
February 27 - March 01, 2017



Executive Education
Indian Institute of Management, Ahmedabad

Cultivating Entrepreneurship in Organisations

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Corporate entrepreneurship (CE) (also called intrapreneurship/internal corporate venturing/corporate innovation etc.) refers to the development and implementation of new ideas within established companies. It rests on attempts to inculcate the mindset and skills of smaller firms within larger entities. Globally, with the proliferation and often-meteoric rise of startups, CE is increasingly recognised as both necessary to protect and even enhance a firm's competitive position. This programme provides an opportunity to understand the process of pursuing novel opportunities within firm boundaries, design a corporate venturing process, and nurture an organisational appetite for bold experimentation.

Objectives

- Develop a deep understanding of the corporate venturing process and how some firms have managed to embed it
- Realise the importance of key variables (innovation, pro-activeness and risk taking) involved in corporate entrepreneurship
- Appreciate the many models of corporate entrepreneurship and connect those that fit with your own organization
- Create awareness of the need to accept failure and facilitate an environment where intelligent failure is not only tolerated but encouraged
- Engage with concepts like lean start-up, open innovation and design thinking

The major strengths of the programme are:

- A cohort of participants from different industries but with the same shared objective for learning best corporate entrepreneurship practices and intrapreneurship models
- Faculty with deep research and teaching expertise related to individual and firm level entrepreneurship
- IIMA's experience of incubating startups at the CIIE (Centre for Innovation, Incubation and Entrepreneurship)
- Strong contextualization of cases and readings
- Provide participants with the analytics, models and tools required to foster entrepreneurship within the firm

Content

- Challenge of corporate venturing
- Innovation led intrapreneurship
- Role of design thinking
- Hypothesis driven corporate entrepreneurship
- Lean startup models
- New business incubation
- Nurturing an entrepreneurial mindset

Methodology

The programme will use a mix of pedagogies like case method participant-centred round table discussions, experiential design thinking and conceptual lectures.

Faculty

- Karna, Amit
- Nanda, Ashish
- Sharma, Sunil (Faculty Co-Chair)
E-mail: sunilsharma@iima.ac.in
- Sud, Mukesh (Faculty Co-Chair)
E-mail: mukeshs@iima.ac.in



Target Audience

This programme is targeted at senior executives who have a role and responsibility in establishing and managing a venture within an existing organization; are charged with creating a start-up environment to nurture embryonic businesses within organisations or envisage themselves occupying either of these roles in the future. Functions and titles of participants include vice president, director and general manager in medium to large enterprises.

Nominations and Inquiries

Nominations should reach the Officer - Executive Education latest by **February 13, 2017**. The last date for early bird discount is **February 06, 2017**.

Organisational 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 to 77 and 4462 to 69
Fax: +91-79-2630 0352 (ExEd)/2630 6896 (General)
E-mail: exed@iima.ac.in
Website: 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 80,000 (+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 **February 13, 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 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: **Cultivating Entrepreneurship in Organisations**
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 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.iima.ac.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 **February 06, 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 the 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.

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 the 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
- Communications
- Economics
- Finance and Accounting
- Information Systems
- Marketing
- Organisational Behaviour
- Human Resource Management
- 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 कार्यक्रम
भारतीय प्रबंध संस्थान, अहमदाबाद

Executive Education

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