



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



Professional Certificate Programme in Entrepreneurship and New Venture Creation (Batch 05)

08 Months | Online | ₹1,75,000 + GST

IIM Kozhikode Advantage

From the Director's Desk



IIM Kozhikode has designed the Entrepreneurship and New Venture Creation programme to benefit those interested in either launching their business venture or working for a small business. The programme introduces the participants to the theory and practical implementation of entrepreneurship as a practice of economic and social value creation.

Businesses today have seen a complete transition from how they used to be run a decade ago. Recent industry reports suggest that close to 68% of business leaders in India have reported that having high agility reduced their costs by 25%. It is thus imperative for business leaders of today and the future to expand their knowledge across domains and proactively make decisions to be effective leaders. IIM Kozhikode programmes, designed by world-class faculty with their cutting-edge thought leadership and industry-leading insights, empower participants to manage and lead complex business challenges with confidence and data-driven, informed decision-making ability. Our growing global footprint, acknowledged and accredited by leading institutions of the world, is a testimony to the growth we have achieved in our 28-year journey of academic excellence.

At this juncture, it is also pertinent to share that both, the future, and the past, are integral to the path taken by an institution on this journey of excellence. Having a wide, far-seeing vision is not an indulgence but an activity that is necessary to give meaning to our present, to give this Institution a sense of purpose, direction, and imagination. That is why we have chosen to think in terms of what IIM Kozhikode will be able to contribute to India and the world some three decades from now with 'Vision 2047: Globalizing Indian Thought'. The Institute has set for itself a pre-eminent role with the above motto. The sheer scale, scope, and potential impact that India will have on 21st century business makes us believe that this is a legitimate aspiration.

Invest in your potential and advance your career by enrolling in the 5th batch of IIM Kozhikode's Professional Certificate Programme in Entrepreneurship and New Venture Creation. Wishing you the best of learning experiences here.

A handwritten signature in orange ink that reads "Debashis Chatterjee". The signature is written in a cursive, flowing style.

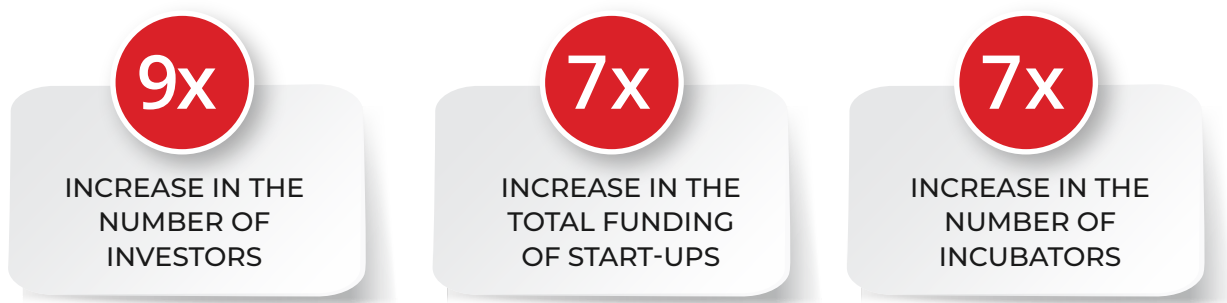
Prof. Debashis Chatterjee,
Director, IIM Kozhikode

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. Today, it is the world's 3rd largest ecosystem of start-ups, and was ranked the 2nd most entrepreneurial country in the world in the Global Entrepreneurship Monitor (GEM) India Report 2020-21 (Source: www.gemconsortium.org/economy-profiles/india), ahead of large economic powerhouses such as the United States, China, and the UK.

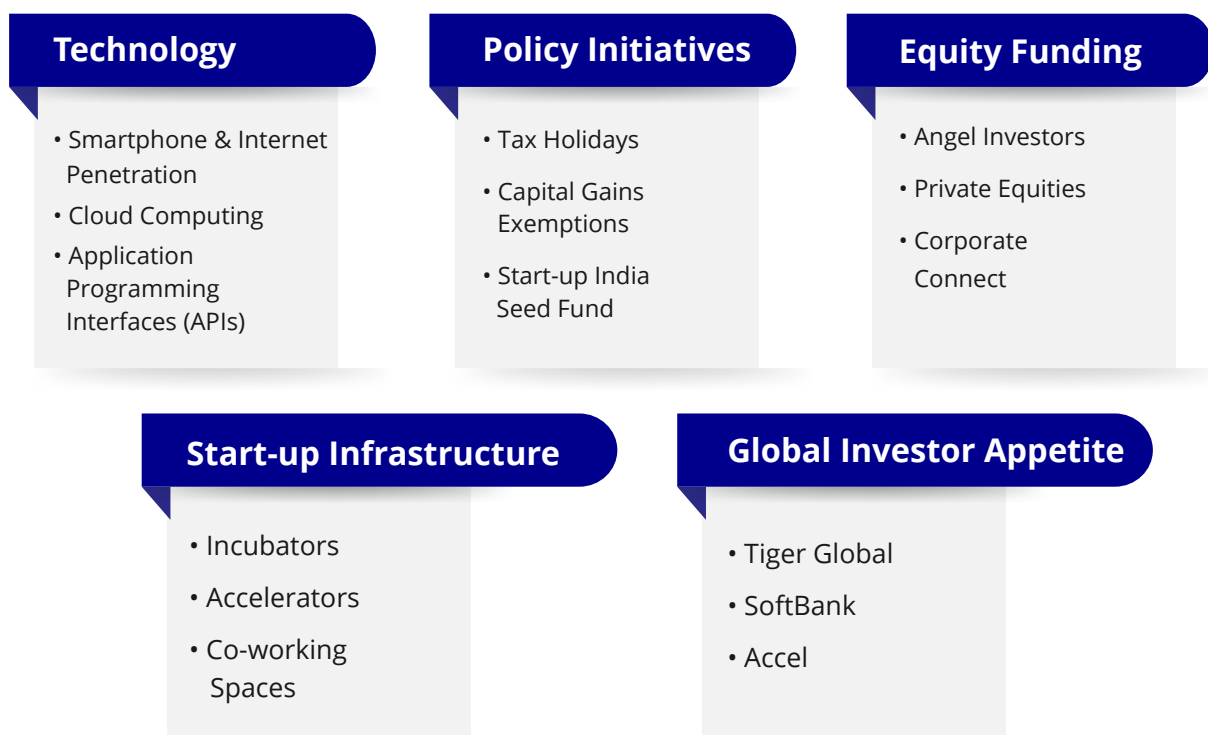
The Indian Start-up Ecosystem

The India start-up ecosystem witnessed exponential growth between 2015 and 2021.



(Source: investindia.gov)

Growth Drivers for Start-ups

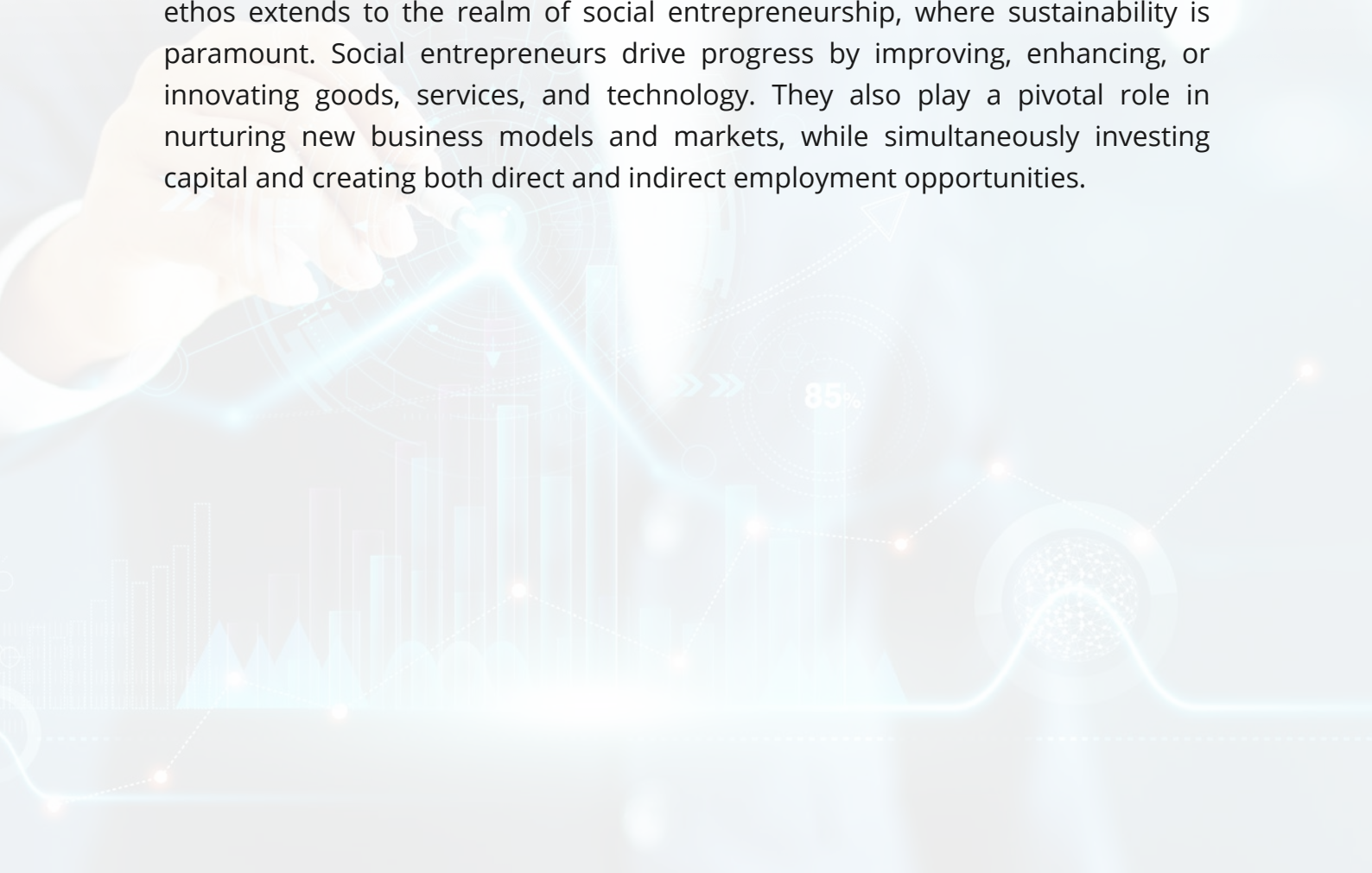


Traditional & Emerging Entrepreneurship Models

In India's entrepreneurial landscape, information and communication technologies reign supreme, driving innovation and application across various sectors. Alongside this, a novel entrepreneurial trend, known as Social Entrepreneurship, is gaining traction. Rooted in values of social impact and empowered by technological advancements, this genre encompasses ventures such as microfinance, crowdfunding, and target-specific apps. Notably, industry leaders and experienced professionals are actively engaging in the startup ecosystem with renewed zeal. Their aim is to address the evolving needs of the burgeoning Indian population, offering convenience and solutions to both entrepreneurs and end-users alike.

In Pursuit of Enlightenment: A Holistic Approach to Entrepreneurial Success

In the pursuit of entrepreneurial success, transcending mere financial gains emerges a larger vision aimed at fostering meaningful change in society. This ethos extends to the realm of social entrepreneurship, where sustainability is paramount. Social entrepreneurs drive progress by improving, enhancing, or innovating goods, services, and technology. They also play a pivotal role in nurturing new business models and markets, while simultaneously investing capital and creating both direct and indirect employment opportunities.



"Entrepreneurship is about turning ideas into opportunities."

Mark Zuckerberg

Programme Overview

IIM Kozhikode's **Entrepreneurship and New Venture Creation** programme is crafted for individuals looking to unlock their potential and build impactful ventures. Whether you aim to start a new business, acquire an existing one, or explore franchising, this programme offers the expertise to navigate entrepreneurial complexities.

Combining theory, real-world case studies, simulations, and interdisciplinary sessions in law, finance, operations, and technology, the programme provides practical insights at every stage of the entrepreneurial journey. Participants will evaluate their fortes, identify areas for growth, and sharpen their ability to mobilise resources and make strategic decisions.

Through web-based simulations, participants will refine their entrepreneurial qualities, focusing on opportunity evaluation, competitor analysis, and securing financing. The curriculum culminates in the development of a minimum viable product plan designed to generate market traction and ensure business success.

Programme Highlights



Contextually Designed
8-month Programme for
Aspiring Entrepreneurs



Entrepreneurship Simulation
and Business Plan Project Pitch



Entrepreneurial Opportunity
Recognition, Evaluation, and
Action



Exclusive Access to
IIM Kozhikode LIVE (Laboratory
for Innovation Venturing and
Entrepreneurship)

IIMK LIVE

IIM KOZHIKODE[®]

LIVE

LABORATORY FOR
INNOVATION
VENTURING AND
ENTREPRENEURSHIP

IIM Kozhikode's Innovation and Entrepreneurship Centre, LIVE (Laboratory for Innovation Venturing and Entrepreneurship), celebrates five dynamic years. It serves as a business incubator and a National Centre of Excellence, fostering innovation, new ventures, and entrepreneurship. LIVE is a collaborative platform that converts innovative ideas into impactful businesses. With 89 startups incubated and a success rate of 40%, LIVE ventures have raised ₹37 crore and generated ₹50 crore in revenue, making a significant economic and social impact in a short timeframe.

For more details, visit www.iimklive.org

Key Takeaways for Entrepreneurs

The IIMK LIVE incubation center complements this course for entrepreneurs, offering:

- Platform for innovative idea showcase
- Facilitation of new business ventures for social and economic development
- Participation in events for peer learning and knowledge sharing
- Access to seminars for entrepreneurship career growth
- Opportunity for course candidates to contribute to and benefit from IIMK LIVE
- Insights from successful entrepreneurs affiliated with IIMK LIVE
- Access to sessions by VCs and investors for a nominal fee
- Chance for the best business plans to join the esteemed IIMK LIVE shortlist, based on meeting the criteria

BOUNCER.

Make a Short, Hard Pitch

Bounce Your Idea to a Panel of Experts

The Purpose Behind Bouncer

Many startups face challenges aligning their ideas with market demand, often realising too late that their concept lacks scalability or sustainability. To bridge this gap, Bouncer by IIMK LIVE allows startups to present their ventures to industry experts for validation and constructive feedback, helping them refine their business plans and progress confidently toward growth.

About Bouncer

Bouncer is a unique initiative by IIMK LIVE, providing individuals and startups with the opportunity to pitch their business ideas directly to a panel of industry experts. This one-on-one platform offers actionable feedback and insights to validate business models, understand market potential, and strategise for growth. Designed to support both new concepts and developing ventures, Bouncer gives emerging entrepreneurs a solid foundation for success through targeted, expert-driven advice.

Key Benefits

- **Objective Validation:** Gain valuable, unbiased insights into your business idea's potential.
- **Growth Strategy:** Receive guidance on enhancing scalability and long-term viability.
- **Early-Stage Access:** Open to unregistered and concept-stage startups, ensuring guidance when it's needed most.
- **Cost-Effective Feedback:** Obtain expert advice for a nominal fee, saving resources in the long run.

Frequently Asked Questions

What is the process for applying?

To apply, visit www.iimklive.org, submit a one-page proposal, and prepare a presentation following the recommended template. A nominal fee of ₹2,500 applies.

Who is eligible to apply for Bouncer?

Any individual or startup with an idea or early-stage project can apply. No formal business registration is required.

Can an early-stage startup participate?

Yes, early-stage startups are encouraged to participate to validate and refine their concepts.

Should the startup be registered as a company, LLP, or partnership firm before applying?

No, formal registration is not a requirement for participation in Bouncer.

What type of advice will the panel provide?

The expert panel will assess the business model and provide recommendations to validate and strengthen the idea. All advice is advisory and non-binding, meant to help guide strategic improvements.

How many team members can attend the session?

Each startup may have up to two representatives attend the session, ensuring a focused and interactive experience.

Will the advice from the panel be confidential?

Yes, confidentiality is maintained. The panelists focus only on business model assessment and market strategy without exploring proprietary details of the product or technology.

Does Bouncer provide any funding support?

No, Bouncer is strictly an advisory initiative and does not offer funding. Participants interested in funding or incubation can apply separately through the IIMK LIVE incubation program.

Will IIMK LIVE offer incubation facilities through Bouncer?

No, Bouncer does not include incubation support. However, participants can apply for IIMK LIVE's standalone incubation program.

Is there a particular format for the application?

Yes, applicants are expected to follow a specific presentation format. The template can be downloaded from www.iimklive.org.

How much does it cost to attend the Bouncer session?

The participation fee for Bouncer is ₹2,500, payable at the time of application.

How many co-founders can participate in the session?

Up to two founders or co-founders per startup are allowed to join the session.

Learning Outcomes

At the end of the programme, successful participants will imbibe the following competencies:



Innovation: Generate new business ideas



Business Planning: Create feasible plans



Social Impact: Recognise an entrepreneur's role in adaptability and sustainability



360 Degree Business Understanding: Comprehend models and financing



Growth Strategy: Navigate challenges for success

Programme Curriculum

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
- Protecting Intellectual Property
- An overview of IIMK LIVE

Module 3: Accounting and Finance for Entrepreneurs

- Basic Financial Reports
 - i. The Balance Sheets
 - ii. The Income Statements
 - iii. 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: Debt and Equity Financing

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

- Interactive teaching approach integrating technology and diverse pedagogical tools such as lectures, case studies, and shared experiences to promote independent thought and study
- Emphasis on professional attitude towards deadlines, quality, group collaboration, and work ethics
- Business plan development with pitch presentation
- Web-based simulation for teams to operate and compete as companies
- Practical guidance on accessing finance from banks, including templates, analysis, annual fund requirements, and self-credit rating
- Due diligence sessions covering law, human resources, operations, economics, IT, and technology



Duration

08 Months (105 Hours)

Schedule

Saturdays
06:45 p.m. to
09:45 p.m. (IST)
(3 hours per week)

Programme Delivery



State-of-the-art Interactive Learning (IL) platform



Direct-to-Device (D2D)

Eligibility Criteria

- Graduates (10+2+3 or 10+2+4) or Diploma Holders (10+2+3) in any discipline from a recognised university or Institution (UGC/AICTE/DEC/AIU/State Government) with at least ONE year of work experience* as of the programme 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.*

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

Admission Criteria

The selection will be based on the candidate's corporate nominations and retail applications with credentials. Final selection of participants will be solely done by IIM Kozhikode.

Attendance Criteria

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



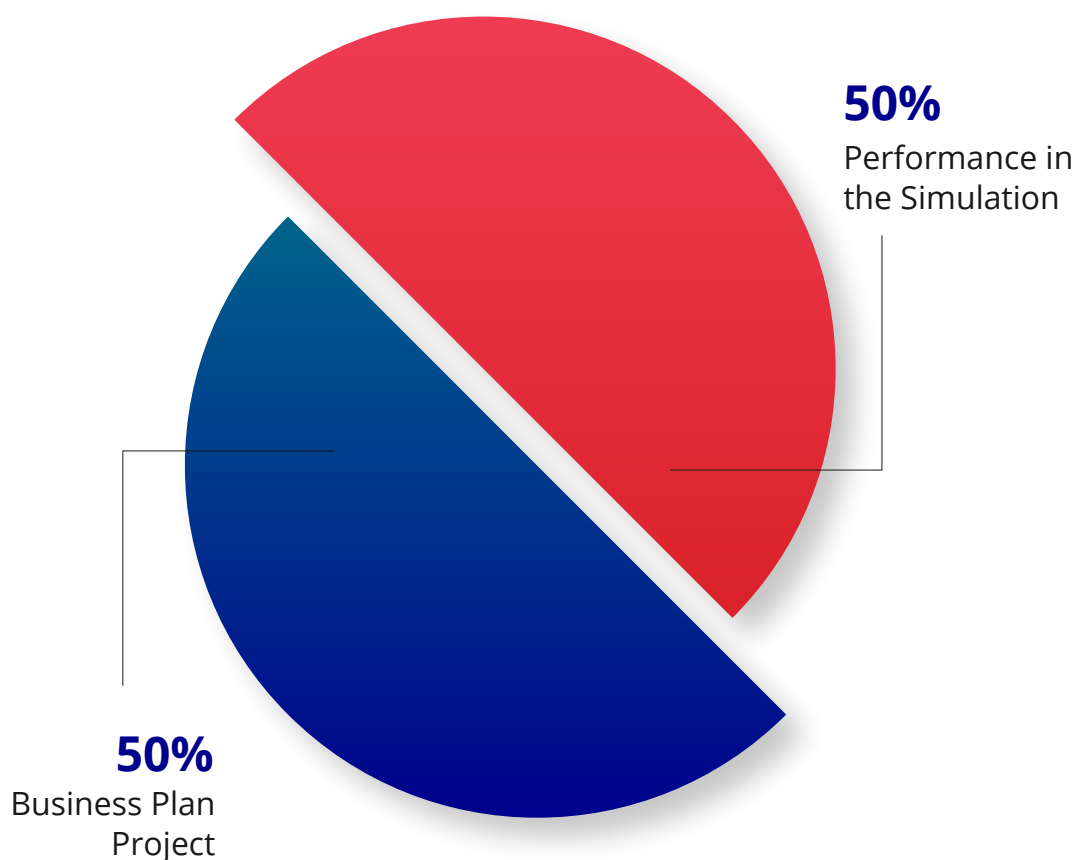
Assessment & Evaluation

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.

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:





Certification

- 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'

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

Programme Director



**Prof. M. K.
Nandakumar**

Dr. M.K. Nandakumar is a distinguished professor at the Indian Institute of Management Kozhikode (IIMK), renowned for his extensive contributions to the fields of strategy and entrepreneurship. He holds the position of Associate Editor for several prestigious journals, including the Journal of Small Business and Enterprise Development, Business Ethics, the Environment & Responsibility, and the Journal of Social Entrepreneurship. Additionally, Dr. Nandakumar is a valued member of the editorial board for the Journal of International Management and serves on the Peer Review College of the British Academy of Management (BAM). He is currently the Co-Track Chair for the Strategy Track at BAM.

Dr. Nandakumar has also served in a few leading British universities. He has developed a robust research portfolio published in top-tier journals such as R&D Management, Journal of International Management, Journal of Business Research, Long Range Planning, Asia Pacific Journal of Management, Australian Journal of Management, International Studies of Management and Organization, and Management Decision. His research has garnered significant attention and recognition in the academic community.

In addition to his research endeavours, Dr. Nandakumar has delivered executive development programs to thousands of managers and executives from prominent organisations. His flagship initiative, the Professional Certificate Programme in Advanced Strategic Management, is highly regarded and attracts a diverse group of participants annually. He has been awarded a research grant under the British Academy/Leverhulme Small Research Grants SRG 2019 and has successfully supervised numerous Ph.D. candidates to completion. Furthermore, he has secured a major research grant under the Scheme for Promotion of Academic and Research Collaboration (SPARC) from the Government of India.

Dr. Nandakumar has played a pivotal role in advancing the Association of MBAs (AMBA) accreditation project at IIMK and is an empanelled assessor for AMBA, having evaluated leading business schools during accreditation events. As a member of BAM since 2006, he has actively presented numerous academic papers on the entrepreneurship track at BAM annual conferences. As a senior member, he is committed to contributing to the development of this track.

Through his research, teaching, and leadership, Dr. Nandakumar exemplifies a dedication to academic excellence and the advancement of knowledge in management and entrepreneurship.

Gain Insights from Industry Leaders



CS Jayan K
Company Secretary at
SVJS & Associates

A seasoned professional with over 15 years of experience, CS Jayan K currently serves as a Company Secretary at SVJS & Associates, a Firm of Company Secretaries that won the first national award of ICSI for excellence in service. He is also a Director of Hanhold Consulting Private Limited and a few other corporate bodies. His extensive background includes over a decade as a Founding Partner at SVJS & Associates Company Secretaries, where he specialised in corporate governance and compliance. Jayan's leadership in consulting and company secretarial services has made him a trusted advisor for businesses across various industries.

Jacob C.R. is a Senior Strategist in Intellectual Property (IP) and Business at LexOrbis, where he excels in IP strategy and valuation. He advises clients on leveraging intellectual property for strategic growth and monetization. Jacob's expertise extends to supporting startups through IIM Kozhikode LIVE, where he offers guidance on IP strategy, helping entrepreneurs safeguard and maximize their innovations.



Jacob C R
Senior Strategist IP &
Business at LEXORBIS

Mr. Jacob founded a boutique Intellectual Property firm, IP Astra, which was later merged with the top-tier intellectual property law firm, LexOrbis. Mr. Jacob was the Director at BPE Biotree India Pvt Ltd, a biopharma equipment manufacturer, now a member of Zeta Group, Austria. His latest venture aims to bring a paradigm shift in how patents are seen from a sustainability point of view. Known for his in-depth understanding of IP across diverse sectors, Jacob is a trusted advisor to companies looking to navigate the complexities of IP in today's competitive market. His multifaceted experience in IP strategy and business acumen make him an invaluable resource for organizations aiming to drive growth through innovation.



**Vedanarayanan
Vedantham**
Product Marketing
Leader at Chargebee

Vedanarayanan Vedantham serves as the Product Marketing Leader at Chargebee, where he brings over 20 years of extensive experience across FinTech, Health-Tech, and Ed-Tech sectors. He has held pivotal roles at major companies, including Infosys, Razorpay, and Microsoft, where he drove digital product innovation and strategic brand positioning. Known for his knack for scaling startups, Vedanarayanan has played a key role in helping several companies achieve unicorn status.

His expertise spans digital marketing, product strategy, and growth acceleration, making him a sought-after leader in the tech industry. Vedanarayanan's ability to create impactful product roadmaps and his deep understanding of customer-centric marketing have consistently delivered measurable results. His work reflects a strong commitment to innovation, and he excels at guiding teams to navigate rapidly evolving market landscapes.

Vinod Keni is a seasoned venture capital investor and entrepreneur with over three decades of experience across the US and India. As the founder and managing partner of Peachtree Capital Ventures, he focuses on secondary transactions, early and growth-stage investments in sectors like fintech, deep tech, and healthcare. Vinod is a founder of Bottomline Fintech, an AI-powered "Finance as a Service" platform. His extensive background as a former CFO and his expertise in building businesses make him a trusted advisor to entrepreneurs and investors, offering strategic guidance on finance, operations, and capital raising for long-term success.



Vinod Keni
Peachtree Capital Part-
ners/100Unicorns VC
Fund - Partner



Chandu Nair
Angel investor and
start-up advisor

Chandu Nair works with entrepreneurs and enterprises on how to create and build their business. He has direct experience in angel, VC and strategic investor funding and has been a part of a few exits.

He also has three plus decades of experience in industry, consultancy, media and information services. He has worked previously in Asian Paints and Business World magazine.

Thereafter, he has been an entrepreneur for 25+ years and started several businesses, of which he managed to exit two including Scope e-Knowledge Center.

He is on the advisory board of a Chennai-based private equity firm, and director on the board of a social impact fund. He's an independent director on the board of India's first retail building products listed company, Shankara Building Products Ltd as also CIEL HR Services Ltd.

He is actively engaged with The Chennai Angels, IIM Kozhikode Live incubator and Crescent Innovation and Incubation Council. He also writes regularly on business, startups and entrepreneurship in Moneycontrol and Business Line.

He's an active angel investor and has investments in over 30 companies in SaaS, D2C/ consumer goods, digital and content economy, mobility, ICT and more.

A Postgraduate in Management from IIM, Ahmedabad, he is also a visiting faculty at IIM Kozhikode, IIM Indore, IIT Madras Research Park, KSUM etc.



Programme Fee

Particulars	Amount (in ₹)*
Programme Fee	1,75,000
Total Fee	1,75,000

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:
 - In case the candidate rejects the offer issued by the Institute; and
 - 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	Date	Amount (₹)*
I	To be paid at the time of application	2,500
	Within one week of offer roll out	72,500
II	10 th June, 2025	55,000
III	10 th September, 2025	45,000

*Taxes will be added as applicable.

Programme Timelines

Application Closure Date	Refer to Website
Programme Start Date	22 nd March, 2025
Programme End Date	November 2025

APPLY NOW 



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Indian Institute of Management Kozhikode
Globalizing Indian Thought



Building Management Leaders to Tackle Tomorrow's Challenges for Over Two Decades

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 Fellow 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 also has a unique distinction of launching a Ph.D. (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.

IIM Kozhikode also made its debut in the prestigious Financial Times Rankings in 2023 and was recently ranked #70 among the top-80 open-enrolment executive program providers globally for the year 2024. The feat has further consolidated the 28-year's IIM's footing in an exclusive list of the foremost providers of executive education in the world. The institute had also entered in global top-100 at Rank #68 for FT Masters in Management (MIM) 2024 Rankings, for its full time MBA programme. IIM Kozhikode has successfully delivered close to 1300 MDP programmes over the past two decades, training more than 41,000 participants from 150+ organisations, which also includes several Fortune 500 companies in the process.



#3

NIRF Rankings 2024
(Management)

4th

(India)
Financial Times Ranking 2024

70th

(Global)



TimesPro, the award-winning EdTech initiative of The Times Of India Group, was established in 2013 to cater to the diverse learning needs of Indians with aspirations of career growth.

Taking the rich legacy of trust, knowledge, and learning of The Times Of India Group forward, TimesPro strives to embody the values of Education 4.0 – learner-centric, industry-relevant, role-specific, and technology-enabled – in its executive education programmes.

Ranging across industries and domains, these programmes are curated and offered in collaboration with premier national and global educational institutions to fulfil the aspirations of millions of professionals by equipping them with the right knowledge and skills.



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