



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE



**MANAGEMENT PROGRAMME FOR ENTREPRENEURS AND FAMILY BUSINESSES
(MPEFB 5)**

Professor R Srinivasan (CSP)
Professor Suresh Bhagavatula

Start Date: April 4, 2011
Last Date to Apply: 10th March 2011

Indian Institute of Management Bangalore

The Indian Institute of Management Bangalore was established in 1973 by the Government of India to augment national managerial talent and resources. The IIMB campus is located on 100 acres of manicured greenery on the southern outskirts of Bangalore, the Silicon Valley and Garden City of India. The centre of learning set in all-stone granite buildings of unique architecture, encircled by the verdant, lush woods alternating with undulating landscaped gardens is a perfect setting for a rich milieu of both formal and informal activities. The Institute's proximity to some of the leading corporate houses in the country gives the added advantage of integrating classroom knowledge with practical experience. IIM Bangalore brings world-class expertise of over three decades to teach business executives representing a vast number of global multi-national corporations in a face-to face setting.

Nadathur S Raghavan Centre for Entrepreneurial Learning (NSRCEL)

Recognizing the growing propensity, particularly among the young and ambitious management and technical graduates, to strike out on their own as entrepreneurs and realizing the crying need of Small and Medium Enterprises (SMEs) for critical management inputs as well as business guidance, IIMB set up the Centre for Entrepreneurial studies in 1994 with a grant from Canara Bank. The Centre mainly focused on offering some successful programmes to SMEs which helped them to accelerate their growth and move to a higher level of performance. The Centre also offered courses on Entrepreneurship to the post graduate students of IIMB and supported research. A generous endowment from Mr. Nadathur S Raghavan, formerly Joint Managing Director of Infosys Technologies Ltd, in October 1999 has provided the impetus for a quantum leap in the activities of the Centre. The Centre, now known as N S Raghavan Centre for Entrepreneurial Learning (NSRCEL), aims to be a world-class Centre of Excellence for seeding, nurturing and promoting entrepreneurship. The activities of NSRCEL are varied and encompass such areas as teaching, research, short-term programmes, seminars/ panel discussions, incubation facilities, and so on.

Management Programme for Entrepreneurs & Family Businesses

An opportunity for entrepreneurs to partake in the unfolding value creation opportunities! The last ten years have brought exciting changes in the business landscape of the country. The recent economic reforms and government policy changes have ushered in a new era for business enterprises in the country. Furthermore, business entities in other parts of the world have had opportunities to tap the highly talented managerial and technical work force in the country that promises huge cost savings. E-Commerce has enabled globally spread-out companies to transact business more easily. These developments point to a dramatic rise in the entrepreneurial activities in India. There are early signs of this trend. Although plenty of opportunities are waiting to be tapped, the environment also demands that the new generation entrepreneurs be well grounded in the fundamental principles of managing businesses.

This programme seeks to fulfill this requirement and provide a unique methodology to equip the entrepreneurs with critical business management inputs. The programme is offered by the Nadathur S Raghavan Centre for Entrepreneurial Learning (NSRCEL) - IIM Bangalore. All successful candidates would be awarded a certificate issued by IIM Bangalore.

Programme Objectives

The primary objective of this programme is to enhance the quality of business management skills in entrepreneurial firms by providing a workable model. The specific objectives are as follows:

- Impart to the entrepreneurs and owner-managers an essential set of managerial concepts that equips them with skills and knowledge to successfully conduct business in contemporary economic and the business environment.
- Utilise leading-edge web-based e-learning solutions judiciously along with traditional classroom teaching to provide reach and convenience, and thereby improve the effectiveness of learning and programme delivery.

Unique Approach to Programme Design

Updating themselves with good business management practices and concepts has never been easy for entrepreneurs. This is simply because they need to take the entire gamut of business management decisions themselves, which leaves with them very little time to update themselves with good management concepts and practices.

The only choice available to them is to take several months off and return to academics. In today's competitive scenario, it is difficult and risky to be away from business for long periods. However that does not mean they can forego the great opportunities unfolding in front of them.

Learning Process

One of the unique aspects of this programme is the realistic assumption about the time constraints an entrepreneur faces and developing tools to help the entrepreneur not compromise on the learning process.

This is achieved in several ways:

- Frequent face to face interactions Frequent monitoring, guiding and moderation by the faculty
- Integrated Business Plan development under the mentorship of the faculty
- By enabling peer learning among participants to learn from one another's experience
- Enabling effective, reliable and continuous communication between the faculty and the participant.

Programme Duration

The programme is for a duration of 52 weeks (1 year). The programme consists of four terms, each term consisting of 13 weeks. During each term, two and half courses will be offered to the participants. In total, each successful candidate would have undergone 10 courses.

The learning cycles are organized as follows:

During week 1: the participants will interact with the faculty at IIM Bangalore for six days in a face-to-face (F2F) setting.

During week 6: the mid-term contact, the participants will have six days of contact classes where they get an opportunity to meet with the teaching faculty face-to-face once again

Subjects	Term
Managerial Accounting, Entrepreneurship and New Venture Creation, Economics, Data Analysis	1
Organisational Behaviour & HR Management Finance Management Commercial Environment of Business	2
Marketing Management Managing Networks Elective (Decision Making / Project Finance / Personal Effectiveness)	3
Operations Management Strategic Management Elective (Service Operation Management / B2B Marketing / Business Valuation) Schedule	4

F2F 1

Term 1: Apr 4 - 9 2011
Term 2: Jun 6 -11 2011
Term 3: Aug 29 - Sept 3 2011
Term 4: Nov 21 - 26 2011

F2F 2

May 2 - 7 2011
Jul 18 - 23 2011
Oct 10 - 15 2011
Jan 2 - 7 2012

Participants' Profile

The programme is designed for entrepreneurs and those running family businesses. The profile of the participants of this programme will be as follows:

- All participants will have to be graduates. Those with professional qualifications from well known/ reputed educational institutions will be preferred.
- Participants are expected to be in the age group of 27 – 45 with some track record as entrepreneurs.
- Candidates on the verge of beginning a new entrepreneurial venture with exceptional track record both in academics as well as in professional experience may also be considered for the course.
- Basic knowledge and comfort level in using computers is a requirement. Participants must have some familiarity and experience in using e-mails and the Internet, either at home or at office on a regular basis.

Support Documents

1. Detailing your entrepreneurial journey so far
2. Detailing your motivation to undertake the MPEFB

Selection Criteria

The number of participants for this programme is limited to 60. Based on the participants' profile, their entrepreneurial journey, and their support documents, a selection committee will select candidates for the programme.

Programme Directors

Professor Suresh Bhagavatula
Professor R Srinivasan (CSP)

Course Fees

The program fee is Rs. 5,75,000/- per participant + service tax at applicable rates.

A DD of Rs. 25,000/- + 2,575/- = Rs. 27,575/- with registration form on or before 10.3.2011

A DD of Rs. 75,000/- + 7,725/- = Rs. 82,725/- on or before 1.04.2011 upon admission confirmation

Rs. 4,75,000/- + 48,925/- = Rs. 5,23,925 – This fee amount should be paid in two equal installments during the programme for which the schedule will be announced at the time of

offering admission. Demand Draft drawn in favour of "Indian Institute of Management Bangalore" payable at Bangalore.

Award of Certificate

A certificate of completion will be awarded by IIMB to the participants at the end of the program upon successful completion of the program satisfying the program requirements.

Alumni

On successful completion of the programme, the participants are eligible to be admitted to IIM Bangalore Alumni association on a onetime payment of Rs 3000/-.

Registration

Enterprises/organizations/entrepreneurs interested in nominating their participants should send the registration form duly filled-in along with registration fee of Rs. 25,000/- + 2,575/- = Rs. 27,575/- per participant, their CV and a photograph to the email ID mpefb@iimb.ernet.in or to the following address on or before 10th of March 2011 at 5.00 pm on the closing date. All registrations will get an acknowledgement with reference number within one week on receipt of application through e-mail. Registrations are accepted on a first come first served basis subject to their fulfilling the selection criteria.

**The Administrative Officer
Executive Education Programs
Indian Institute of Management Bangalore
Bannerghatta Road, Bangalore 560 076**

Phone: +91 - 80 - 2699 3660, 2699 3264, 2699 3475 Fax: +91 - 80 - 2658 4004
Email: mpefb@iimb.ernet.in Web: www.iimb.ernet.in/eep
<http://www.facebook.com/pages/IIM-Bangalore-Executive-Education-Programmes/156110104431789>

Participants interested in the programme may contact IIMB at the above-mentioned address for clarifications, if any. Once registration is accepted, cancellation /refund queries and requests will not be entertained.

REGISTRATION FORM

MANAGEMENT PROGRAMME FOR ENTREPRENEURS & FAMILY BUSINESSES-5

Name (As in official record, in capital letters): _____

Date of Birth : _____ / _____ / _____ Sex: Male? Female? Martial Status: Single? Married?

Experiences in Business: _____ year _____

Organisation :

Designation : _____ Experience in Year/s _____

Training Programmes (National & International) attended by the nominee: _____

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Address for Communication (in Capital Letters): _____

Phone: _____ Fax: _____ E-mail: _____ Mobile: _____

Education & Technical Qualification : _____

Fellowships / Scholarships : _____

Level of comfort with Computers : Very : good good Average Below Average

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Form of Enterprise : Proprietary Partnership Private Limited Others (Specify)

Turnover (in croress): 0-1.00 1.01-5.00 5.01- 0.00 10.01-50.00 50.01-100.00 above 1000

of Employees: 1-20 21-50 51- 100 101-500 501-1000 above 1000

Major Products / services: _____

Year of establishment of Enterprise : _____

Name:

Organisation :

Designation: _____

Official Address:

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Accommodation(twin sharing): _____ Required _____ Not Required _____

Phone: _____ Fax: _____ E-mail: _____ Mobile: _____

I hereby sponsor / self - sponsor the above mentioned nominees(s) for the Management Programme for

Entrepreneurs & Family Businesses at IIMB scheduled from April, 2011. DD No. _____

for Rs. 25000/- towards Registration Fee for each of the above nominee(s) is enclosed.

Where did you learn about this programme? Website Newspaper Advertisement Alumni Others (Specify)

Please attach the following two documents (1000 words each) along with your application:

1. Detailing your entrepreneurial journey so far
2. Detailing your motivation to undertake the MPEFB

Signature of the participant

Signature of the sponsor

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Email: mpefb@iimb.ernet.in Web: www.iimb.ernet.in/eep

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Important

- Nominations without registration fee will not be considered
- Last date for receipt of nomination is 10th March, 2011. DD should be in favour of “*Indian Institute of Management Bangalore*”, payable at Bangalore.
- Registration fee of Rs. 25,000/- will be returned if not selected.

Upon confirmation of admission to the programme the balance amount (Rs. 75,000) should be paid on or before 1st April 2011.

Please send the completed form to:

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Bannerghatta Road, Bangalore 560 076**

Phone: +91 - 80 - 2699 3660, 2699 3264, 2699 3475 Fax: +91 - 80 - 2658 4004

Email: egmp@iimb.ernet.in Web: www.iimb.ernet.in/eep

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Testimonials from previous participants

“MPEFB course at IIMB has helped me in many ways:

Changed my outlook to managing my business

Helped me acquire managerial and entrepreneurial skills to expand company horizons

Taught me how to create and manage an organisation for growth

Improved my leadership skills and values

Equipped me with the skill sets and tools that are essential for an entrepreneur

Peer interaction and peer learning with entrepreneurs from diverse backgrounds

Improved my time management skills and taught me how to balance business, family and course related work pressures”

For more details and testimonies of the last batch of the participants, visit: www.nsr cel.org