



## **Course name: ENTREPRENEURIAL MANAGEMENT**

Proposed dates: February 3, 2020 – March 27, 2020

Duration: 8 weeks

### **Rationale:**

Many organizations including corporations realize that from time to time they must re-invent themselves in order to stay at the forefront of business and navigate into new, uncharted waters. They must prescribe to a new way of thinking. They must find ways of exposing themselves to new opportunities. For any organization to stay competitive in a changing global economy, it is necessary that they change and evolve. An organization that stays static typically has a small variety of products or services to offer to their clientele. While this holds true to remain ahead; in a global economy, corporations must also be able to showcase their creativity and ability to innovate. It is important that their work environment motivates them to generate new ideas and work with a forward-looking approach. Organizations that promote such an entrepreneurial mindset among employees, and thus an intrapreneurial culture in the organization, always witness exponential growth.

Such Entrepreneurial mindset can be developed and enhanced through entrepreneurial management training. Once trained, the employees begin to take ownership and become self-directed. They begin to see opportunities, find ways to create value and maximize performance within the existing resources.

The changes in the current business climate demand a capability to anticipate and respond to changes. Officials of both large and small organizations need to cultivate such acumen so that they are able to identify the opportunities or threats posed by the external environment. Entrepreneurship has been viewed as a means through which economic actors identify and pursue opportunities. It is often assumed that large and established organizations are constrained by market changes, competition, bureaucracy and several other external factors. Sometimes, the employees of some organizations lose motivation and cease to remain creative, innovative and entrepreneurial in their approach. There are, however, several examples of large companies which have been able to create and sustain a competitive advantage by being consistently innovative and entrepreneurial. The Entrepreneurial Management Programme orients its participants and trains them to become entrepreneurial leader so that they effectively harness resources, opportunities and people.

### **Objectives:**

The major objective of the programme is to help participants create an organizational framework and put into practice the entrepreneurial management that fosters entrepreneurial culture and practices at all levels of the organization.

The specific objectives are to:

1. Develop a spirit of entrepreneurial management or intrapreneurship among participants



2. Help them sharpen their knowledge and skills in the changing environment and challenges of new economic realities
3. Enable participants to practice entrepreneurial management effectively and thus create conducive organizational environment where entrepreneurship germinates and grows
4. Provide them a forum for sharing views and networking among themselves as well as with others in formal and informal settings
5. Provide frameworks on how to build Entrepreneurial Management Culture in the organization
6. Enable participants to practice innovative styles in functional management streams

### **Target Group:**

Corporate Officials, Entrepreneurs, Middle/Top Level Managers, Policy-Makers, Executives and Working Professionals from any of the following organizations can participate:

- Business and Industry
- Management Associations
- Chambers of Commerce & Industry
- Financial Institutions/Banks
- Consulting Organizations
- Developmental Bodies
- Government Institutions
- Educational Establishments
- Business Development Organizations
- Not-for-profit/Non-Government/Voluntary Organizations

**Pedagogy:** The sessions will be planned so as to implant 'Concrete learning experience' that is 'Active and applied' and that changes the 'skills and attitudes of participants'. The role plays, simulations, structured applications, video/movie, case examples, entrepreneurs' interactions, business plan workshops, market research interventions, case study analysis, theory lecture etc. will be used suitably during the sessions.

### **Course Content:**

#### **Module 1:** Entrepreneurial Management – Introduction & Framework

EDII has trained top management of NSIC Ltd. (Govt. of India Undertaking) Essel Group (leading corporate of India), Zydus (leading pharmaceutical company of India), and many more entrepreneurial organizations and the success cases from those training will be discussed in the course so that participants could derive some insights. Also, participants will have to make an action plan which they will implement in their organization.)

#### **Module 2:** Corporate Entrepreneurship/Intrapreneurship

Success Stories of Indian Intrapreneurs viz. Er. E. Shridharan-Delhi Metro, Shri S B Dangayach-Sintex Enterprises, Shri A.M Naik-L&T, Ms. Chandra Kochar – ICICI bank Ltd., Dr. Malay Mahadevia- Adani Enterprises will be suitably discussed in the course so



as to highlight contributions made by Indian Intrapreneurs in government and corporate sector.

### **Module 3: Entrepreneurial Organizations and Strategic Management**

Besides interaction with entrepreneurs, various case studies on Entrepreneurial Organizations will be discussed. Participants will learn various strategies applied by Indian entrepreneurs to manage their venture strategically.

### **Module 4: Managing People and Performance in Entrepreneurial Organizations**

Performance assessment tools will be discussed in the course so that participants could learn them and use after the training in their parent organization.

### **Module 5: Innovations and Entrepreneurial Marketing**

Innovations that have successful impact on new businesses and Start-ups will be discussed during the course viz. Social Media Marketing, Marketing through Whatsapp etc.

### **Module 6: Finance & Accounts for Entrepreneurial Managers**

Multi sectorial (Healthcare, Nanotech, Tourism, Banking, Information Technology, Food Processing) analysis of Finance and Accounts will be discussed during the course.

### **Module 7: Managerial Competencies as an Entrepreneurial Manager**

Various Psychometric Assessment tools will be discussed in the course on 'how to map the competencies of managerial officials'. Also, Qualities of entrepreneurial manager will be showcased through cases in the course.

### **Module 8: Study Visit**

Innovative Industries will be empaneled for Study Visits in and around the City; manufacturing units associated with Gujarat Chamber of Commerce and Industries will be invited for knowledge exchange.

### **Expected Outcome:**

The programme would add value by making the participants abreast with the latest tools and techniques in entrepreneurial management. Through industry visits (in manufacturing units associated with Gujarat Chamber of Commerce and Industries) and invited talks, knowledge exchange will be facilitated and participants will be benefited by interacting with entrepreneurs and sharing their requirements and business needs. The programme will unleash the entrepreneurial potential of participants as well as their organizations. Participants will be able to appraise and harness entrepreneurial management practices. They will benefit by learning current trends in organizational strategies and working styles, resulting in better alignment of individual and organizational goals.