



IIM CALCUTTA
INNOVATION PARK



INDIAN INSTITUTE OF MANAGEMENT
CALCUTTA



Start-Up Readiness, Growth and Execution (SURGE): An Entrepreneurship Programme

(BATCH-01)



Adding the right ingredients to
your Entrepreneurial Journey



About IIM Calcutta

The Indian Institute of Management Calcutta (IIMC) was established as the first national institute for Post-Graduate studies and Research in Management by the Government of India in November 1961. The vision of the Institute is to emerge as an International Centre of Excellence in all facets of Management Education, rooted in Indian ethos and societal values. Over the past four decades, IIM Calcutta has blossomed into one of Asia's finest Business Schools.

Its strong ties to the business community make it an effective mechanism for the promotion of professional management practices in Indian organizations. Today, IIM Calcutta attracts the best talent in India - a melting pot of academia, industry and research. The best and brightest young men and women pursue its academic programs.

The main thrust of training is to imbibe a sense of strategic outlook to management problems in the students. The emphasis, therefore, is on management as an integrated process and requires the students to develop a global view of economic, technological, cultural and political environment of the business. IIMC has a very strong alumni base, which makes it unique among the top management institutes of the world. IIMC alumni are occupying leadership positions as corporate managers, academicians and successful entrepreneurs, worldwide. The alumni maintain a close relation with the institute, helping each other in their growth.

About IIM Calcutta Innovation Park

The IIM Calcutta Innovation Park (IIMCIP) is a not for profit (Section 8) company established under the aegis of IIM Calcutta to promote Entrepreneurship and Innovation.

The broad objectives of IIMCIP are:

To promote entrepreneurship and create a nurturing ecology where fledgling enterprises with innovative ideas and solutions can flourish
 To promote Innovation in research and business through industry-academia partnership
 The IIMCIP aims at creating a complete and comprehensive eco-system to promote and nurture innovative enterprises.

About Hughes Global Education

Hughes Global Education, is a premier institution providing interactive onsite learning through satellite based education and training service. It was initiated by Hughes for corporate and working professionals/ students. It has live, interactive, real-time, two way video, voice and data classes with a spread across 75+ classrooms in 40+ cities/towns. Hughes Global Education platform has redefined the next generation of education i.e. real-time Interactive Onsite Learning (IOL). Its platform seamlessly integrates the strengths of the traditional method of education --classroom teaching -- with the latest in technology.



✓ The first and the pioneers in Interactive Onsite Learning in India for working executives

✓ Alumni base of over 25,000 students.

✓ 2500 + students enrolling every year

✓ 200 + programmes successfully completed so far

Introduction

India has seen a surge of entrepreneurial ventures and start-ups over the last decade. The opportunities that present themselves in technology, technology-enabled services, and in traditional businesses is enormous for the growing economy that is India. The Indian Government has understood this reality and given precedence to the start-up ecosystem by creating a platform called Startup India. India's talented and educated youth have taken to this opportunity to create new ventures and organizations to ride the wave of success in the new growing India.

Success in an entrepreneurial venture is dependent on many factors – the business idea, understanding and tackling the regulatory environment, processes and procedures, and building and managing one's organization through the heady, but tough, early phase of any organization. This programme has been designed keeping in mind these complexities of an entrepreneurial journey. The programme will be an entrepreneurship toolkit programme as a six-month programme culminating in a campus visit where participants submit their business plans and the best of them will be reviewed by a panel of judges including at least one venture capitalist.



5 Reasons why this programme is for you

- Provides a mental toolkit and a competence sharpener for budding entrepreneurs
- Familiarise entrepreneurs with the principles of general management as pertains to the start-up context
- Facilitate a dialogue amongst existing entrepreneurs, working executives planning to plunge into entrepreneurship, practice-oriented academics, and investors
- Learn the development of business-plan spread across the course duration
- Get taught via lectures, guest sessions from practitioners and case discussions

Highlights

- Be a part of a premier Entrepreneurship programme from IIMC – India's foremost business school
- Opportunity to have your business plans reviewed by venture capitalist.
- Specially selected core faculty
- Books, cases and study materials included in the course
- Quality interactions and increased peer group learning
- Specifically designed for entrepreneurs with the flexibility benefits of Interactive Onsite Learning.
- IIMC Executive Education Alumni

Who Should Attend?

Working professionals who are early career executives with an orientation towards entrepreneurship and with an interest in starting a new venture or scaling an existing small venture would find the programme particularly useful. Working professionals wishing to participate in the programme need to have a minimum experience of one year.

Eligibility

- Working executives who are graduates (10+2+3 or equivalent) in any discipline with 50% marks are eligible.
- Working professionals wishing to participate in the programme need to have a minimum experience of one year.
- Eligible candidates will be selected on the basis of assessment of educational and professional background and motivation based on the application form submitted.

Pedagogy

- Theory & Practical Inputs
- Case study approach
- Assignments, E-Learning, & Business Simulation

Course Content

The programme will have six modules

Understanding the Entrepreneurial.

- Journey Learning from other entrepreneurs' experiences.
- Knowing Your Entrepreneurial Self.

Essential Management Tools for Entrepreneurs

- Understanding the regulatory framework and law.
- Understanding Intellectual Property.
- Mastering Entrepreneurial Finance.
- Honing Marketing Skills.
- Operations for Entrepreneurs.

Managing Early Growth

- Understanding issues in scaling-up.
- Managing teams through growth.
- Managing finances.

Presentation of select B-plans

Capstone Project

- Evaluation will be based on performance in the capstone project where individuals or groups of individuals will create their business-plan using tools/concepts covered in the various modules of the course. Work on this project will be carried out throughout the duration of the course. Guidance for the preparation of business plan will be provided by select resources from IIMCIP. Select business-plans will be invited for a presentation to a panel of faculty members and distinguished practitioners at the end of the programme.
- At the end of the course, you will receive a certificate of completion of the programme issued jointly by IIM Calcutta and IIMC Innovation Park, along with a grade sheet carrying grade of their capstone project (B-plan).

Crystalizing the Business Idea

- Creative Thinking and Opportunity Conceptualization.
- Identifying, recognizing and screening Opportunities.
- Developing a Business Plan.
- Crafting a Business Model.

Building Your Organization

- Startup organization design.
- Forming and building a team.
- Finances and funding.

Navigating the Unexpected

- Managing change.
- Learnings from the field
- IIMCIP Workshop.

Application Fee -	INR 2,500/-*
Registration Fee -	INR 5,000/-*
Programme Fee -	INR 1,52,00/-*
Campus Visit -	INR 48,000/-*
Total Fee	INR 2,00,000/-*
<small>(exclusive of Application & Registration Fee)</small>	

Note-
Application and Registration Fee are non-refundable.
Registration fees payable on selection
Collection of Fee.
Fees Mentioned above are exclusive of GST
*GST (currently @ 18%) will be charged extra on these components Any extra payment due to any change in any of the applicable taxes during the tenure of the program will have to be borne by the students

Installment	Last Dates	Amount INR
I	21 December 2019	INR 76,000/- + 24,000/-+GST
II	15 April 2020	INR 76,000/- + 24,000/-+GST

Schedule- Frequency: Once a week
Days: Saturday 12:15 PM - 3:15 PM
Duration- 6 months

Important Dates:

Application closes- November 2019
Class start- December 2019

*Note- Dates are subject to change if applicable



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA
Diamond Harbour Rd, Joka, Kolkata, West Bengal 700104



Contact: 9829016449 / 8233970000
Email: info@bestedonline.in
Web: www.bestedonline.in