

Programme Director

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Dates : 4–8 Dec 2017

Fee : ₹ 54,000/-
(US \$ 1840) +
Applicable Service Tax

TRANSLATING ENTREPRENEURSHIP TO ENTERPRISE

Programme Overview

This programme focuses on the essence of entrepreneurship and the interface of entrepreneurs with providers of complementing resources, for their dream enterprises to take shape and flourish. In other words, the programme deals with the virtuous cycle of ideation progressing to innovation and commercialization with due resource support, in turn leading to deepening of technology and product/service development and expansion of innovation for long-term value generation.

Objectives

The programme helps the potential entrepreneurs understand and appreciate:

- (a) How a seed thought could be developed into a great business idea with due risk analysis, grown as an entrepreneurial venture and made successful and sustainable with the resource support of the right kind at the right time.
- (b) What financing and capital raising strategies are available for entrepreneurs and their enterprises at different stages of project life cycle
- (c) Why certain financial instruments are more appropriate to tap at certain stages
- (d) What, why and how of risk measurement, mitigation and management
- (e) Why protecting intellectual property is crucial in a knowledge economy.

Outcome

Participants would gain greater clarity and confidence in planning and starting entrepreneurial ventures, contributing to the Government of India missions of “Start-up India: Stand-up India” and “Make in India”.

Participant Profile

- ◆ New & future entrepreneurs
- ◆ Gen-Y of Family-owned Businesses
- ◆ Young professionals from the corporate sector.