



**Programme on
Innovation and
Entrepreneurship Management
(20 September 2024 – 05 January, 2025)**



Administrative Staff College of India

(accredited as उत्कृष्ट by Capacity Building Commission, GoI)

PROGRAMME OVERVIEW

BACK GROUND

In today's rapidly evolving business landscape, the Innovation and Entrepreneurship Management programme emerges as a vital bridge between traditional management principles and the dynamic world of entrepreneurial ventures. The fusion of ASCI's foundational management curriculum with T-Hub's exclusive modules reflects a strategic response to the growing need for individuals to possess a diverse skill set encompassing both conventional business practices and innovative thinking.

The programme delves into functional areas of management, encompassing finance, marketing, operations, supply chain, strategy, project management, and business analytics. This comprehensive foundation ensures that participants acquire an understanding of core business operations and strategic frameworks, laying the groundwork for sound managerial decision-making. Modules such as Idea Validation, Design Thinking, and MVP Development equip participants with the essential tools to ideate, validate, and develop innovative solutions. The emphasis on Product Market fit and Go-To-Market strategies navigates the pathways of bringing innovations to the market successfully. The Venture Capital & Startup Financing module imparts critical insights into funding mechanisms, a crucial aspect of sustaining and scaling entrepreneurial ventures.

Furthermore, the programme offers a transformative Founders Mindset, instilling the resilience and strategic vision required to navigate the challenges inherent in entrepreneurship. Industry Interface provides a unique opportunity for participants to connect with real-world scenarios, gaining practical insights and building a robust professional network. The culmination of the programme in the Innovation Lab - Capstone ensures participants apply their acquired knowledge in a hands-on, practical setting, solidifying their skills and fostering a mindset geared towards continual innovation.

In essence, this programme is strategically designed to equip participants with a comprehensive skill set that transcends traditional management education, preparing them to lead and thrive in the dynamic and competitive landscape of innovation and entrepreneurship. As industries continue to evolve, those equipped with this dual proficiency are required to drive innovation, contribute to organizational success, and shape the future of business.

OBJECTIVE

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

- Gain an understanding of key functional areas in management, including finance, marketing, operations, supply chain, strategy, project management, and business analytics.
- Develop the ability to generate innovative ideas and effectively validate them through practical exercises and real-world case studies.
- Acquire proficiency in Design Thinking methodologies, fostering a human-centric approach to problem-solving and product development.
- Learn the principles of Minimum Viable Product (MVP) development, enabling participants to create and refine products with maximum efficiency and minimal

resources.

- Understand the importance of achieving a successful Product-Market fit, ensuring that entrepreneurial ventures align effectively with market demands and opportunities.
- Master the art of Go-To-Market strategies, gaining insights into how to effectively launch and position products or services in the market.
- Gain insights into the world of Venture Capital and startup financing, understanding different funding mechanisms and strategies for sustaining and scaling entrepreneurial ventures.
- Cultivate a Founders Mindset, embracing resilience, adaptability, and thinking for navigating the challenges and uncertainties inherent in entrepreneurship.
- Establish meaningful connections with industry experts through the Industry Interface module, leveraging these relationships for future collaboration and mentorship opportunities.
- Apply acquired knowledge and skills in a practical setting through the Innovation Lab - Capstone experience, gaining hands-on experience in addressing real-world challenges.
- Participate in personalized career guidance sessions and interviews with academic and industry experts, receiving tailored insights for career development and enhancement.
- Obtain a Certificate of Participation upon successful completion of the entire programme, validating the acquired knowledge and skills in both management fundamentals and innovation and entrepreneurship.

STRUCTURE

Period	20 th September 2024 – 05 th January 2025
Programme Type	Hybrid Mode
Total Hours	54 hrs.
Online Hours	48
Face to Face Hours	6
Training Hours per week	3
Day	Every Friday, Saturday, Sunday of the week (@ 1 hr./ day)

Modules Offered	<i>Functional areas of Management</i> (Finance, Marketing, Operations, Supply Chain, Strategy, People and Culture, Project Management, and Business Analytics) <i>Entrepreneurship knowledge</i> (Idea Validation, Design Thinking, MVP Development, Product Market fit, Go-To-Market, Venture Capital & Startup Financing, Founders Mindset, Industry Interface, Innovation Lab – Capstone)
Certificate	After completion of the programme
Programme Fee	INR 40,000 + GST

UNIQUE FEATURES OF THIS PROGRAMME

1. Integrates ASCI's management expertise with T-Hub's exclusive modules for a unique learning experience.
2. Balances foundational management principles with advanced topics in innovation and entrepreneurship.
3. T-Hub's modules include hands-on learning, industry interaction, and an Innovation Lab - Capstone.
4. Flexible learning format with online and face-to-face components to accommodate diverse preferences.
5. Tailored career guidance sessions and interviews offer personalized insights for professional development.
6. Global industry relevance ensures participants are equipped for the international business landscape.
7. Certification of Participation validates acquired skills in both management and entrepreneurship.

ELIGIBILITY & SELECTION CRITERIA

Any Graduate or Post-Graduate individual who is looking to gain employment skillset in the entrepreneurship eco-system or has a business idea and wants to start a start-up. Prior entrepreneurial experience is not required.

Either individual or Organisational sponsorship is permitted

PROGRAMME CONTENT- The Programme would cover the following modules

1. **Founders Mindset:** Cultivation of resilience and visionary thinking.
2. **Idea Validation:** Techniques for validating innovative concepts.
3. **Design Thinking:** Human-centric problem-solving methodologies.
4. **Strategy:** Strategic management principles, competitive analysis, and business planning.
5. **MVP Development:** Principles of Minimum Viable Product creation.
6. **Marketing:** Principles of marketing strategy, market research, and branding.
7. **Product Market Fit:** Strategies for aligning products with market needs.
8. **Go-To-Market:** Launch strategies for successful market entry.
9. **Supply Chain:** Understanding supply chain dynamics, logistics, and procurement.
10. **Operations:** Insight into operational management, process optimization, and efficiency.
11. **People and Culture:** Leading effective strategy for people management.
12. **Business Analytics:** Introduction to data-driven decision-making, analytics tools, and interpretation.
13. **Finance:** Fundamentals of financial management, budgeting, and financial decision-making.
14. **Venture Capital & Start-up Financing:** Insights into funding mechanisms.
15. **Project Management:** Project planning, execution, and evaluation techniques.
16. **Industry Interface:** Direct interaction with industry experts.
17. **Innovation Lab - Capstone:** Practical application of knowledge in real-world scenarios.

PROJECT WORK

The programme includes a substantial project component aimed at practical application of acquired knowledge and skills. Participants engage in a hands-on project during ‘Innovation Lab – Capstone’. This project work is designed to address real-world challenges, encouraging creativity, critical thinking, and strategic problem-solving.

MODE OF CONDUCT

The programme will be conducted on a virtual mode on every Friday, Saturday, Sunday of the week (1 hour each day). Additionally, the participants have the opportunity to engage in an immersion experience at ASCI Banjara Hills Campus and at T-Hub Campus, for face-to-face classes/interaction.

DURATION

The programme duration is from **20th September 2024 – 05th January 2025.**

PROGRAMME OUTPUT

1. The participants will gain skillset required for Innovation & Entrepreneurship Management
2. Access to the wide-ranging Industry network and Incubation Centers
3. Post-Programme support in the form of mentoring and hand-holding by ASCI
4. Privileged access to T-Hub's flagship programmes
5. Infrastructural support in the form of access to ASCI's Incubation Centre (Selected individual upon evaluation will be provided this opportunity for 3 months)

PROGRAMME FEE

Residential Fee: Rs. 40,000/- plus GST as applicable, presently 18% per participant, for the entire course (16 Weeks). The fee covers tuition and courseware (in electronic form).

Note: Kindly forward us the details of Bank /Wire transfer of fee payment indicating the Programme Code (**Prg/24-25/8/169**) to e-mail: poffice@asci.org.in and karnak.roy@asci.org.in for confirmation.

Bank details are given below:

For Indian Participants:

Bank Account Number 62090698675
Beneficiary Name Administrative Staff College of India
IFSC Code SBIN0020063
Bank Name State Bank of India
Branch Address Bella Vista Branch, Raj Bhavan Road, Somajiguda, Hyderabad - 500 082

For Foreign Participants:

Bank Account Number 62090698675
Beneficiary Name Administrative Staff College of India
Swift Code SBININBB327
Bank Name State Bank of India
Branch Address Bella Vista Branch, Raj Bhavan Road, Somajiguda, Hyderabad - 500 082
Country India

LAST DATE FOR ENROLMENT

19th September, 2024

CERTIFICATES

A joint Certificate from ASCI and T-Hub will be issued on successful completion of the programme.

PROGRAMME DIRECTORS

From ASCI
Dr. Karnak Roy
Email: karnak.roy@asci.org.in
Mobile: 8374509927

From THub
Mr. Anish Anthony
Email: anish.anthony@t-hub.co
Mobile: 8790004604



ABOUT ASCI

ASCI is the first Management Development Institution set up in the country at the instance of the Government of India and industry in 1956 to impart state-of-the-art management education for practicing managers, a legacy that we proudly take forward with a strong alumni of over 1,69,000. We are proud of our alumni which includes the leaders of Indian industry and senior Civil Servants in the government, public sector undertakings to be a part of this unique organisation. We are thankful to you all for the support extended in the past and look forward to your continuing patronage in 2024-25.

Also, ASCI conducts customized programmes for Government of India, State Governments, Public Sector, Private Sector and various international organisations. Our experienced faculty bring to the table a wealth of academic credentials, rich industry exposure and act as a catalyst in the classroom discussions, case study analyses and tutorials. Our faculty also conduct international programmes which provide an exposure to the global best practices. In addition to this, faculty at ASCI also carry out large number of management research activities (typically about 100 each year) which helps them provide the much needed value addition in the training programmes. In addition, we conduct non-residential programmes at our New Delhi Centre as well as off-campus programmes at the venue of the client's choice.



Administrative Staff College of India
Bella Vista, Raj Bhavan Road, Khairatabad, Hyderabad - 500 082, India.
Telefax (Programmes Office) : 0091-40-23324365
Mobile: 9246203535, Phone : 0091-40-66534247
Fax : 0091-40-66534356

College Park Campus

ASCI, Road No.3, Banjara Hills,
Hyderabad-500 034, Telangana, India
+91-40-66720700/01/02/05
+91-40-66720725

Delhi Campus

ASCI, C-24, Institutional Area, South of IIT
Behind Qutub Hotel, New Delhi-110016.
+91-11-26962204, 26961750, 26961850
+91-11-26866097



asci
Leadership through Learning

ADMINISTRATIVE STAFF COLLEGE OF INDIA

Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India

Nomination Form
Programme on
Innovation and Entrepreneurship Management
(20 September 2024 – 05 January, 2025)

Nominee's Contact Information

Name (Mr/Ms) _____	:	_____	Date of Birth: _____
Designation _____	:	_____	Qualification: _____
Organisation _____	:	_____	
Address _____	:	_____	
Phone(s) _____	:	Office: _____	Mobile: _____ Home: _____
e-mail _____	:	_____	Fax: _____

Sponsors Details

Name of the Sponsoring Authority: _____	:	_____	Designation: _____
Organisation _____	:	_____	
GSTIN Number: _____	:	_____	
Address _____	:	_____	
_____	:	Pincode: _____	_____
Phone(s) _____	:	Office: _____	Mobile: _____
e-mail _____	:	_____	Fax: _____

Fee particulars

Amount Payable _____	:	Mode of Payment (DD/Ch/NEFT): _____
Name of the Bank _____	:	Date of Instrument/Transfer: _____
Instrument Number: _____	:	UTR Number for NEFT _____

Medical Insurance:

Name of the Insurance Agency	Policy Number	Validity upto

Note: Coverage should be available in Hyderabad, India.

Signature and Official Seal of the Sponsoring Authority:

NOTE: Forward nomination form to: **Mr. G. Sreenivasa Reddy, Programmes Officer,** Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone: 0091-40-66534247, 66533000, Mobile: 9246203535, Fax: 0091-40-66534356, e-mail: **poffice@asci.org.in**