

ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

To help aspiring entrepreneurs realize their dreams

**“CAPITAL ISN'T SCARCE; VISION IS”
- SAM WALTON OF WALMART -**



26th November – 8th December 2018

Xavier Institute of Management & Entrepreneurship
Electronics City, Phase II, Hosur Road, Bangalore 560 100, India

About the Programme

This program is an intensive, experiential learning program to build entrepreneurial skills. The program will bring in tools and methods required for building a successful enterprise. This programme will help the participants evaluate a business opportunity, develop and build a robust business plan. After this 12 day boot camp, the participants will have monthly interactions with the mentors and on-demand support through their entrepreneurial journey.

Objectives of the Programme

This programme is designed to provide an implementable entrepreneurship framework spread over 6 modules which include a special section on E-Business enterprises. The details of these modules are attached

- To introduce management concepts useful in the creation of a robust business plan for your business
- To provide practical advice from practitioners, industry experts and SME facilitators to help you grow and build a sustainable business
- To expose you to the significance, scope and challenges of E-Business with the help of expert advice from entrepreneurs.
- To help with all necessary business management foundations for scaling and growing the business.

For Whom

- ❖ Persons who want to start or grow their own businesses.
- ❖ Persons who want to utilize the learning to drive a business unit within an Organization as Intrapreneurs.
- ❖ Persons with hazy business plans wanting to start their own ventures or grow an existing business.
- ❖ Persons wanting to create self-sustaining social service ventures.
- ❖ Persons who want to design and implement the concept of e-business in a new or existing enterprise

Overview of the Modules

Module 1: Identification and Evaluation of a Business opportunity

This module will commence with helping an entrepreneur / business look for various sources of opportunity inside an existing business or in the external environment. Once an opportunity is identified, a business needs to evaluate the attractiveness of the opportunity using an Industry Analysis framework.

Sessions: Sources of Opportunity & Industry Analysis, Business models of firms, POCD approach for opportunity evaluation

Module 2: Finance and Taxation Management for Business

This module will introduce the elements of financial and taxation management that are important for entrepreneurs in running their businesses. Understanding and interpreting the Balance Sheet, Profit and Loss and Cash Flow Statements for their firms will enable the entrepreneur to manage the financial health of the business and set future directions for growth and profitability.

Sessions: Types of firms and legal requirements, Introduction to Finance, Financial Statements, Managing your finances, Introduction to GST, Acts and laws an entrepreneur must know

Module 3: Indispensable Training for a successful Entrepreneurial Journey

This module will introduce the entrepreneurs to skills that can improve their chances of success in their business.

Sessions: Achievement Motivation Training, Negotiation Skills, Developing Interpersonal Competencies, Time Management, Innovation and Creativity, Conflict Resolution,

Module 4: Marketing a product or service

An entrepreneur is often unable to understand the reasons why he struggles to acquire new customers, retain old customers or get customers to pay a price that he feels is fair for their product or service.

Understanding marketing and sales concepts identified by management researchers from successful companies can help the entrepreneur to successfully tackle these challenges.

Sessions: An Introduction to Marketing, Market Research, STP and Marketing Mix, Low Cost Marketing and Branding Techniques, Services Marketing, Marketing Plan in the Business Plan

Module 5: Workshop on Creating a Business plan

A Business Plan gives an entrepreneur the ability to strike a balance between no planning and complete planning. A paper document is created which enables the entrepreneur to think through the synchronization of orders, production and finance to ensure a successful venture.

Sessions: Elements of a Business Plan, Hands-on Working and Creation of Participants Business Plans, Presentation and Discussion on Participants' Business Plans

Module 6: E-Enabling the Business

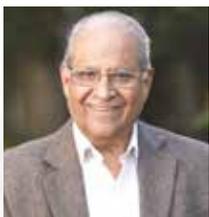
This module will introduce entrepreneurs to the significance, scope and challenges of e-enabling the business. This will cover the prerequisites, technology aspects, marketing strategies, implementation process and security issues of e-business with case studies.

Sessions: The Essence of E-Enabling the Business, Prerequisites for taking a Business to the Internet, Effective Supply Chain Strategy for E-Business, Technology aspects of E-Business, Marketing Strategies for E-Business.

Benefits of the Programme



Profile of the Key Resource Persons



Prof. J. Philip: Founded XIME in 1991 is the current Chairman of XIME, Bangalore. Educated at XLRI, Jamshedpur and Harvard Business School, USA, Prof. Philip has a rich blend of experience in management, both in public and private sectors, with special focus in human resources development. He had made considerable impact in management education field as the Director of Indian Institute of Management, Bangalore (IIMB), the Founder President of AIMS, as the Founder President of the Association of BRICS Business Schools (ABBS)

Prof. A. Anantharaman is Professor of Strategy, Innovation and General Management, who has taught at several prestigious International Business Schools in USA, Europe and Asia. He is a MBA graduate and AMP (Advanced Management Program) of the Harvard Business School and a Ph.D. from Columbia University. He has also served as a UNIDO Expert and an Advisor to several West African Governments on Industrial Policy.





Dr. Rony George Kurien Director, XIME Bangalore, has over three decades of both academic and corporate experience. He has been Executive Team Member of the South Asia Team- IT of the Australian Trade Commission., Dean of Ecole Hoteliere Lavasa, Assistant Dean, Indus Business Academy Bangalore, Export Manager at Hoechst Schering Agrevo Ltd., Mumbai and has worked in Marico Ltd. among others. He is also on the Advisory Board of educational Institutions and some NGO's. He has taught Marketing and Retail Management at several business schools.

Prof Mathew Manimala (Fellow-IIMA) has served as DIRECTOR, XIME, Bangalore, and as Professor and Chairperson of OB/HRM Area at Indian Institute of Management Bangalore, where he has also served as the Jamuna Raghavan Chair Professor of Entrepreneurship and as the Chairperson of NSRCEL. He is a recipient of the Heizer Award of the Academy of Management for outstanding research in the field of new enterprise development, and has published several research papers and books in the areas of Entrepreneurship and OB.



About XIME

XIME is one of the top B-Schools of India, with an excellent campus in Bangalore. It was founded in 1991 by a group of academicians headed by Prof. J. Philip, who is a former Director of IIM-Bangalore and a former Dean of XLRI. XIME's flagship programme is its two-year PGDM. XIME has a strong B-Schools network with some of the leading institutions in France, Germany, Italy, the U.S., Brazil, China, Russia and South Africa. XIME received ACBSP accreditation (Accreditation Council for Business-Schools and Programs of the United States), a milestone in the onward progress of the institution. XIME was ranked 50th in the NIRF ranking of B-Schools' published by MHRD, Government of India on 3rd April 2017.

Dates

26th November– 8th December 2018

Fee Structure

Per Delegate: Rs. 19,000/- +GST@18%

Mode of Payment: Cheque / DD / NEFT

Bank Details:

Beneficiary **XAVIER INSTITUTE OF MANAGEMENT & ENTREPRENEURSHIP**

Bank Name: **SOUTH INDIAN BANK** Branch: **KORAMANGALA BRANCH**

Account No **0416053000000201** IFSC Code **SIBL0000416**

Accommodation:

A limited amount of accommodation is available on first come first serve basis.

Charges : Rs 1000/- for Twin Sharing per day per head

Rs 1800/- for Single occupancy per person day.

GST @18% is applicable.

Mode of Payment: Cheque / DD / NEFT

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