

To help aspiring entrepreneurs realize their dreams



*“Live a few years of your life like most people won’t,
so you can spend the rest of your life like most people can’t.”*

9 th March to 21st March, 2020

XAVIER INSTITUTE OF MANAGEMENT & ENTREPRENEURSHIP
Electronics City, Phase II, Hosur Road, Bangalore – 560 100

About the program

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 program, 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 unclear 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: Understanding the Business and Industry Environment, Identifying Opportunities, Understanding and Leveraging one's resources, Innovation in Business Models through Design Thinking, Opportunities for Entrepreneurs and Engineers.

Module 2 : Go to Market Strategy

Entrepreneurs with great ideas / inventions find it difficult to take their product /service to the market. This module will help them 'Go to Market' in a stage wise manner and create a robust Marketing Plan.

Sessions : Practical identification of Customer Segments, Selection of a beachhead market and User Profiling, Refining your product/service through Market Research, Estimating Market Size, Quantifying your Value Proposition, Mapping the Customer Acquisition and Sales Process, Low cost Marketing and Branding Techniques, Services Marketing.

Module 3: 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, and Financial Statements, Integrating Financial Planning with Operations and Marketing Plans, Introduction to GST, Acts and laws an entrepreneur must know and Raising funds through Cost Effective Sources of Finance.

Module 4: 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: Effectively Negotiating with Customers, Vendors and Employees, Building and Managing Effective Teams, Improving your output through effective Time Management, Motivating Employees and Resolving Conflicts.

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. His entrepreneurial journey of building XIME from nothing to 3 institutes of repute in a span 25 years is an inspiration for any entrepreneur. 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 and Provost at XIME, Bangalore. He has taught at several prestigious International Business Schools in USA, Europe and Asia. He is an MBA graduate and AMP (Advanced Management Program) of the Harvard Business School with 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. In his corporate journey he has initiated and scaled up many business units.



Prof. S. Suryanarayanan: B.Tech, PGDM (IIMA) He has more than 35 years of corporate experience mostly in the chemicals and plastics processing sector. His work experience has been in Project Execution, Marketing Strategy and Management and Business Unit Leadership. He has worked with a chemical unit in Mafatlal Group, a plastic processing unit in Thackerseys Group, and a chemical unit in Chemplast Group. He had been associated with two start-ups of SMEs in food processing sector and chemical unit in their early stages. The last ten years of experience was in academic administration of group of colleges and then as CEO of an eye care institution, a social enterprise. Presently he is a Professor of Strategy and Entrepreneurship at XIME, Bangalore.



Prof. Rajendra Desai B.Tech MS (Virginia Tech). He has over 20 years of experience as an Entrepreneur in founding and scaling up a Leather Accessories Manufacturing Firm. He has spent over 10 years in academics - as Dean (Management Development Programs, AIMIT Mangalore), Assistant and Associate Professor positions at St. Joseph's Institute of Management and XIME, Bangalore and Research Associate (Virginia Tech), He has been teaching quantitative subjects - Statistics, Operations Research and Business Analytics as well as courses in Marketing and Entrepreneurship for PGDM and Executive Courses. He is currently the Dean, External Programmes, XIME. Bangalore.



Prof. Swaminathan has a wide ranging experience spanning over 35 years in media, telecom, consumer durables and automotive industries in India, including 18 years at the level of CXO . He has managed organisations during start up, growth, as well as mature phases of the businesses. He has also worked extensively in the adoption of products and services in rural and semi urban markets.. He is involved in helping small and medium sized organizations to scale up their business operations and strengthen their senior management. He is a Visiting Faculty at IIM Ranchi. Prof Swaminathan holds a B Tech from IIT Kharagpur and is a postgraduate in Management from IIM Ahmedabad His areas of

interest are Marketing and Business Strategy; Brand & Product Management. He is currently an Associate Professor at XIME, Bangalore.



Mr. Aswath Shastry has over 26 years of industry experience in the field of information technology. He has spent 19 years as Associate Vice President and Head of delivery for a business Unit in Infosys Limited. He has subsequently worked with a number of startups as a Senior Vice President. Currently he is an investor and advisor to a number of startups in various stages of their Entrepreneurial journey. He is currently an Adjunct faculty at XIME, Bangalore.

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.

Dates

9 th March to 21 st March, 2020

Fee Structure

Per Delegate: Rs. 11,500/- + GST@18%

Mode of Payment: Cheque / DD / NEFT

Special Student Discount Available for aspiring Entrepreneurs – Please mail to mdpblr@xime.org with details of your Institution and brief CV.

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.

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

(including boarding and lodging) : Rs 1800/- for Single occupancy per person day.

Student Room Charges : Rs. 350/- 3 students per room , non-ac rooms

GST @12% is applicable to the above charges

Prof. Rajendra Desai Dean [External Programmes]

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