Management Program in Entrepreneurship & Marketing (MEM)
(2017-18)

Alternate Weekend Program for Entrepreneurs, Family Business Owners
(Fourth Batch: August 2017 – May 2018)
Indian Institute of Technology, Bombay (IIT Bombay)

IIT Bombay set up by an Act of Parliament, was established in 1958, at Powai, a northern suburb of Mumbai. Today the Institute is recognized as one of the centers of academic excellence in the country. Over the years, the dynamic progress at IIT Bombay in all academic and research activities, and a parallel improvement in facilities and infrastructure, has kept the institute on par with the best institutions in the world. About 20 percent of its graduates and post-graduates are entrepreneurs—many of them first generation. (http://www.iitb.ac.in/)

Shaillesh J Mehta School of Management (SJM SOM)

IIT Bombay established its management school in 1995 to promote interdisciplinary learning and to keep up with the changing environment and with the objective of transforming professionals to "Renaissance Leaders" of tomorrow. In the year 2000, the school was renamed as Shaillesh J Mehta School of Management, in honor of Dr. Shaillesh J. Mehta, a distinguished alumnus of IIT Bombay and a generous contributor to the school. SJM SOM already leads the way in preparing its Graduates to respond to the new challenges by drawing on the varied intellectual resources of IIT Bombay and providing an outstanding and innovative program in management education. (http://www.som.iitb.ac.in/)

Continuing Education and Quality Improvement Programme (CE&QIP)

With the rapid pace of growth in technological knowledge and frequent paradigm shifts in technology, Continuing Education of working professionals in industry is a vital need. Continuing Education Programmes are being conducted all over the country and abroad. In addition to regular short term programmes, CE&QIP also conducts intensive courses on selected topics leading to a certificate on successful completion and evaluation.
Management Program in Entrepreneurship & Marketing (MEM) (2017-18)

Fourth Batch of Management Program in Entrepreneurship & Marketing (formerly known as Management Program in Entrepreneurship & family business) is proposed to be held through CE&QIP of IIT Bombay during August 2017 – April 2018. The programme will be coordinated by Prof. Dinesh Sharma & Prof. S. Bhargava of SJM SOM, IIT Bombay.

This program has been exclusively designed to meet the emerging needs of entrepreneurs. It includes topics that bridge the existing skills gap and facilitate easy transition to the required platform for success. It is an endeavor to provide an opportunity to get an in-depth orientation and exposure to the foundations of management & entrepreneurship, emphasizing on marketing.
Programme Duration: August 2017 to May 2018
Classes are proposed to be held on alternate weekends Saturdays (2 pm - 8.30 pm) and Sundays (9 am to 2 pm). Total of 32 days /sessions will be conducted.

Who Will Benefit: This programme is useful to existing & aspiring entrepreneurs as well as the Owners / successors of family businesses.

Programme Fee: Total fees for the programme will be 198878-00 (One lakh Ninety Eight thousand and eight hundred seventy eight only). This is inclusive of service tax (15%).

Each participant has option to pay the total fee in two installments:

First installment
Rs.99439=00 | With the application form

Second installment
Rs.99439=00 | By 27th August 2017

Pedagogy and Programme Faculty:
The programme pedagogy will involve use of case studies, lecture-cum-discussions, video / film discussions, seminars, role plays, projects etc. The programme will include faculty from IIT Bombay, leading experts from industry and academia.

Certificate:
The certificate of participation would be issued to the candidates who have registered and participated in the course.

There is no separate registration fee. This program fee includes the course materials. Each participant is required to pay the total fee by a crossed demand draft drawn in favour of “THE REGISTRAR, IIT BOMBAY (CEP ACCOUNT)” and payable at Mumbai.

Alternatively fee can be paid by online transfer also. The details are
Bank Name: State Bank of India
Current account no. : 10725729128
Name of Account: Registrar, IIT Bombay
IFSC code: SBIN0001109
Bank code no./MICR code:400002034
Branch: IIT Powai
City: Mumbai

Once you make the online fund transfer, kindly send us the following details to track the payment and issue the receipt in your name.
1. Name of the person who deposits the amount in Bank
2. Transaction No.
3. Date of Transaction
4. Amount
5. Bank & Branch Name
Programme Structure

A) Fundamentals of Business Management
i. Principles of Management
ii. Strategic Management
iii. Economic Environment Analysis
iv. Understanding Individual & Organizational Behavior
v. Principles of Finance & Accounting
vi. Fundamentals of Marketing
vii. Human Resource Management
viii. Business Research
ix. Legal Aspects of business
x. Business Communication
xi. Operations & Project Management

B) Entrepreneurial Management
i. Innovation and Entrepreneurship
ii. Assessing Entrepreneurial Competencies
iii. Sensing and Exploring Opportunities
iv. Writing a Business Plan
v. Incubation & New Venture Management
vi. Venture Capital Funding & New Sources of Finance
vii. Developing Entrepreneurial Mind-set & Culture
viii. Issues in managing family businesses

C) Marketing:
i. Entrepreneurial Marketing
ii. Understanding Consumer behavior and doing market research
iii. Marketing Strategy & Plan
iv. Product & Branding strategy.
v. Pricing strategy,
vi. Sales & distribution Management
vii. Marketing Communication – traditional & online marketing
viii. Marketing analytics
Profile of the Programme Coordinators

Dr. Dinesh Sharma comes with diverse experience in marketing – as practitioner, researcher and teacher. He has worked in Industry before joining research and teaching career. His teaches marketing strategy, marketing research brand management, sales management. He has published several research papers in many peer reviewed international journals and also has written several case studies.

Dr. S. Bhargava is Professor at the SJMSOM, IIT Bombay. He teaches Organizational Behavior, HRM and Business Entrepreneurship Development and is engaged in research as well as consulting in same areas.

Important Dates

Last date of Submission of application forms: 24th June 2017
Personal Interview: 26th June, 2017
Date of Start of Programme: 26th August, 2017

Important Points

- Medium of instruction will be English.
- The programme is non-residential.
- Graduates (in any discipline) with experience are desirable for admission in this program.
- Total fee is to be paid in Advance. The fee once paid would not be refunded.
- Registration fees paid by a candidate cannot be transferred to another candidate.
- The class schedule will be finalized at the start of the course. However there can be some changes at later stage due to unforeseen circumstances. Minimum attendance requirement will be as per rules of IIT Bombay, CE&QIP.
- Conduct of this program is sole discretion of IIT Bombay and can be rescheduled or cancelled due to any unavoidable circumstances. In that case the registration fee will be fully refunded.

For any issues, the Coordinators will be the point of contact.

CONTACT

Prof Dinesh Sharma / Prof S. Bhargava
Shailesh J. Mehta School of Management,
IIT Bombay Powai, Mumbai, 400 076
Telephone: (Office) 022-2576 7781 OR 022–25767897 / 7763
Mobile: +91 9869126678, +91 9769907763
Email: fmb@som.iitb.ac.in, dineshsharma@iitb.ac.in, bhargava@iitb.ac.in
Entrepreneurship & Family Business Management Program  
REGISTRATION FORM (IV Batch) 
Conducted by Continuing Education & Quality Improvement Programme of IIT Bombay (August 2017 - May 2018)

Participant’s Details
Name: ____________________________
Gender: __________________ Date of Birth: (DD-MM-YEAR) __________________
Address: ________________________________ PIN __________________
Phone (Office) __________________ (Res.) __________________ (Mobile) ________________
Fax: __________________ E-Mail: __________________

Academic Details (please attach photocopy of the graduation/last qualifying degree)

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<th>Degree</th>
<th>College</th>
<th>University</th>
<th>Discipline</th>
<th>Year</th>
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Work Experience Summary (Please attach your firms profile sheet separately)

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Registration Details
Online Transaction / DD No.: __________________ Drawn on: ________________
Dated: ________________ Rs.: ________________

(For online transaction details please see the brochure)
(The draft should be drawn in favour of “The Registrar, IIT Bombay – CEP Account”. )
I hereby declare that the information provided above is true & correct. I promise to abide by the norms and rules of the programme.

Date: ________________ Signature of the applicant: ________________