

MicroMasters[®] Program in Entrepreneurship



Expert instruction
4 graduate-level courses



₹50,500 (exclusive of GST)
For the full program experience



Self-paced
Progress at your own speed



1 year
8-12 months

Program Overview

What is a MicroMasters® Program?

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How to Earn a MicroMasters® Program Certificate?

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From Program Certificate to a Master's Degree

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Program Vitals

Course Starts: 21st June 2021, **Time Commitment:** 1 year, 8-12 months

Program fee: ₹50,500 (exclusive of GST)

Payment by Debit / Credit Card – Loan Facility Available



Courses in this program

DO Your Venture: Entrepreneurship for Everyone

Learn a systematic, scientific and iterative process for identifying, evaluating and testing entrepreneurial opportunities.

■ About this course

This hands-on, action-oriented business and management course will introduce you to a systematic, scientific and an easy process of testing your ideas and opportunities you envision.

You will learn the "DO your Venture" ideology, which will teach you common paths entrepreneurs take when launching their own venture. You will also learn the tools and techniques for generating ideas and then test your ideas in the field and gather feedback.



■ What you'll learn

How to integrate a strong action philosophy in developing entrepreneurial ideas, focusing around the "DO Your Venture" ideology

Common paths taken by successful entrepreneurs

Pre-venture idea creation and evaluation

How to rapidly develop and test ideas by gathering quick customer feedback

Tools to successfully launch your venture including Lean Canvas

Marketing Management

Learn how to effectively apply marketing management theories and practices, including the marketing mix, through real-world business scenarios.

■ About this course

According to world-renowned management consultant, Peter Drucker, "Marketing is the only distinguishing and unique function of business...There is only one valid definition of business purpose and that is to create a customer."

While the significance of marketing in today's business world can never be overstated, it is the precise understanding and appreciation of marketing management that needs to be accentuated. Marketing management allows an organization to track, review and analyze their marketing resources and activities.

In this marketing course, you will learn the fundamentals of marketing management, as you gradually learn advanced theories and applications through real world business examples, illustrations, cases and exercises. You will learn how marketing management tools can be used to increase your customer base, improve customer satisfaction and increase your company's overall perceived value.

You will learn how marketing serves as a key element within an organization's strategy.



■ What you'll learn

Basic concepts of marketing

Segmentation, targeting, differentiation and positioning

Marketing strategy

4Ps of marketing: product, price, place and promotion

Accounting and Finance

Develop financial acumen to manage your business successfully.

■ About this course

This business course helps you to read and understand financial statements to evaluate how business performance is affected by four fundamental drivers of profitability viz., asset management, cost management, leverage management and tax management. It will also help you to identify areas for improvement.

The second part of this finance course deals with managing costs. You will learn how to prepare cost sheets, budget and make cost-based decisions.

The third part of the course provides an overview of financial markets to raise capital of different types. You will develop the ability to prepare and evaluate finances for your business plan and manage working capital.

The overall objective of the course is to build financial acumen to make you a successful entrepreneur or manager.



■ What you'll learn

Financial statement analysis

Cost management

Financial Management

People Management

Learn to be a better manager by developing leadership and communication skills designed to turn first time managers into great team leaders.

■ About this course

Do you aspire to be an ideal people manager? The journey from being an individual contributor to a people manager requires significant personal development and growth. If you are a first time manager, you may have asked yourself:

Where did I go wrong in managing this particular employee?

How should I give feedback to my subordinates?

How do I handle potential assessments?

How should I motivate people who report to me?

The objective of this business and management course is to smoothen the transition for newly appointed people managers, motivate and guide people who are aspiring to become one and to think back and reflect for seasoned managers.

The course will provide learners with an enhanced understanding of the role of people management in organizational context.



■ What you'll learn

Gain an overview of what it means to be an effective people manager

Have a deeper understanding of the different aspects of people management

Be able to appreciate the challenges faced by a first-time manager

Reflect on your managerial experiences

Value adds

Idea Generation Workshop

All participants will get the opportunity to participate in a 2 hour idea generation workshop.

Using the Day-in-a-Life methodology, they will learn to generate a list of pain points as the starting point, or seed, for their idea. These pain points will be further developed into rough business ideas through interactive process with the facilitator. The business ideas will then be screened for doability and customer's willingness to pay using proprietary filters.

Facilitated by:



Anurag Rastogi

Past experience includes:

- Former DGM (Corporate Strategy) at Mahindra Group – managed the portfolio, provided advisory support and incubation to new businesses for a \$20 bn diversified conglomerate
- Former Managing Consultant at IBM Global
- Former Assistant Vice President at HSBC
- Master's Degree from Tufts University and Harvard Business School
- PGP from ISB Hyderabad
- Bachelor of Technology from IIT Delhi

Pitch Day

On Pitch Day, each participant is eligible to present their 'pitch deck' for a new venture. Participants will also receive constructive feedback on their idea from a qualified and experienced advisor.

Reward

The top 3 pitches will receive certificates of honour.

Harvard Business Review – Reading

Why the Lean Start-up Changes Everything?

In the past few years, a new methodology for launching companies, called "the lean start-up," has begun to replace the old regimen. Traditionally, a venture's founders would write a business plan, complete with a five-year forecast, use it to raise money, and then go into "stealth mode" to develop their offerings, all without getting much feedback from the people they intended to sell to. Lean start-ups, in contrast, begin by searching for a business model.

They test, revise, and discard hypotheses, continually gathering customer feedback and rapidly iterating on and re-engineering their products. This strategy greatly reduces the chances that start-ups will spend a lot of time and money launching products that no one actually will pay for. Blank, a consulting associate professor at Stanford, is one of the architects of the lean start-up movement and has seen this approach help businesses get off the ground quickly and successfully. He believes that if it's widely adopted, it would reduce the incidence of start-up failure. In combination with other trends, such as open source software and the democratization of venture financing, it could ignite a new, more entrepreneurial economy. There are numerous indicators that the approach is catching on: Business schools and universities are incorporating lean start-up principles into their curricula. Even more interesting, large companies like GE are applying them to internal innovation initiatives.

When the Twitterverse Turns on You – Harvard Case Study

Canadian Jet just launched a social media contest: The traveller who posts the most creative tweet using the hashtag #CanJetLuxury will win two round-trip tickets to any of the airline's destinations. The head of public relations conceived the campaign in an attempt to improve the airline's tarnished reputation. But within the first 24 hours of the contest, unhappy customers have hijacked the hashtag and are using it to air their complaints about the company's frequent delays and labor relations.

Now the head of PR needs to decide whether to pull the contest, change the hashtag, or simply ignore the bashes. Some of her team members think the company should apologize as well. But for what, exactly?

Facilitated by:



Niyati Sharma

General Manager - Marketing, CRM, Complementary Business at METRO Cash & Carry India Private Limited

Past experience includes:

- Marketing Head - Coffee Day Beverages
- DGM-Marketing Pearson

- Sr. Manager-Brand and Product Marketing- Max Life Insurance Company Ltd
- Manager- Account Manager- IBD-A Percept Hakuodo Company
- Account Planner And Business Analyst- Greysell Marketing Promotions Pvt. Ltd

A MICA Graduate with over 12 years of experience in all areas of Marketing, Brand Management, Digital Marketing, Performance Marketing, Product Marketing & Strategic Planning.

Accounting Simulation

In this single-player simulation by Harvard Business Publishing, participants act as the CEO of Sunflower Nutraceuticals, a distributor of dietary supplements. In 3 phases over 10 simulated years, students consider investment opportunities in revenue and EBIT (earnings before interest and taxes) growth and cash flow improvements.

The firm operates on thin margins with a constrained cash position and limited credit. Students must understand how the income statement, balance sheet, and statement of cash flows are interconnected as they analyze the effects of each opportunity on working capital. The goal is to choose opportunities that add the most value to the firm and balance the desire for growth with the need for maintaining liquidity.

Facilitated by:



Aniket Kherra

Co-Founder, Willow Investment Management LLC

Past experience includes:

Aniket manages an India-focused public-markets fund, and conducts academic research on emerging markets with a special emphasis on India, and invests in India-based startups. His philosophy of investment revolves around a value approach of assessing an intrinsic value, planning an appropriate margin of safety and making the most of market cycles based on greed and fear.

Earlier Aniket served as Investment Officer at Wegmans Financial Services Ltd. where he managed the India Value Fund. Before setting out on his career in finance, he served as a Senior Manager, Product Development at GlobalLogic. He has also been a Software Engineer at Cisco Systems, Inc.

Aniket is a graduate from IIT Delhi and an MBA, Marketing and Finance from The University of Texas at Dallas.

The Perils and Pitfalls of Leading Change: A Young Manager's Turnaround Journey – Harvard Case Study

After early successes in a very selective management-training program, Daniel Oliveira, a young manager for Brazilian fashion chain Clothes & Accessories, is thrown into the deep end of the pool by being reassigned to a region lagging in sales. Early on, Oliveira discovers that his store, located in mid-sized Vitória in southeastern Brazil, is in trouble. As soon as he tries to make changes, however, he meets with resistance from long-term employees.

The case details his pitfalls and growing awareness of the complexities of leading a diverse workforce and managing change.

Facilitated by:



Ashutosh Mishra
Executive Coach and Mentor

Past experience includes:

- Ashutosh Mishra is a life coach, motivational speaker and published author. He has over twenty years of corporate experience in global banks like Goldman Sachs, Deutsche Bank and ANZ.
- Ashutosh is an alumnus of XLRI Jamshedpur and IIT Delhi.


Certificate and Credit Pathways

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Job Outlook

This MicroMasters® program is best suited for individuals who intend to start their own venture, small business owners, first-time managers, product developers and entrepreneurs who are currently scaling their business.

Meet your instructors

From Indian Institute of Management Bangalore (IIMBx)



Ashis Mishra

Assistant Professor, Marketing
IIM Bangalore



MS Narasimhan

Professor, IIM Bangalore



Suresh Bhagavatula

Faculty, IIM Bangalore



Vasanthi Srinivasan

Professor, Organizational Behaviour and
Human Resource Management IIM Bangalore

Program endorsements

Infosys Technologies

“The world is full of entrepreneurs, each with a potentially innovative business idea. What they need is the right skill set to ensure that they stay on track to set up and grow their ventures. This MicroMasters Programme from IIMBx is aimed to do just that and I’m sure that thousands of entrepreneurs will acquire the right armoury to transform their ideas into new ventures. The opportunity to incubate at NSRCEL and benefit from the entrepreneurial ecosystem at IIM Bangalore is an added plus.”

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Contact Us

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