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## YOUNG ENTREPRENEURS PROGRAMME

MODULE I: SEPTEMBER 04-09, 2017

MODULE II: JANUARY 15-20, 2018

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Entrepreneurs have the potential to create immense social and economic value for a country. However, an entrepreneur's journey is not without struggles – at both personal and professional levels. **Young Entrepreneurs Programme (YEP)** aims to prepare young entrepreneurs to address and overcome these struggles.

This programme is intended for young entrepreneurs who want to improve their personal leadership qualities and the organisational and financial performance of their firms as they launch and grow high impact businesses.

## The Major Strengths of the Programme

- Opportunity to learn from IIMA faculty with deep research and teaching expertise related to entrepreneurship, leadership, strategy formulation and implementation.
- The structure of the programme— two modules that are three months apart— will afford participants the opportunity to reflect on their learnings, apply them in their business context and come back to campus to share their experiences with the same cohort and build further on their learning.
- A strong cohort of participants who are young entrepreneurs from various industries who will share insights drawn on their experiences.
- Relevant cases and readings that provide a deep understanding of the strategic, operational, and leadership challenges involved in launching and growing entrepreneurial ventures and small-medium and family-owned businesses.
- Focus on decision-making and action that enables content to be implemented by participants to enable them to become effective entrepreneurial leaders and general managers of high growth/high impact firms.
- Analytics and tools needed to become a successful entrepreneurial leader and general manager.
- Interactions with young and successful entrepreneurs.

## Participants' Profile

This programme is for young entrepreneurs who have launched new ventures and who aspire to grow their

small or mid-sized enterprises into high impact businesses. This programme is also for young entrepreneurs and business leaders who want to improve the financial performance of their current businesses. Entrepreneurs who would like to go through executive education programmes on general management and specialized programmes on entrepreneurship and leadership would benefit greatly from this offering. Second or third generation members of a family business or promoter-led firm will benefit from this programme as well.

Here are some videos that provide more information about the programme, its objectives, and last year's participants' profiles

- Introduction to the programme:  
<https://www.youtube.com/watch?v=8ZJDNEORzZO>
- Director's message:  
<https://www.youtube.com/watch?v=tp8YtGoguow>
- Faculty Chair's message:  
<https://www.youtube.com/watch?v=Uj3iKSTioF8>
- Experiences of participants:  
<https://www.youtube.com/watch?v=kTGYVEcWVlo>

## Pedagogy

The case method of study will be the primary educational method. We will focus primarily on case studies of various entrepreneurial organisations. In addition, we will employ a mix of lecture-discussions and in-class exercises. Participants will engage as protagonists of situations, reflect on daily learnings and arrive at personal insights that will help them to be more effective as entrepreneurs.

## Programme Highlights

- **Entrepreneurship: to be a successful entrepreneur**  
Leadership, entrepreneurship, self-effectiveness, design thinking (how to create/design an organisation), growth of small and medium enterprises, governance issues in family businesses and IPOs/venture capital.
- **General Management: to be an effective general manager**  
Strategy formulation and implementation, advanced marketing management, finance and accounting, and advanced supply chain management.

## Faculty

- Dholakia, Ravindra
- Gupta, Vishal
- Mukherjee, Saral
- Parmar, Ashis Jalote
- Sahay, Arvind
- Singla, Chitra (Faculty Chair, YEP)  
Email: [chitras@iima.ac.in](mailto:chitras@iima.ac.in)
- Sud, Mukesh
- Varkkey, Biju
- Vohra, Neharika

## Nominations and Inquiries

Nominations should reach the Executive Education Office latest by **August 23, 2017**. The last date for early bird discount is **August 16, 2017**.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plans only after receiving the acceptance letter.

For nomination forms and more information, please contact:

### Executive Education

Indian Institute of Management Ahmedabad  
Vastrapur, Ahmedabad 380 015

**Phone:** +91-79-6632 4461 to 69 and 4472 to 77

**Fax:** +91-79-2630 0352 (ExEd)/2630 6896 (General)

**Email:** [exed@iima.ac.in](mailto:exed@iima.ac.in)

**Website:** [www.iima.ac.in/exed](http://www.iima.ac.in/exed)

## Venue and Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get a full board and air-conditioned single room accommodation on the Institute campus.

IIMA norms do not allow participants to have guests stay with them during the programme.

## Programme Fee and Payment

INR 2,50,000 plus applicable taxes per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding and lodging.

The programme fee should be received by the Executive Education Office latest by **August 23, 2017**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person/organisation concerned.

The programme fee can be paid in any one of these two ways:

### A. Electronic Fund Transfer:

1. Name of Beneficiary:  
**Indian Institute of Management Ahmedabad**
2. Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad  
(IFSC: YESB0000007, SWIFT Code: YESBINBB)
3. Name of Remitter: \_\_\_\_\_ (Please mention the name of the person/organisation)
4. Purpose of Remittance:  
**Young Entrepreneurs Programme**
5. IIMA Permanent Account Number (PAN):  
AAATI1247F
6. IIMA Tax Deduction Account Number (TAN):  
AHMI00189A
7. IIMA Service Tax Registration Number:  
AAATI1247FST001

After making the payment, please email us the complete transaction details immediately so that we can link your remittance with your nomination.

### B. Payment Gateway

For more information, Please visit the respective programme in our website ([www.iima.ac.in/exed](http://www.iima.ac.in/exed)).

## Discount

**Early Bird Discount:** Nominations received with payments on or before **August 16, 2017** will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not however guarantee acceptance of the application.

**Group Discount:** Any organisation sponsoring four or more participants will be entitled to a discount of 7% on total fee payable provided that at least four participants actually attend the programme. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organisation sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.



Participants who are attending short-duration Executive Education Programmes for the first time, on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000.

### Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

#### Major Programmes Offered by IIMA

- Two-Year Post-Graduate Programme in Management (equivalent to MBA)
- Two-Year Post-Graduate Programme in Food and Agribusiness Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-year Post-Graduate Programme in Management for Executives
- Executive Education Programmes (EEP) for industry, business, agricultural and rural sectors, and public systems covering education, health, transport and population
- Faculty Development Programme for teachers in universities and colleges
- Two-Year Online Post-Graduate Programme in Management (ePGP)

The Institute has about 95 faculty members working in the following management areas and centres:

#### Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Human Resource Management
- Information Systems
- Marketing
- Organizational Behaviour
- Production and Quantitative Methods
- Public Systems Group

#### Interdisciplinary Centres

- Centre for Gender Equity, Diversity and Inclusivity
- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Infrastructure Policy and Regulation
- Centre for Management in Agriculture
- Centre for Management of Health Services
- Centre for Retailing
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Insurance Research Centre
- Ravi J. Matthai Centre for Educational Innovation

**Kasturbhai Lalbhai Management Development Centre (KLMDC)** located on the IIMA main campus and the **International Management Development Centre (IMDC)** located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carrom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.



कार्यकारी शिक्षा  
भारतीय प्रबंध संस्थान अहमदाबाद

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