- CVEN8888 Environmental Management
COURSE FEES (YEAR 2016)

Students will be charged Rs. 1,40,000. This covers provision of the course study package, academic assistance with assignments and tutorial problems (by, E-mail and Phone), administration and exam requirements.
Students must additionally pay for their own postage, transport, accommodation and meals during any ‘contact’ periods, textbooks, personal photocopy charges and the like. It is expected that for most students the course costs will qualify as a tax-deductible expense. This should also apply to employers of students, should they wish to offer financial assistance to selected employees upon graduation.
Course charges may be increased from time to time to reflect any unforeseeable increase in costs incurred by UNSW.
All course charges are generally non-refundable.
Syllabus for
Innovative Skill Development Programme

Minimum Eligibility: Engineers/ Master Degree/Graduates

Objective: Skill Development

To
Make Youth Employable & Entrepreneurs in Large Number of Bankable Ventures including the Following Life, Land & Livelihood (3L) Projects

1. Oil & Gas Exploration (Shale Gas & Distribution of CNG & PNG)
2. Water Resources & River Development
   (Land Reclamation, Flood & Erosion Control, Infrastructure Development)
3. Project management & Entrepreneurship

Concept by
POGL Group of Institutions

Assam Government Assisted Project
Syllabus

for

Six months Certificate (Semester I) &

One-Year Advanced Diploma in Petroleum Exploration (DPE)
(Semester I & II)

Prepared by

POGL Institute, Guwahati.

Approved by Directorate of Technical Education, Assam
Semester (I)

Programme of studies
Course: Diploma in Petroleum Exploration (DPE)
Duration – 6 Months

<table>
<thead>
<tr>
<th>Units</th>
<th>Paper Name</th>
<th>Class Lecture Hours</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>(I) 1.0-1.</td>
<td>General introduction of Petroleum and Natural gas – 1</td>
<td>30 hours</td>
<td>75</td>
</tr>
<tr>
<td>(II) 2.0-2.4</td>
<td>Geology and Geophysics – 1</td>
<td>30 hours</td>
<td>75</td>
</tr>
<tr>
<td>(III A) 3.0-3.4</td>
<td>Reservoir Study-</td>
<td>30 hours</td>
<td>75</td>
</tr>
<tr>
<td>(III B) 3.6-3.7</td>
<td>Drilling, Production Operation – 1</td>
<td>30 hours</td>
<td>75</td>
</tr>
<tr>
<td>(IV) 4.0-4.1</td>
<td>Exploration and Development of oil And gas fields</td>
<td>30 hours</td>
<td>75</td>
</tr>
<tr>
<td>(V) 5.0-5.5</td>
<td>Chemistry of Petroleum</td>
<td>30 hours</td>
<td>75</td>
</tr>
<tr>
<td>(VI) 6.0-6.2</td>
<td>Seminar and Field training-1,</td>
<td>150 hours</td>
<td>25+25</td>
</tr>
</tbody>
</table>

Total 330 Hours   Semester Total 500
(UNIT – I)

**General Introduction of Petroleum & Natural gas – 1**
- Introduction of petroleum Industries-its growth and development.
- A brief introduction to petroleum-its source
- Natural gas-its availability and importance in this generation.

(UNIT -II)

**Fundamental of Petroleum Geology & Geophysics (G&G) – 1**
- Geology of petroleum
- Well log techniques and Interpretation:
- Exploration of petroleum— different methods
- Measurement while drilling (MWD), logging while drilling, seismic while drilling, VSP, will include in the course.

*Paper II (Unit IIIA & Unit IIIB)*

(UNIT – III) (A)

**Reservoir Study**
- Classification of petroleum reservoirs.
- Reservoir water— composition, solubility of gas, compressibility, formation
  - volume factor, specific gravity.
- Viscosity— viscosity of reservoir fluids (oil, gas & water), effect of temperature & pressure.
- Gas reservoir; the perfect gas law, non ideal or real gases, specific gravity of gases,reservoir gas volume factor, densities and gradients, gas solubility.
- Reservoir fluid characteristics; Solubility & expansion— hydrocarbon formation volume factor, solubility, two-phase formation volume factor, specific gravity.
- Advances in Reservoir Management with Case studies from Indian onshore /offshore fields
(UNIT – III) (B)
Drilling, Production Operation – 1

- Recovery of petroleum: Enhanced oil recovery, hydrostatic pressure of liquid columns, types of fluid flow. Improved Oil Recovery, various IOR techniques and their selection criteria.
- Production system: Solution for Deepwater Development- Field development options and selection criteria, floating production system

(UNIT – IV)
Exploration & Development of Oil & Gas Fields

- Methods of petroleum exploration— geological, geophysical, seismic survey (2-Dimensional & 3-Dimensional) geochemical and remote sensing, drilling of exploratory well.

(UNIT – V)
Chemistry in Petroleum

- Theory of solvent extraction
- Petrochemicals
- Halogenations of hydrocarbon
- Polymerization: The type and structure of the macromolecular products, physical and
- Role of Chemicals used in exploiting hydrocarbon refinery

(UNIT – VI)
Seminar and Fields training -1

- Petroleum Fundamentals
- Engine and Compressors
- Health and Safety measures for field personnel.
- Preliminary hands-on training at drilling and production operations for direct one-to-one equipment handling.
## Semester (II)

Programme of studies  
Course: Diploma in Petroleum Exploration (DPE)

<table>
<thead>
<tr>
<th>Duration – 6 Months</th>
<th>Total Marks – 500</th>
</tr>
</thead>
</table>

### Units   | Paper Name                                                                 | Class Lecture Hours | Marks |
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>(I) 1.1-1.4</td>
<td>General introduction Of Petroleum and Natural gas – 2</td>
<td>30 hours</td>
<td>75</td>
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<tr>
<td>(II) 2.1-2.4</td>
<td>Geology and Geophysics – 2</td>
<td>30 hours</td>
<td>75</td>
</tr>
<tr>
<td>(III A) 3.1-3.5</td>
<td>Drilling, Production Operation – 2</td>
<td>30 hours</td>
<td>75</td>
</tr>
<tr>
<td>(III B) 3.6-3.9</td>
<td>Drilling, Production Operation – 3</td>
<td>30 hours</td>
<td>75</td>
</tr>
<tr>
<td>(IV) 4.1-4.5</td>
<td>Transport phenomena/Petroleum Industry Vs Environment Management in Petroleum and gas Industries.</td>
<td>30 hours</td>
<td>75</td>
</tr>
<tr>
<td>5.1</td>
<td>Financing and budgeting in oil industries.</td>
<td>30 hours</td>
<td>25</td>
</tr>
<tr>
<td>(VI) 6.0-6.1</td>
<td>Laboratory, project work and field training-2</td>
<td>150 hours</td>
<td>100</td>
</tr>
</tbody>
</table>

Total 330 Hours  Semester Total marks 500
Paper V (Unit I & Unit II)

(Unit – I)
General Introduction of Petroleum & Natural gas – 2
- Drilling of oil & gas wells
- Separation of gas fractions and manufactures of LNG, CNG, LPG and PNG.
- Petroleum production—different production installations and equipments

(Unit -II)
Geology & Geophysics (G&G) – 2
- Exploration of petroleum— different methods
- Crude oil and product evaluation methods
- Coal Bed Methane (CBM) Exploration

(Unit – III A)
Drilling, Production Operation –2
- Improved oil recovery by gas Injection and thermal methods.
- Well head equipment & flow control devices; Casing hangers, heads, tubing hangers, Christmas tree, chokes/beans, well head heaters, etc.
- Subsurface production equipment
- Artificial lift system
- Pipeline maintenance

(Unit – III B)
Drilling, Production Operation – 3
- Management of oil field installations
- Quality, safety, health and environment
- Types of Drilling
- Work over and well servicing operation

(Unit - IV)
Exploration & Development of Oil & Gas Field
- Development of oil and gas fields.
- Principles of development

Transport phenomena
Petroleum Industry Vs Environment Management in Petroleum and gas Industries.

- Environmental issues considered during exploration, production, transportation, refining and marketing of petroleum.
- Air, Water and Soil Pollution. Sources methods and principles of treatment processes.

(UNIT – V)

Financing and budgeting in oil industries.

- Basic economic analysis, engineering concepts of costing and budgeting, net present value concept, amortization, discount rate, depreciation, Engineering Cost-benefit analysis, Economic ratios, Project feasibility approaches, SWOT analysis, Spreadsheets, scheduling, manpower loading, PERT/CPM analysis, critical path analysis, Production functions, supply-demand concept, risk analysis concepts.

(UNIT- VI)

Laboratory, project work and field training-2

- Basic Petroleum and Natural Gas Measurements.
- Application of Electronics and Electrical Engineering in Oil & Gas Industry.
- Programmable logic controller (PLC), basics of ladder logic operation and how to use the various circuit designs in actual applications.
- The class is comprised of 30 percent laboratory activities in field and workshop environment.

*****
Syllabus for 1 Year Diploma Course in Project Management
Programme of Studies

Duration - 1 year  
Total marks - 600

<table>
<thead>
<tr>
<th>Papers (Semester System)</th>
<th>Final Exam.</th>
<th>Internal Exam.</th>
<th>Total Marks.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Six Sigma Green Belt &amp; Black Belt.</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>Supply Chain, Quality &amp; Safety Management</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>Time &amp; Team Management</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>Basic ERP &amp; Microsoft Project</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project Management, Analysis &amp; Design</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>Job Project Training (1)</td>
<td></td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Total Marks all subject</td>
<td>375</td>
<td>225</td>
<td>600</td>
</tr>
</tbody>
</table>

Detailed Syllabus:

Paper 1: Six Sigma Green Belt & Black Belt:

What is Six Sigma: Six Sigma is a business management strategy, originally developed by Motorola that today enjoys widespread application in many sectors of industry. Six Sigma seeks to identify and remove the causes of defects and errors in manufacturing and business processes. It uses a set of quality management methods, including statistical methods, and creates a special infrastructure of people within the organization ("Green Belts, Black Belts" etc.) who are experts in these methods. Each Six Sigma project carried out within an organization follows a defined sequence of steps and has quantified financial targets (cost reduction or profit increase).

Contents: 1) Project charter, 2) Voice of the customer (VOC), 3) Quality function deployment (QFD), 4) Pareto charts, 5) Critical to quality, 6) Cause and effect diagrams, 7) Scatter diagrams, 8) Failure mode and effects analysis (FMEA), 9) Sampling, Design of experiments (DOE), 10) Analysis of variance (ANOVA), 11) Hypothesis testing, 12) Control charts
Black Belt Course


Paper 2: Supply Chain, Quality & Safety Management:

Supply chain management is a cross-functional approach to manage the movement of raw materials into an organization, certain aspects of the internal processing of materials into finished goods, and then the movement of finished goods out of the organization toward the end-consumer. As organizations strive to focus on core competencies and becoming more flexible, they have reduced their ownership of raw materials sources and distribution channels.

Contents:

- Logistics & Supply Chain Management models:
  - Business logistics, logistics applications, logistics costs, key factors and issues in logistics.
  - Demand forecasting
  - 3. Customer Service:
    - Product life cycle and logistics, service capability, gap analysis.

- Inventory management:
  - Functions of inventory, inventory costs, inventory models, inventory control systems.

- Supply planning & MRP, DRP & JIT concepts
- Transportation:
  - Transportation model, load-distance models, solving quantitative problems relating to transportation, transportation infrastructure providers, inter-model transportation, transportation economic concepts.

- Warehousing:
  - Warehousing functionality, economic benefits, warehousing costs, warehouse functionality, warehousing alternatives, warehouse design principle, warehousing strategies.
- Procurement & purchasing:
  - Types of packaging systems and functions, containment and protection, selection of logistical packaging systems, utilization and channel integration.
- Integrated Logistics Management:
  - Network design, network elements, performance cycles, integrated logistics, managing operational uncertainties, barriers to internal integration.
Technology in Supply Chain Management:
  o Bottlenecks and remedies.

Training Packages offered:
  • Bronze Package:
    o E-learning content + study material + trainer support through e-mails + IACT Certification.
  • Silver Package
    o E-learning content + study material + trainer support through e-mails + 60 minutes telephonic session with the expert trainer + frequently asked Interview questions booklet + sample papers for the final online examination + IACT Certification.
  • Gold package (Study centre training):
    Silver package + 15 hours classroom session + IACT Certification

Quality Management:

Learn how to apply the fundamentals of total quality. Understand what quality is and learn about the history of the quality movement by studying concepts of Deming, Juran, Crosby and others. Discover the role of customers in quality and determine the major elements of a quality system.

  1) Cost of quality, 2) Quality Circles, 3) Process Engineering, 3) ISO, 4) Six Sigma, 5) Benchmarking, 6) Vendor Management,

Safety Management:

General Safety Training: An education and training program for safety is one of the most necessary and basic elements of an employee safety program. Education and training are essential to communicate practical understanding to employees. This training program addresses specific safety responsibilities and provides risk prevention and loss control information for employees. Safety education and training is most effective when it is immediately incorporated into standard operating procedures, workplace practices, and individual job performance requirements.

Module -1 Fire Protection
  • Segmentation of General Safety Training
  • Exit Marking and Emergency Action Plan

Module -2 Flammable and Combustible Liquids
  • Flammable and Combustible Liquids
• Bonding, Grounding and Ventilation

Module -3 Electrical safety

• Electrical Burns and Falls
• Electrical Hazards

Module -4 Hazard Communication

• Labelling of Chemicals
• Material Safety Data Sheets

Module -5 Machine Guarding

• Methods of Machine Safeguarding
• Machine Guarding Requirements

Module -6 Personal Protective Equipment

• Engineering and Work Practice Controls
• PPE Program and Training

Module -7 Safety and Health Programs

• Responsibility and Worksite Analysis

Safety and Health Inspections

Safety Training Program:

• **General Safety Training**: An education and training program for safety is one of the most necessary and basic elements of an employee safety program. Education and training are essential to communicate practical understanding to employees. This training program addresses specific safety responsibilities and provides risk prevention and loss control information for employees. Safety education and training is most effective when it is immediately incorporated into standard operating procedures, workplace practices, and individual job performance requirements.
ISO 9001:

An ISO 9001 certificate proves that your Quality Management System has been certified against a best practice standard and found compliant. Issued by a third party certification body/registrar, the certificate lets customers know they can trust that you have implemented the necessary internal processes to meet obligations. The internationally recognized ISO 9001 standard is generic. It is not a product standard, but applicable to any manufacturing or service industry. Created by the International Organization for Standardization (ISO), its objective is to set international requirements for Quality Management Systems.

- Introduction to ISO 9001
- Establishing a Quality Management System
- Management Responsibility
- Resource management Requirements
- Product Realization Requirements

Paper 3: Time & Team Management:

Time Management: As a manager or an executive, time is the most valuable asset. To improve time management skills you will need to learn to prioritize tasks and activities, eliminate unnecessary activities, and manage your personal and professional time efficiently.

- Time delegation techniques
- Determining what to do first
- Time Management Worksheets
- Analysis of participant's own time usage
- Limit Interruptions
- Get more work accomplished each day
- Eliminate piles of clutter from your table

Managing a Team:

Teams often work with a "ready-fire-aim" mentality, focusing on results and ignoring process. People share skills and experience without understanding the values and attitudes driving individual behaviour and team norms. With this dynamic, "teams" are merely groups of people working as isolated individuals.

When team members are able to communicate openly and honestly, the quality of results surpasses what any individual might have achieved alone. By communicating honestly and openly about their differences and points of agreement, team members may be able to come up with an idea that is better than either individual idea.
- Improve clarity of purpose within the team
- Develop quicker decision making
- Promote creativity and generation of new ideas
- Achieve better solutions for customers
- Identify strengths and areas for development within the team
- Reduce internal conflict
- Improve cross-functional teamwork

**Negotiation:**
If you have an important or difficult upcoming negotiation, our program will prepare you to achieve maximum results. This learning experience will have a lasting effect on your future success. You will gain first hand information on how to refine your negotiating skills with our methods.
- Discover new solutions to business problems
- Prevent or resolve disputes and conflicts
- Improve selling/purchasing skills
- Negotiate in any situation with skills that will last a lifetime
- Unveil hidden meanings & analyze the opponent's nonverbal behaviour
- Prepare for a negotiation

**Paper 4 : Basic ERP & Microsoft Project :**

**ERP Basics & Marketing Research**

**What is Marketing Research?**

**Marketing research** is the systematic gathering, recording, and analysis of data about issues relating to **marketing products and services**. The term is commonly interchanged with market research. Market research deals specifically with the gathering of information about a market's size and trends. Marketing research covers a wider range of activities. While it may involve market research, marketing research is a more general systematic process that can be applied to a variety of marketing problems.

Managers need information in order to introduce products and services that create value in the mind of the customers. But the perception of value is a subjective one, and what customers’ value this year may be quite different from what they value next year. As such, the attributes that create value cannot simply be deducted from common knowledge. Rather, data must be collected and analyzed. The goal of marketing research is to provide the facts and direction that managers need to make their more important marketing decisions.

The objective of the programme is to simplify various aspects of the marketing research. In the absence of relevant information, consumers' response to marketing programs cannot be predicted reliably or accurately. The given **marketing research programme** provide information on nature and scope of marketing research, types of research designs, processing of data and analysis.
The programme is targeted for the middle level executives like Product / Marketing Managers, Research Executives, Marketing Analyst and so on. Middle managers from other functional area or a nonmarketing background who support the marketing activities would also find the programme relevant.

The programme covers some of the key aspects of marketing research; both conceptual and application. The information revolves around some of the key topics like:

- The Research Process
- Processing of Data and Analysis
- Attitude Measurement
- Segmenting the Market
- Product Research
- Advertising Research
- Sales Analysis and Forecasting
- Applications of Market Research in India

Today, recognising the potential of ERP training, professionals from as diverse streams as sales and marketing to human resources to production planning and supply chain management, are ready to pay through their nose to get themselves trained and certified for a much sought after global career. The common ERP packages are—SAP, Oracle Financials, Baan, PeopleSoft and JD Edwards. Among these, SAP courses are most popular.

- Financials
- Materials Management
- Sales & Distribution
- Production Planning
- Plant Maintenance
- Human Resource Programming

**Microsoft Project**

Microsoft Project (or MSP) is a Project Management Software Program developed and sold by Microsoft which is designed to assist project managers in developing plans, assigning resources to tasks, tracking progress, managing budgets and analyzing workloads. Discover how to effectively plan, implement, and control projects using Microsoft Project.

- Convert lists and schedules into an integrated plan
- Organize details & sequence tasks
- Produce a baseline
- Assign resources and costs
- Track progress
- Identify and analyze variances
- Share plans with customers & co-worker

**Paper 5: Project Management, Analysis & Design :**

As the number of projects swell, the pool of credentialed talent is not keeping pace. In Asia alone — where entire cities are being built, seemingly overnight — a shortage of 6 million skilled project professionals is expected by 2013. Add to that the fact that, of the 20 million people participating in projects worldwide, just one million have professionally recognized formal
training on how to best execute those projects. One thing becomes clear: The demand for skilled project managers is at a critically urgent level.

**Associate Project management:**

As the number of projects swell, the pool of credentialed talent is not keeping pace. In Asia alone — where entire cities are being built, seemingly overnight — a shortage of 6 million skilled project professionals is expected by 2013. Add to that the fact that, of the 20 million people participating in projects worldwide, just one million have professionally recognized formal training on how to best execute those projects. One thing becomes clear: The demand for skilled project managers is at a critically urgent level.

**Certified Associate in Project Management or CAPM:**

The CAPM credential recognizes a demonstrated understanding of the fundamental knowledge, processes and terminology as defined in A Guide to the Project Management Body of Knowledge (PMBOK Guide) that are needed for effective project management performance.

- Introducing Project Management
- Project Life Cycles
- The Process Management Framework
- Project Integration Management
- Scope Management
- Cost Management
- HR & Communications Management
- Risk Management
- Procurement Management
- MS Project

**Customer Service & Manufacturing**

In this course, discover innovative methods for measuring customer service, interpreting the data to identify gaps and learning to anticipate the needs of customers. Learn how to lead by example in setting new trends for customer service in your business.

- Handle complaints effectively
- Develop customer service index
- Interact positively in face to face interactions
- Interact positively in telephonic interactions
- Creating effective customer databases
Manufacturing

Learn about the global and Indian manufacturing industry. Understand how manufacturing has evolved and its importance in the economy.
- Basics of manufacturing
- Process manufacturing
- Repetitive manufacturing
- Manufacturing planning & control
- JIT & lean manufacturing
- Automation in manufacturing
- Workforce management

Business Analysis & Decision Making

Through this course, understand analytical skills that are consistently in high demand. This course will teach powerful quantitative methods that will help in making better, more informed, and more effective business decisions. The days of making critical business decisions by instinct are long gone.

- Sales & Marketing
- Project Management
- Finance Fundamentals
- People Management
- Problem solving techniques
- Understand concepts of mean & standard deviations
- Use of statistics and probabilities in business analysis
- Qualitative and Quantitative forecasting
- Business Modelling
- Cost benefit and break even analysis
- PERT (Program Evaluation and Review Technique) and CPM (Critical Path Method)
- Simulation exercises

Design in Business Plan

A business plan should be a living roadmap to success, not just a one-time document. Many Venture Capital and Private Equity firms ask for business plans. In order to raise capital, an organization should develop the business plan. With the help of the business plan template developed by Ex Andersen & KPMG Consultants learn what lenders, partners, and investors expect to see in your business plan.
This business plan template is in a format which can be used by different industries and for different ideas. Use it as a guideline to help write your own business plan or simply fill in the text in the templates provided according to your specific needs or requirements.

- **Executive summary** of all modules
- **Industry landscape** details the industry, competitors, trends and business objectives
- **Target market and service offerings** highlights how to target market and positioning your business vis-à-vis the competitors
- **Franchisee operating model** (optional) is useful in case you wish to franchise your business
- **Marketing Strategy** talks about important elements of marketing strategy and pricing strategy
- **Organization structure** gives a direction on designing the structure of an organization in respect to job descriptions etc.
- **Potential alliances** is useful in building credibility and capability
- **Financials** covers Revenues, Costs, Investments and P&L Statement
- **Action plan** lays out road map in terms of timelines and responsibilities
- **Risk assessment** highlights the top risks for success of the business
Option 2: Option 1 + Financial Model (in MS Excel) for 5 years

- 85 Page PowerPoint presentation
- Financial Model in MS Excel including
  - Revenues
  - Costs
  - Investments
  - Profit and Loss Statement
- Excel sheet which contains all the formulae. Enter the values to get the results.

Option 3: Option 2 + Online access to voice based learning (Most Popular Option)

- 85 page PowerPoint divided into 10 modules
- Financial Model in MS Excel for 5 years
- Online access to voice based learning content on Business Plan divided into 3 modules covering
  - Introduction and concept of Business plan
  - Components of a Business plan
  - Writing a Business plan
- The Business plan course covers the most important topics to consider in starting or operating a business, your business plan can easily be organized into this same format.