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## YOUNG ENTREPRENEURS PROGRAMME

MODULE I: SEPTEMBER 05-10, 2016

MODULE II: JANUARY 09-14, 2017

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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 organizational 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.

## Target Audience

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.

## Pedagogy

The case method of study will be the primary educational method. We will focus primarily on case studies of various entrepreneurial organizations. 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.

## Contents

- **Entrepreneurship: to be a successful entrepreneur**  
Leadership, entrepreneurship, self-effectiveness, design thinking (how to create/design an organization), 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.

## Programme Faculty

- Ravindra Dholakia
- Ashish Nanda (Director, IIM Ahmedabad)
- Saral Mukherjee
- Ashis Jalote Parmar
- Arvind Sahay (Dean – Alumni & External Affairs)
- Chitra Singla (Faculty Chair – YEP)  
E-mail: [chitras@iima.ac.in](mailto:chitras@iima.ac.in)
- Jayant Varma

## Nominations and Inquiries

Nominations should reach the Officer - Executive Education latest by **August 22, 2016**. The last date for early bird discount is **August 16, 2016**.

Organizational sponsorship is generally required, but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

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:

### **Officer - Executive Education**

Indian Institute of Management, Ahmedabad  
Vastrapur, Ahmedabad 380 015

**Phone:** +91-79-6632 4472-76

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

**E-mail:** [exed@iima.ac.in](mailto:exed@iima.ac.in)

**Website:** [www.iimahd.ernet.in/exed](http://www.iimahd.ernet.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 250,000 (+15% service tax) 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 22, 2016. 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/organization concerned.**

The programme fee can be paid in any one of these three 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 sponsoring organization)
4. Purpose of Remittance:  
**Young Entrepreneurs Programme**
5. IIMA Permanent Account Number (PAN): AAAT11247F
6. IIMA Tax Deduction Account Number (TAN): AHMI00189A
7. IIMA Service Tax Registration Number: AAAT11247FST001

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

### **B. Payment Gateway**

Please visit the IIMA website ([www.iimahd.ernet.in/exed](http://www.iimahd.ernet.in/exed)) for more information.

### **C. Demand draft/cheque payable at par at Ahmedabad**

The cheque/draft should be in favour of **"Indian Institute of Management, Ahmedabad"** and sent directly to Executive Education Office through courier or speed post.

## Discount

**Early Bird Discount:** Nominations received with payments on or before **August 16, 2016** 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 organization sponsoring 4 or more participants will be entitled to a discount of 7% on total fee payable provided that at least 4 participants actually attend the programme. Organizations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organization 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.



## Alumni Association

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

The Institute has about 97 faculty members working in the following management areas and sectors:

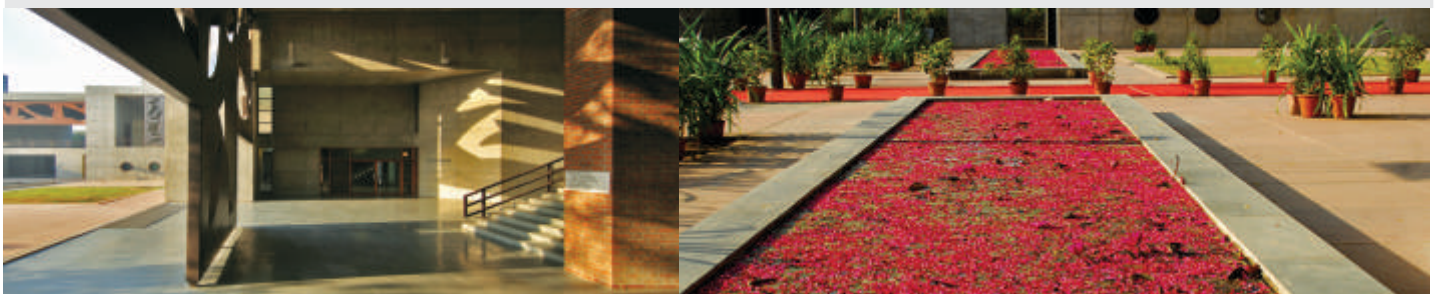
#### Disciplinary Areas and Groups

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

#### Interdisciplinary Centres

- |  |   |
|--|---|
| ▪ Centre for Innovation, Incubation and Entrepreneurship | ▪ Gender Resource Centre                            |
| ▪ Centre for Infrastructure Policy and Regulation        | ▪ IIMA-Idea Telecom Centre of Excellence            |
| ▪ Centre for Management in Agriculture                   | ▪ India Gold Policy Centre                          |
| ▪ Centre for Management of Health Services               | ▪ Insurance Research Centre                         |
| ▪ Centre for Retailing                                   | ▪ 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.



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