

## **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 1<sup>st</sup> August to 3<sup>rd</sup> 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](mailto: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*