



भारतीय प्रबंध संस्थान कोषिकोड
Indian Institute of Management Kozhikode
Globalizing Indian Thought



CREATE WEALTH AND DELIVER VALUE

Professional Certificate Programme in
Entrepreneurship and New Venture Creation
(Batch 02)

India's Entrepreneurial Spirit

Boosted by the opening up of the economy in the 1990s, India's entrepreneurial activity has witnessed unprecedented growth and evolution and has contributed significantly to the nation's economic development. India was ranked the 2nd most entrepreneurial country in the world in the Global Entrepreneurship Monitor (GEM) India Report 2020-21.* ahead of large economic powerhouses such as the United States, China and the UK.

The Indian Start-up Ecosystem

India has over 61,400 startups recognised by the Department for Promotion of Industry and Internal Trade (DPIIT), with at least 14,000 registered during fiscal 2022, according to the Economic Survey 2021-22. Today, it is the world's 3rd largest ecosystem of start-ups, behind the US and China, with a 100 start-ups in the Unicorn Club, as on April 30, 2022.**

3rd

Largest Start-up
Ecosystem Worldwide

100

Start-ups in
Unicorn Club

20x

Growth in Start-ups
since 2017

*Source: gemconsortium.org/economy-profiles/india

**Source: inc42.com/reports/unicorns-of-india-decoding-indias-100-unicorns-report-2022/

Growth Drivers for Start-ups

Technology

- Smartphone & Internet Penetration
- Cloud Computing
- Application Programming Interfaces (APIs)

Policy Initiatives

- Tax Holidays
- Capital Gains Exemptions
- Start-up India Seed Fund

Start-up Infrastructure

- Incubators
- Accelerators
- Co-Working Spaces

Equity Funding

- Angel Investors
- Private Equities
- Corporate Connect

Global Investor Appetite

- Tiger Global
- SoftBank
- Accel

The Need For Entrepreneurs

Entrepreneurs discover fresh or new avenues of wealth creation

They improve, enhance, or innovate goods, services, or technology

They enable growth of new business models and markets

They invest capital and generate direct and indirect employment

They increase tax revenues, contributing to the national economy

There has never been a better time than now to fuel one's entrepreneurial spirit and begin the challenging yet immensely exciting journey: of being your own boss and employer; of innovating and creating a unique product or service; of building a business; and of creating wealth and delivering value.

Programme Overview

Professional Certificate Programme in Entrepreneurship and New Venture Creation (PCPENVC)

PCPENVC introduces participants to the theory and practical implementation of entrepreneurship as a practice of economic and social value creation. The emphasis is on the different stages related to the entrepreneurial process through experiential pedagogy and interdisciplinary due diligence sessions in law, human resources, operations, economics, IT, and technology.

The programme will benefit those interested in launching their business venture by helping them acquire knowledge and develop capabilities to start a company; mobilise resources; and make critical financial, operational, and managerial decisions in a competitive environment. The process will evaluate their strengths and isolate the gaps that need to be plugged to cultivate the qualities and profile of a successful entrepreneur.



Programme Highlights



Contextually designed
8-month programme for
aspiring entrepreneurs



Entrepreneurial Opportunity
Recognition, Evaluation, and Action



Entrepreneurship Simulation &
Business Plan Project Pitch



Exclusive Access to IIMK LIVE
(Laboratory for Innovation
Venturing & Entrepreneurship)

Learning Outcomes

At the end of the programme, successful participants will be able to:



Understand the concepts and processes to turn an idea into a real business and a market opportunity into a business plan



Achieve personal competencies through analysis and assess entrepreneurship as a career choice



Achieve workplace competencies through creative thinking, planning, and prioritising work tasks



Achieve technical competencies by developing a business idea into a sustainable, viable, and scalable business model



Develop the competency to interpret and synthesise a feasible business plan using interdisciplinary subject knowledge



Understand the role of entrepreneurship in economy and social development via adaptability and sustainability



Use critical thinking to create a plan and procedure, execute managerial strategy, and evaluate the effectiveness of these strategies in the entrepreneurial venture.



Understand business and revenue models; entrepreneurial financing; and business valuation



Understand and anticipate the competition, the industry, and the business environment



Effectively tackle growth challenges to support an expansion plan, including new partners and investors

Programme Content

The programme comprises the following modules:

Module 1: An Overview of Entrepreneurship

An Introduction to Entrepreneurship
Psychological Aspects of Entrepreneurship
The Theory of Effectuation

Module 2: Deep Diving Into the Entrepreneurial Process

Entrepreneurial Opportunity Recognition, Evaluation and Action
Business Models and Business Model Innovation
Creating a Business Plan
Protecting Intellectual Property
An Overview of IIMK LIVE

Module 3: Accounting and Finance for Entrepreneurs

Basic Financial Reports

- The Balance Sheet
- The Income Statement
- The Statement of Cash Flows

Measuring and Reporting Financial Position and Financial Performance
Cash Flow Analysis
Analysing and Interpreting Financial Statements
Creating Projected Financial Statements
An Overview of Management Accounting
Making Capital Investment Decisions
Managing Working Capital
Valuing an Existing Business

Module 4: Funding by Business Angels and Venture Capitalists

Module 5: Entrepreneurial Marketing

Marketing Challenges Faced by Entrepreneurs
Marketing Strategy for Entrepreneurs
Digital and Social Media Marketing

Module 6: Choosing a form of Organisation/Buying an Existing Business/ Entrepreneurial Exit

Choosing a Form of Organisation
Buying an Existing Business
Entrepreneurial Exit Strategy

Module 7: Entrepreneurial Teams/ Entrepreneurial Growth/ Franchising/ Corporate Entrepreneurship

Entrepreneurial Teams, Training and Gender
Entrepreneurial Growth
Franchising
Corporate Entrepreneurship

Module 8: Social Entrepreneurship/Entrepreneurial Failure/ Other Aspects of Entrepreneurship

Social Entrepreneurship
Entrepreneurial Failure
Other Aspects of Entrepreneurship

Module 9: Entrepreneurship Simulation

The whole batch will be divided into simulation teams and each team will run a company. The teams will compete against each other in the simulation, and they will make critical entrepreneurial decisions. This experience will enable them to gain a good understanding of the entrepreneurial process.

Module 10: Business Plan Project Presentations

Each team is required to develop a business plan based on a business idea they have identified. During this session, the teams will present their business plans. The faculty members will provide feedback to the teams.

Pedagogy

The teaching approach will be highly interactive, leverage technology, and deploy diverse pedagogical tools including lectures and case studies, and participants' sharing of experiences. The learning process is based on the supposition of a higher level of independent thought and study work.

- Groups will develop ideas with a healthy professional attitude in meeting deadlines, quality of output, division of group work, and work ethics.
- Developing a business plan project with a pitch.
- Web-based simulation in which each team will run a company and compete against other teams.
- Practical insights on availing finance from Banks- template basis, preparing analysis, annual fund requirements, and self-credit rating.
- Due diligence sessions in law, human resources, operations, economics, and IT.



Programme Delivery

Sessions will be conducted via a state-of-the-art Interactive Learning (IL) platform and delivered in Direct-to-Device (D2D) mode that can be accessed by learners on their Desktop, Laptop, Tablet or Smartphone.

Duration

8 Months | 96 Hours

Class Schedule

Saturday - 6:45 pm – 9:45 pm
(3 hours per week)





Who Should Attend?

- Participants who are interested in starting their own venture
- Graduates from engineering colleges, software engineers, IT professionals who have a good skill set and want to take the start-up route but don't have much knowledge
- Working professionals who wish to quit corporate life and become their own bosses
- Lawyers, artists, photographers, designers, etc., keen on setting up a business

Eligibility Criteria

- Graduates (10+2+3 or 10+2+4) or Diploma Holders (10+2+3) in any discipline from a recognised university in any stream from any recognised University or Institution (UGC/AICTE/DEC/AIU/State Government) and a desirable work experience of minimum 1 year as on program start date.
- Fresh Graduates will be considered on case-to-case basis
- Good digital literacy is essential

**Internships and training experiences will not be considered in full time work-experience*

Admission Criteria

The selection will be based on candidate's profile evaluation, subject to meeting eligibility criteria.



Attendance Criteria

A minimum of 75% attendance is a prerequisite for the successful completion of the programme.

Assessment & Evaluation



Evaluation methodology is at the discretion of the faculty. The methodology includes online exams, case analysis, class contribution and any other component as decided by the faculty.

A minimum of 75% attendance and minimum pass marks in the respective evaluation components is a prerequisite for the successful completion of this programme. The programme may require participants to work on individual/group assignments and/or projects.

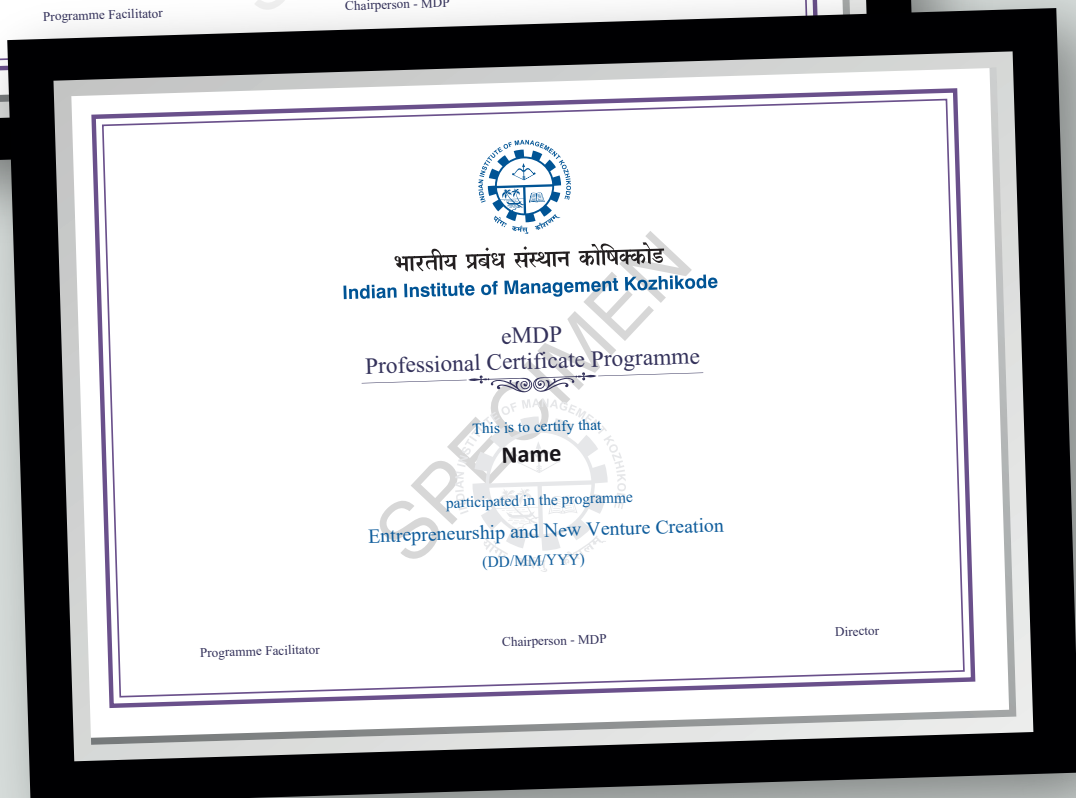
The main objective of such assignments/projects will be to help the participants apply their conceptual learning in the programme to actual organisational decision scenarios. The participants will have to secure the minimum pass marks in the respective evaluation components.

There will be two components for the assessment of this programme and they are shown in the following table:

Components	Percentage of Marks
Performance in the Simulation	30 %
Preparation and Participation in the Sessions	30 %
Business Plan Project	40 %

Certification & Alumni Status

- Participants who successfully meet the evaluation criteria and satisfy the requisite attendance criteria, will be awarded a 'Certificate of Completion'.
- Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a 'Certificate of Participation'.



** All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIM Kozhikode

Programme Director's Profile



Prof M K Nandakumar

Dr. M.K. Nandakumar is a professor at the Indian Institute of Management Kozhikode (IIMK). He is an Associate Editor of the Journal of Small Business and Enterprise Development and an editorial board member of the Journal of International Management and Management Decision.

He is a member of the Peer Review College of the British Academy of Management (BAM) and the Co-Track Chair of the Strategy as Practice Track of the BAM. He has worked in three leading British universities. His flagship management programme entitled Professional Certificate Programme in Advanced Strategic Management attracts many managers every year. He has supervised many Ph.D. students to successful completion.

At IIMK, he has worked in significant administrative positions such as the Chairman of International Relations, Chairman of International Accreditation, and the Strategic Management Department chairman. He teaches many courses at the MBA and Doctoral levels and also on the Executive Education Programmes. He has successfully led the Association of MBAs (AMBA) accreditation project at IIMK.

Significant Publications

- An exploratory study into emerging market SMEs' involvement in the circular economy: Evidence from India's indigenous Ayurveda industry. *Journal of Business Research*, 142, 188-199. doi.org/10.1016/j.jbusres.2021.12.053 (ABS Rating: 3, ABDC Rating: A)
- Knowledge capital in social and commercial entrepreneurship: Investigating the role of informal institutions. *Journal of International Management*, 27(1), 100833. doi.org/10.1016/j.intman.2021.100833 (ABS Rating: 3, ABDC Rating: A)
- Entrepreneurial behaviour and firm performance: The mediating role of business model novelty. *R&D Management*. doi.org/10.1111/radm.12466 (ABS Rating: 3, ABDC Rating: A)
- Individual Capital and Social Entrepreneurship: Role of Formal Institutions. *Journal of Business Research* 107 (February). doi.org/10.1016/j.jbusres.2018.09.005 (ABS Rating: 3, ABDC Rating: A)
- Business model design-performance relationship under external and internal contingencies: Evidence from SMEs in an emerging economy. *Long Range Planning* 51(5). doi.org/10.1016/j.lrp.2018.01.001 (ABS Rating: 3, ABDC Rating: A)

Programme Fees

Particulars	Amount* (₹)
Programme Fee	₹1,50,000
Archive for students	Will be shared with the participants by the end of the programme

Note:
*Taxes will be added as applicable
*All fees will be collected by BCCL
In reference to the refund of the Processing Fee, please note that the fee shall not be refunded in the following circumstances:
1) In case the candidate rejects the offer issued by the Institute; and
2) In case the application is rejected due to submission of incomplete documents, and/or providing incomplete information, and/or eligibility criteria not fulfilled.

Instalment Schedule

Instalment		I	II	III
Date	To be paid at the time of Registration	Within one week of offer roll-out date	10 th November, 2022	10 th February, 2023
Amount* (₹)	15,000	45,000	45,000	45,000

*Taxes will be additional as applicable

Programme Timelines

Application Closure Date	15 th May, 2022
Programme Start Date	20 th August, 2022
Programme End Date	April 2023

APPLY NOW

IIMK LIVE

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LIVE

LABORATORY FOR
INNOVATION
VENTURING AND
ENTREPRENEURSHIP

IIM Kozhikode's vibrant and vigorous Innovation and Entrepreneurship Centre dedicated to supporting innovation, new ventures, and entrepreneurship, called LIVE (Laboratory for Innovation Venturing and Entrepreneurship), recently completed five inspirational years. The centre is envisioned to function as a business incubator with the purpose of creating a National Centre of Excellence that promotes innovation, new business venturing, and entrepreneurship. It has now emerged as a collaborative platform that helps transform innovative ideas into business ventures that endeavour to make significant economic and social impact. Having incubated 89 startups with a high success rate of 40%, LIVE incubates have, till date, raised ₹37 crore and also generated revenue worth ₹50 crore in this short span of time.

For more details, visit www.iimklive.org

Key Takeaways for Entrepreneurs

The IIMK LIVE incubation centre would make this course a complete package for entrepreneurs. Below are some reasons to recommend IIMK LIVE with this course -

- Excellent platform to showcase innovative ideas
- Venture new businesses for social and economic development
- Participate in various events promoting peer learning and knowledge sharing
- Attend various seminars to learn and grow in their entrepreneurship career
- Candidates from this entrepreneurship course would be able to contribute and help other IIMK LIVE members
- Sharing the experiences of successful entrepreneurs who are involved in IIMK LIVE
- Attend sessions by VCs and other investors involved in IIMK LIVE by paying a nominal fee
- The best business plans will get to be a part of the esteemed IIMK LIVE shortlist subject to meeting the criteria



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Globalizing Indian Thought

Started in 1997 with its Post Graduate Programme (PGP), the Indian Institute of Management Kozhikode (IIMK) is on a high growth trajectory today, offering widest range of academic Programmes in the field of management education. These include Doctoral Programmes in Management, Executive PG Programmes, Management Development Programmes and Faculty Development Programmes. IIMK set up a Satellite campus at Infopark, Kochi, in 2013 dedicated to Executive Education. IIMK has also the unique distinction of launching a PhD (Practice Track) programme for working professionals besides bringing in new dynamic courses in Women Leadership, one-year Post Graduate programme in Business Leadership (2019) MBA in Finance and MBA in Liberal Studies & Management (2020). The institute is also home to IIMK LIVE a first-of-its-kind startup incubation programme and the Indian Business Museum.

4th

NIRF India Rankings
2021: Management

2nd

Atal Innovation
Rankings (ARIIA) 2021

16+

QS Executive MBA
Rankings (EPGP) in Asia
Pacific for 2021

IIM Kozhikode aims to create a unique and futuristic space of global reckoning so as to nurture the finest management thinkers in the pursuit of developing innovative, socially responsible and environmentally friendly practitioners, leaders and educators. Strategically moving towards a better future, the Institute strives to provide holistic learning – giving equal weightage to academic solidarity and practical application. IIM Kozhikode integrates concepts with applications and values, thus transforming individuals into dependable, capable, caring and fair-minded personalities who will contribute towards the development of communities.

Global Accreditations





About TSW

The Second Wind (TSW) is an initiative by Times Professional Learning aimed at working professionals keen to hone their skills and add value to their work for a more rewarding career.

TSW's passion for excellence and a brief that "Executive Education Empowers" work hand-in-hand with the organisation's aim to impart knowledge to business professionals nationwide.



THE TIMES OF INDIA GROUP

About Times Group

The Times of India Group began its operations in 1838 and is India's oldest and largest media house.

The Times of India is the world's largest-selling English newspaper with over 5 million copies sold daily.

The Economic Times is the world's 2nd largest English business newspaper, second only to The Wall Street Journal, with over 800,000 copies sold daily.

The Group is also India's largest and most diversified media conglomerate with assets across Publishing, Radio, TV, Out of Home (OOH) and Online Media.



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