

MANAGING A 'START-UP' TO SUCCESS:

Inviting existing entrepreneurs, aspiring entrepreneurs, business houses, Retail Business Owners, Senior officials of line departments, NGOs, Industrial Consultants and any interested person eager to know about Startup – its concept, startup ecosystem, process, challenges and solutions are requested to join the Course starting from 1st August to 3rd August 2017.

The Course is jointly organized in association with Project & Technology Management Foundation (PTMF), New Delhi.

Application can be send to samdewan@gmail.com or contact. Mr. AS Dewan at 9435018854 for details.

The course content is enclosed below:

Duration: 3 Days

Course Coordinator: Prof Rajat K Baisya and Dr Sripurna Baruah

Day 1: Pre-Lunch

Registration, Introduction, Course objective, Key concept of management, Entrepreneurship, Idea Generation and Screening, Types of Business- product and services, Technology Management, Giving Idea a shape and Creating New Business

Post Lunch:

*Market Research, Business models and Revenue Models, Understanding market and competition, opportunity analysis
Question Answers, key learning*

Day 2 : Pre Lunch

Business Plan, Creating team to manage, Resource Management, Funding for the business, various options.

Post Lunch:

Seed funding, Series a funding , Growth Funding, Concept of Value and value creation, Knowledge Management , Networking, Case study

Day 3:

Pre Lunch:

Enhancing organisational performance through productivity and Innovation, Building Post Lunch:

Scaling up Business, Performance management, leadership, Winners vs Losers, Case studies

Group Discussion, Key learning

entry strategy and growth strategy, Case study