



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



Professional Certificate Programme in **Entrepreneurship and New Venture Creation (Batch 04)**

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 27-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 4th batch of IIM Kozhikode's Professional Certificate Programme in Entrepreneurship and New Venture Creation. Wishing you the best of learning experiences here.

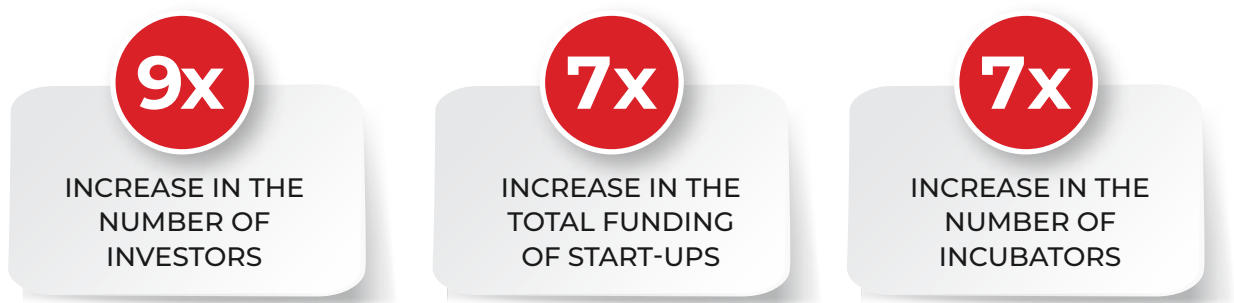
Prof. Debashis Chatterjee,
Director, IIM Kozhikode

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.

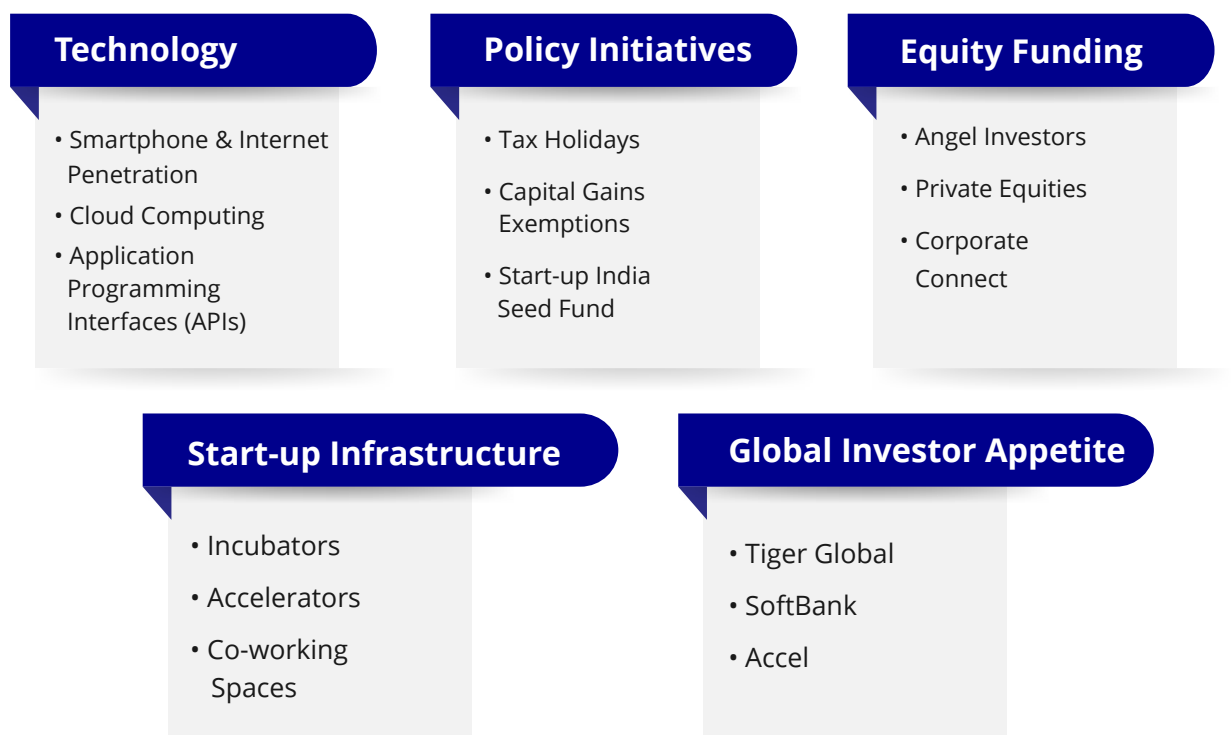
The Indian Start-up Ecosystem

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



(Source: investindia.gov)

Growth Drivers for Start-ups



Traditional & Emerging Entrepreneurship Models

India's entrepreneurship universe, while currently dominated by information and communication technologies and their applications, isn't centred around hyper-growth start-ups and venture capital funding. They merely overshadow the fact that a larger number of enterprises are created in the traditional manufacturing, retail, trading, and services sectors that might not attract a flood of investments and promise exponential growth, but are stable, reliable, and sustainable. Also, a new entrepreneurial genre forged by the values and goals of social impact and fuelled by technological opportunities is emerging. Termed Social Entrepreneurship, it includes ventures that include microfinance, crowdfunding, target-specific apps, etc.

The Need For Entrepreneurs



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

IIM Kozhikode's Entrepreneurship and New Venture Creation programme introduces the 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 theoretical exploration, case studies, interaction, practical insights, online simulation, and interdisciplinary due diligence sessions in law, human resource, operations, economics, IT, and technology, with a motive to expose the participants to the problems, issues, and challenges of starting a new entrepreneurial venture.

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 ten months 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)



Two-days campus immersion module



IIM Kozhikode Alumni status

Learning Outcomes

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



Conceptualise and develop new business ventures, products, and services



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



Understand the role of entrepreneurship in economic and social development through adaptability and sustainability



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



Effectively tackle challenges, minimise risks, and maximise growth and 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

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, 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

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.

Campus Immersion

There will be a two-day campus immersion module at IIM Kozhikode.

The campus module is subject to the conditions that prevail at that point of time. These conditions pertain to the pandemic or other unavoidable reasons. In case the campus module is not confirmed due to COVID-19 situation, the same will be included in the total number of online sessions.

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.



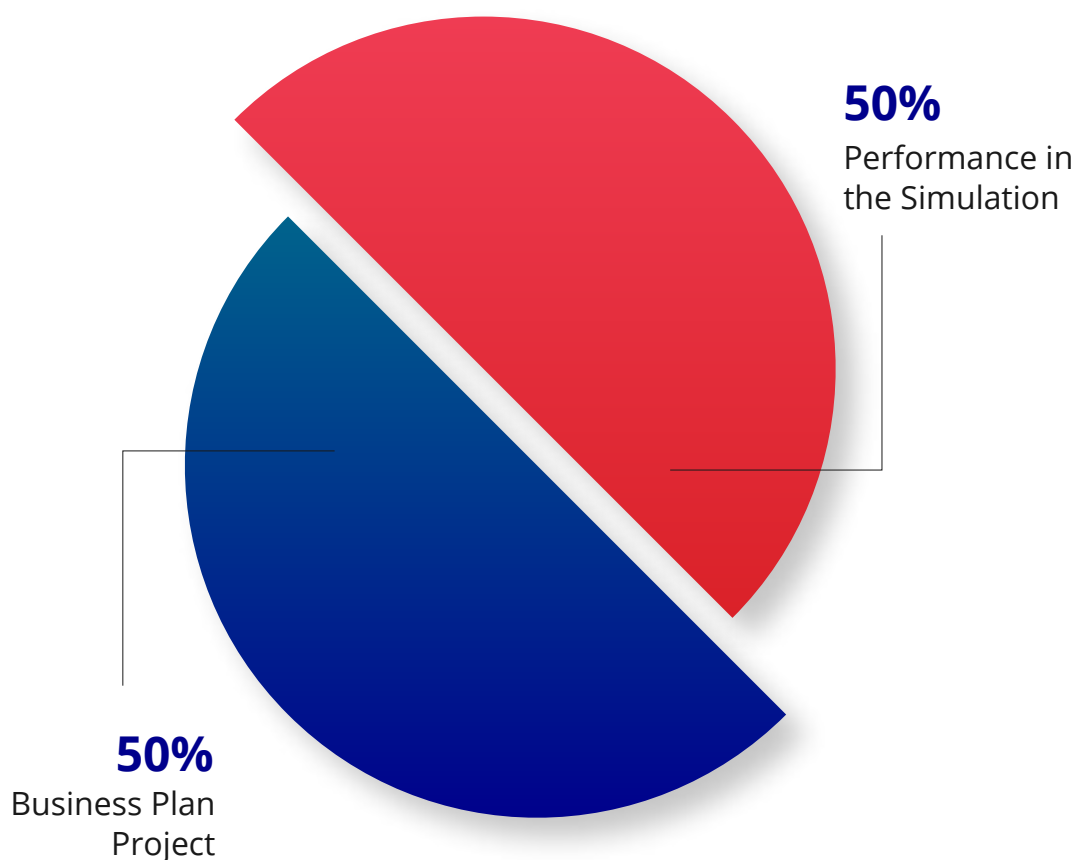
Assessment & Evaluation

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 and 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'.
- Successful participants will also be accorded IIM Kozhikode Alumni status.

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 Professor at the Indian Institute of Management Kozhikode (IIMK). He is an Associate Editor of three top management journals: Business Ethics, the Environment and Responsibility (BEER), Management Decision, and the Journal of Small Business and Enterprise Development. He is an editorial board member of the Journal of International Management, 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.

His papers have been published in leading journals such as R&D Management, Journal of International Management, Journal of Business Research, Long Range Planning, Asia Pacific Journal of Management, International Studies of Management and Organisation, Management Decision, and more.

Dr. Nandakumar has trained thousands of managers and executives from leading organisations during his executive development programmes. 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. 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 IIM Kozhikode.

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	20,000
	To be paid at the time of admission	55,000
II	10 th June, 2024	55,000
III	10 th September, 2024	45,000

*Taxes will be added as applicable.

Programme Timelines

Application Closure Date	Refer to Website
Programme Start Date	23 rd March, 2024
Programme End Date	November 2024



IIMK LIVE



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



भारतीय प्रबंध संस्थान कोषिकोड
Indian Institute of Management Kozhikode
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 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.

IIMK is ranked 3rd as per NIRF India Rankings 2023: Management. The institute also features regularly among top global institutes for its flagship MBA (PGP) and EMBA programme (EPGP) in QS World University Rankings. The Institute has leapfrogged 100 spots to be placed in the Top 251-300 Institutes in Business & Management Studies globally, as per the QS World University Rankings by Subject 2023. It is also Ranked No.2 in CFIs (non-Technical) category in the Atal Innovation Rankings (ARIIA 2021) rankings released recently by Ministry of Education, Govt. of India, and has the distinction of being the only IIM in the coveted innovation rankings. IIMK is globally accredited by EQUIS (EFMD) and AMBA (UK).

IIMK also made its debut in the prestigious Financial Times Rankings (FT Rankings 2023) at 72nd position among the top-75 Open-enrolment executive programme providers globally, catapulting the 27-years young IIM to an exclusive list of foremost providers of executive education in the world. IIMK has successfully delivered close to 1,300 MDP programmes for the past two decades, training more than 41,000 participants from 150+ organisations – which also include several Fortune 500 companies – in the process.



3rd
(India)

2nd
(Public B-Schools)

The Week Hansa Research
Survey 2023: India's Best B-Schools

3rd
NIRF India
Rankings 2023:
Management

4th
(India)

72th
(Global)

Financial Times Ranking
(Open MDP and Masters in Management)





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.



TimesPro, 18th Floor, G-02 Wing,
Lotus Corporate Park, Off Western Express Highway,
Jogeshwari (E), Mumbai – 400 063, India.

1800-120-2020
admissions@timespro.com
www.timespro.com

