

ENTREPRENEURSHIP MANAGEMENT – WORKSHOP

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WORKSHOP OBJECTIVE

This workshop aims to

- impart entrepreneurial mind set among participants
- make participants understand the nuances of starting and running a business
- inculcate sense of social responsibility as business owners
- help the audience to overcome the fear of failure

DURATION: 30 Hours

KEY TAKEAWAYS

- Understanding the nuances of starting up
- Business plan drafting
- Ways of raising funds
- Case Studies on successful and failed startups
- Failure Management
- Government Policies and Schemes

FOR WHOM

- Aspiring Entrepreneurs
- Students
- Business Owners
- Business Decision Makers
- People with business ideas, but not sure how to proceed

SYLLABUS

1. Entrepreneurship – An Overview

Who is an entrepreneur – Characteristics of an entrepreneur – Myths about Entrepreneurship – The Roller coaster ride – Uniformed optimism – Informed pessimism – Crisis of meaning – Crash and burn – Hopeful Realization – Failure is beautiful – Women Entrepreneur – Social Entrepreneur – Technopreneur

2. MBA Vs. Entrepreneurship

Atmosphere – case studies – Entrepreneurial perspective – Advantages – caution – Manager Vs. Entrepreneur – Learning Vs Studying

3. Idea Generation

Idea generating methods – Screening and selecting ideas – Idea to opportunity – Identifying opportunity – Idea to reality – Innovation

4. Business Plan

Why Business Plan – Components of Business Plan – Company Description – Registration – Product and Service description – Business Model – Marketing Plan – Financial Plan – Operational Plan – Management structure – Executive summary – Refining the plan

5. Market Research

The need for Market research – Primary Data – Secondary Data – Data Collection Techniques – Data Analysis

6. Legal aspects of a start up

Sole Proprietorship – Partnership firm – Private Limited Company – Limited Liability – Public Limited Company – Employee Share Ownership Plan – Liquidate – Selling the venture – Management buyout – Mergers and Acquisitions – Tax Registrations – Core registrations

7. Marketing Plan

4 Ps of Marketing – Industry & Competitor Analysis – Product Management – Target Market – Brand Equity – Pricing – Distribution Channel – Sales forecast – Sales Target – Marketing Budget Management – Marketing Budget – Marketing materials – Business cards – Pamphlets – Website – App – Social Media Marketing

8. Operational and Organizational Plan

Business Model – Stakeholders and their roles – bridging marketing and finances – Decision Making Process – Organizational planning and structure – Organizational Chart – Job Analysis

9. Financial Plan

Startup expenses – Opening day balance sheet – Cash flow projections – Balance sheet – Breakeven analysis – Bank loans – Financial ratios – Financial projections

10. Funding

Bootstrapping – Three Fs – Raising Capital – Angel Investors – Venture Capital – Private Equity – Pitching

11. Meeting up with the Investors

Problem Statement – Market Size – Competition – Business Model – Product description – Scalability – Funding requirement – Team – Technology details – Financial ratios – Side effects of funding

12. Technology Entrepreneurs

Core strength – Usage of technology – Creation of technology – Innovation – Technology transfer – Quality Vs Growth – POD

13. Common Mistakes

Priorities – Dedication – Market study – Being organized – Customer service – Pride – Sales strategies – Investment issues – Founder's salary

14. Responsible Business

Business Ethics and Integrity – Code of ethics – Business Etiquette – Corporate Governance – Corporate Social Responsibility – Environmental Impact

15. Failure is beautiful

Its ok to fail – Leverage – Experience – Knowledge – Resilience – Growth & Maturity – Value – Negative comments – Back to basics – Analyse – Understand your potential – Action plan – Plan and validate – Team – Emotional connect – Customer Oriented