

Planning an Entrepreneurship Journey

Date 1: March 15, 2012 – Entrepreneurship

The program on “Planning your Entrepreneurial Journey - the process and benefits” will help the participants understand the following:

- The need at the beginning for as clear an idea as possible that offers winning changes.
- Approaches to identifying an entrepreneurial opportunity.
- Understanding the competitive landscape and freezing the opportunity.
- Importance of preparing a dynamic business plan and the process of its preparation.

Date 2: March 16, 2012 – Marketing

The focus will be on providing participants with

(a) A customer-driven approach to identifying viable market opportunities, and

(b) Enabling long-term competitive advantage in the marketplace.

The application of key concepts of market segmentation, product/service differentiation, positioning, strategic pricing, and branding will be covered. In this context, the relevance and the use of marketing research will be highlighted, and basic tools of marketing research will be provided. Throughout the session, various examples of women entrepreneurs will be used to highlight the value and relevance of concepts taught in class.

Day 3: March 17, 2012 – Accounting

In this module, students will be initiated into the subject of accounting by familiarizing them with the basic accounting principles. The module provides a detailed coverage of the process of recording of business transactions through class exercises. The module concludes with a comprehensive coverage of the structure of the financial statements, their components and their linkages.

The objective of this module is to understand the

- core concepts of accounting for business transactions
- structure and linkages between the financial statements

Upon completing this module the participants will be able to:

- demonstrate knowledge of accounting terminology, accounting principles and concepts
- record basic accounting transactions,
- identify the business activities underlying the financial statements
- understand the informational content of financial statements

The course will be delivered in a simple and easy to understand manner, assuming no prior knowledge of accounting. The course will be delivered through a combination of power point presentations, class exercises.

Day 4: March 18, 2012 – Strategy

This day long module introduces the idea of strategy, provides an over-arching framework to think about competition and positioning in an industry, and cues to parameters for assessing a firm's ability to gain and sustain competitive advantage. Further, the fundamental business strategies and the organizational structure and systems implications for executing them effectively will also be discussed.

Day 5: March 19, 2012 – Bootstrapping

We will begin with the origin of entrepreneurial aspirations, the opportunities and limitations that new, first generation entrepreneur's face, and the different entrepreneurial models. We will then introduce, the simplest, oldest and most common startup model, i.e. the bootstrap startup model, which nearly anyone can pursue.

We will then briefly talk about success stories ranging from world-famous global corporations which began life as bootstrap startups to small businesses that each individual would be familiar with. We will then discuss the methodology to start and grow a bootstrap, simultaneously managing short term survival objectives and long term growth objectives, exploring in detail the real, practical challenges, risks and opportunities at each stage, as well as common myths and mistakes that bootstrap entrepreneurs could make. We will conclude with some interactive group or individual exercises.