



MANAGEMENT DEVELOPMENT PROGRAMME ON

Develop an Entrepreneurial Mind-set for Business Growth

OBJECTIVES

Moving away from the traditional lines of businesses, in the recent year, several new-age entrepreneurs embarked on an unconventional path of entrepreneurship. It is now possible to jolt poverty and unemployment by beating down social prejudices through enterprising. Do you have a series of questions about how to start such a venture? Do you want to know what these enterprises are doing through brief case studies? Do you want to understand what tools and techniques, such as business models and analytical frameworks, are used to build such businesses? Do you want to interact with real-time entrepreneurs and gain access to first-hand lessons? This is where you go; this Management Development Program (MDP) intends to answer all your curious queries and equip you with an entrepreneurial mind-set and skills to get into the world of building enterprises. The objectives of the course are listed as follows:

- Understand the new waves of entrepreneurship cutting across regions and issues.
- Learn the business model development process and formulate your business model at the end.
- Effectively use various models and frameworks to assess and analyse your start-up.
- Successfully develop your venture idea and walk away with a business model through hands-on exercises.

TARGET PARTICIPANTS

Early to Mid-managers in Medium & Large enterprises [Managers from all functional areas; finance, marketing & sales, HR, ops, strategy, IT & others)

PEDAGOGY

Case Studies, hands-on exercises, and structured discussions.

TOPICS TO BE COVERED

Part I: Entrepreneurial Process

- Mini Case of Narayana Murthy (*authored by the prog. coordinator/s*)
- Case of Radio Mewat (*authored by the prog. coordinator/s*)
- The Spider-Web Model
- The Five-Stage Entrepreneurial Process
- So Why Become an Entrepreneur?
- Lean Business Canvas & Lean Start-up Process Map (Develop & analyze the Frameworks hand-on)

Part II: Going out of the way and creating businesses:

- Mini-Case: “Mitti-Cool” (*authored by the prog. coordinator/s*)
- Innovation & Frugality of Innovation
- Match Business Analysis with Personal Analysis Like Goals, Capabilities, and Lifestyle (Develop & analyze the Framework hand-on) (*authored by the prog. coordinator/s*)

Part III: Framing and Testing the Business Model

- Case of News laundry (*authored by the prog. coordinator/s*)
- Case of Even cargo (*authored by the prog. coordinator/s*)
- Social Media as a platform for Entrepreneurship
- Cultural Products and Services as entrepreneurship (examples and how to conceive them) - Taking Business Online: Listening and Participating in Online Conversations - Calculate your Break-Even (Formula and how to construct it) (Develop & analyse the Framework hand-on)

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Part IV: Engaging Customers, Analyzing Competitors for Market Entry

Strategy - Conducting Competitive Analysis

- Frameworks and tools: Porter's five force model, PESTLE, SWOT, & Ansoff Matrix (Develop & analyze the Framework hand-on)

Part V: 5 Preparing the Investor Package & Funding

- Case of James Dyson—Bootstrapping out of Necessity
- Business Plan and a Pitch (Develop & analyze the Framework hand-on)

Part VI: Setting up a company in India: A legal framework

- Case of Zomato—Going from Private Ltd. to Public Ltd. When and How? (*authored by the prog. coordinator/s*)
- Companies Act, 2013—Indian Rules, Regulation, and Framework Types of Firms

Part VII: Pitching the Venture to Investors (Develop & analyze the Framework hand-on) - Case of Craig Bades—Matching Presentations to Investors

- Preparing a Teaser, Executive Summary, The Elevator Pitch
- After the Presentation' The Financing Agreement
- Creating a Promotional Video

Suggested book: Kaplan, J. M., & Warren, A. C. [*the book is adapted to India by Venkatesha Murthy in 2022*] (2009 & 2022). *Patterns of entrepreneurship management*. John Wiley & Sons.

PROGRAMME FEE, DURATION, DATE AND VENUE

The residential program will be held at **IIT Jodhpur** for three days between February 10 & 12, 2023. The fee for the program is **Rs. 12,999** (including GST-18%) per participant. Payment can be made online. Payment details and the completed application form should reach by the 20th of January 2023. The fee covers study material, lunch and tea. The fee does not cover lodging, breakfast, and dinner.

PROGRAMME COORDINATORS

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1. Link for Flier

2. Link for Registration: <https://forms.gle/WLUv59XgtfGeuPef8>

3. Link for Payment: <https://oa.iitj.ac.in/ePay>