



## INDIAN INSTITUTE OF MANAGEMENT SIRMAUR

**Management Development Program for SC-ST Entrepreneurs under MSME Department**

**on**

**“Business Accelerator Program”**

**12-18<sup>th</sup> January 2026 (Offline)**

**24-25 & 31 January 2026 & 1, 7-8, 14-15, 21 February 2026 (Online)**

### **Course Curriculum**

**Prof. Prafulla Agnihotri**

<b>Session No.</b>	<b>Session Title</b>	<b>Resource Person/Faculty Member</b>
1.	<ul style="list-style-type: none"><li>▪ Market Intelligence</li><li>▪ How will you reach more customers?</li></ul>	<ul style="list-style-type: none"><li>▪ Industry Analysis and attractiveness</li><li>▪ Assessing the opportunity in the identified industry/ market</li><li>▪ Understanding the Market</li><li>▪ Market environment analysis and Competition &amp; Customer analysis</li><li>▪ Product Strategy and its integration</li><li>▪ Digital Marketing</li></ul>
2.	<ul style="list-style-type: none"><li>▪ Designing Minimal Viable Product</li></ul>	<ul style="list-style-type: none"><li>▪ Consumer Pain points</li><li>▪ Product Market Fit</li><li>▪ Product level and design</li></ul>
3.	<ul style="list-style-type: none"><li>▪ Know your customer</li><li>▪ Pitching Your Idea</li></ul>	<ul style="list-style-type: none"><li>▪ Customer Lifetime Value</li><li>▪ Pricing and Distribution Strategies</li><li>▪ Forecasting demand</li><li>▪ Value propositions aimed at the business</li><li>▪ Essentials of Pitching</li><li>▪ Creating executive summary and pitch deck</li><li>▪ Proforma financial statements and scenarios</li></ul>
4.	<ul style="list-style-type: none"><li>▪ Building Weatherproof Company</li><li>▪ How to establish your Brand</li></ul>	<ul style="list-style-type: none"><li>▪ Why do Start-ups fail?</li><li>▪ Founder-Market fit: Does that matter?</li><li>▪ Growth: Exponential vs Scaling</li><li>▪ Time to scale up?</li><li>▪ Lean start-up method</li><li>▪ Identifying your brand elements</li><li>▪ Identifying and establishing your brand positioning</li><li>▪ Tactics for designing brand equity</li><li>▪ Making your personal brand</li></ul>

### Prof. Parijat Lanke

Session No.	Session Title	Resource Person/Faculty Member
1.	<ul style="list-style-type: none"><li>▪ Understanding the Entrepreneurial Mindset</li></ul>	<ul style="list-style-type: none"><li>▪ Identifying your personality type for entrepreneurship</li><li>▪ Mindset Traits of Successful Entrepreneurs</li><li>▪ Exploring the types of opportunities, you should pursue</li></ul>
2.	<ul style="list-style-type: none"><li>▪ Developing Entrepreneurial Skills</li></ul>	<ul style="list-style-type: none"><li>▪ Leadership &amp; Interpersonal Skills</li><li>▪ Personal Attributes</li><li>▪ Innovation &amp; Creativity</li></ul>

### Prof. Ashish Goel

Session No.	Session Title	Resource Person/Faculty Member
1-2.	<ul style="list-style-type: none"><li>▪ How will Your Business Idea Evolve</li><li>▪ Setting direction of your business</li></ul>	<ul style="list-style-type: none"><li>▪ Opportunity identification</li><li>▪ Need for strategy and the role of a strategist</li><li>▪ Understanding strategy</li><li>▪ Importance of direction for strategy</li><li>▪ Instruments of direction</li></ul>
3-4.	<ul style="list-style-type: none"><li>▪ Strategic analysis</li><li>▪ Industry and value chain</li></ul>	<ul style="list-style-type: none"><li>▪ Strategic management process</li><li>▪ Role of environmental analysis for opportunity identification</li><li>▪ Role of firm resources and capabilities</li><li>▪ Understanding ‘industry’ and Value Chain</li><li>▪ Product-centric vs Firm-centric value chain</li><li>▪ Value chain and financial sustainability</li></ul>
5-6.	Developing and implementing strategy for your venture	<ul style="list-style-type: none"><li>▪ Understanding generic business strategies</li><li>▪ Strategy for Competitive Advantage</li><li>▪ Business models</li></ul>

### Prof. Ajay Kumar Singal

1.	<ul style="list-style-type: none"><li>▪ How to Scale Your Business</li></ul>	<ul style="list-style-type: none"><li>▪ Scaling your venture</li></ul>
2.	<ul style="list-style-type: none"><li>▪ Corporate strategy</li></ul>	<ul style="list-style-type: none"><li>▪ Growth Strategies</li></ul>
3.	<ul style="list-style-type: none"><li>▪ Managing the Company of the Future (platforms and ecosystems)</li></ul>	<ul style="list-style-type: none"><li>▪ How is the business world changing?</li><li>▪ Traditional vs Platform Business models</li><li>▪ Role of Platforms and ecosystems for competitiveness</li></ul>

## Prof. Amrinder Singh

Session No.	Session Title	Resource Person/Faculty Member
1.	<ul style="list-style-type: none"> <li>▪ Understand Your Finance</li> </ul>	<ul style="list-style-type: none"> <li>▪ Basics of Accounting</li> <li>▪ Understanding the financial statements</li> <li>▪ Cash Flow Management</li> </ul>
2-3.	<ul style="list-style-type: none"> <li>▪ Who will finance your business and how?</li> </ul>	<ul style="list-style-type: none"> <li>▪ Access to Capital</li> <li>▪ Govt. Schemes &amp; Programs for Entrepreneurs</li> <li>▪ Building sustainable business model</li> <li>▪ Determining cashflow</li> <li>▪ Financial analysis for fundraising</li> <li>▪ Funding and Valuation</li> <li>▪ Financial pathways (bootstrapping, loans, crowdfunding, angel investors, venture capital, private equity, and IPOs)</li> <li>▪ Equity financing valuation</li> </ul>
4	<ul style="list-style-type: none"> <li>▪ Exploring Sources of Finance</li> </ul>	<ul style="list-style-type: none"> <li>▪ Funding and Valuation</li> <li>▪ Financial pathways (bootstrapping, loans, crowdfunding, angel investors, venture capital, private equity, and IPOs)</li> <li>▪ Equity financing valuation</li> </ul>

## Prof. Rinki Dahiya

Session No.	Session Title	Resource Person/Faculty Member
1.	<ul style="list-style-type: none"> <li>▪ Self-Appraisal</li> </ul>	<ul style="list-style-type: none"> <li>▪ Knowing &amp; Managing Self</li> <li>▪ Soft skills and Personal Growth</li> </ul>
2-3.	<ul style="list-style-type: none"> <li>▪ Building Teams / Partners</li> </ul>	<ul style="list-style-type: none"> <li>▪ Key partners and key activities</li> <li>▪ Building the Right Team and forging relationships with the channel partners.</li> <li>▪ The importance of team in determining success or failure</li> <li>▪ Questions to ask yourself when choosing a founding team</li> <li>▪ Identifying and engaging channel partners</li> </ul>
4.	<ul style="list-style-type: none"> <li>▪ Managing People and Conflicts</li> </ul>	<ul style="list-style-type: none"> <li>▪ Managing People in an organization</li> <li>▪ Conflict Management</li> <li>▪ Persuasive &amp; Negotiation Skills</li> </ul>
5.	<ul style="list-style-type: none"> <li>▪ Building Organization Capabilities</li> </ul>	<ul style="list-style-type: none"> <li>▪ Strategic upskilling and talent acquisition</li> <li>▪ Balancing diversity and coherence</li> <li>▪ Role of ethics and core values</li> </ul>

### Prof. Shashi Kant Srivastava

Session No.	Session Title	Resource Person/Faculty Member
1.	▪ Scalable tools and Software	▪ Thinking Digital ▪ Data-driven decision-making ▪ Business Transformation Roadmap ▪ Digital Strategy & Governance
2.	▪ AI for business Accelerator	▪
3.	▪ AI for business Accelerator	▪
4-6.	▪ AI for business Accelerator	▪

### Prof. Ram Kumar Dhurkari

Session No.	Session Title	Resource Person/Faculty Member
1.	▪ Launch your business online	▪ Your Website Can Sell More Than Your Products ▪ How to sell your product/services online?
2.	▪ Launch your business online	▪

### Prof. Santosh Gedam

Session No.	Session Title	Resource Person/Faculty Member
1.	▪ Choices in Ascribing Legal Identities to Business Initiatives	▪ Incorporation of Enterprise ▪ Regulations and Compliances ▪ Intellectual Property Rights
2-3.	▪ Selling Opportunities in Public Domain	▪ Understanding and Optimizing Business Value Chain ▪ Finalizing Working Business Plans ▪ Understanding of the tendering process ▪ Public Procurement Policy ▪ Selling your products on GEM
4-5.	▪ Govt. Scheme/Policies	▪ Brief on National SC-ST Hub Scheme ▪ Orientation on the Public Procurement Policy of Govt of India and the 4% procurement mandate from SC-ST entrepreneurs ▪ Participation in Govt. tenders ▪ Udyam/GeM registration and their benefits

## Prof. Shashi

Session No.	Session Title	Resource Person/Faculty Member
1.	<ul style="list-style-type: none"><li>▪ Understand how organizational buyers make decisions in traditional and digital contexts</li></ul>	<ul style="list-style-type: none"><li>▪ Introduction to B2B markets</li><li>▪ Decision-Making Unit (DMU)</li><li>▪ Buying situations and buying systems</li><li>▪ B2B sales funnel and buying journey</li><li>▪ Rise of digital B2B buying</li><li>▪ Changing expectations from the B2B sales team</li></ul>
2.	<ul style="list-style-type: none"><li>▪ Develop strategic approaches for selecting, targeting, and managing B2B accounts</li></ul>	<ul style="list-style-type: none"><li>▪ B2B market segmentation, targeting, and positioning</li><li>▪ Customer selection and account prioritization</li><li>▪ Creating and executing account-based programs</li><li>▪ Sales-marketing alignment in key account strategies</li></ul>
3.	<ul style="list-style-type: none"><li>▪ Analyze customer value, retention mechanisms, and long-term interfirm relationships</li></ul>	<ul style="list-style-type: none"><li>▪ Types of exchange and relationship forms</li><li>▪ Customer cost-to-serve &amp; Switching costs</li><li>▪ Customer-health score system</li><li>▪ Reacquisition process in B2B markets</li><li>▪ Interfirm relationship marketing</li></ul>

## Prof. Kiran Kumar Paidipati

Session No.	Session Title	Resource Person/Faculty Member
1.	<ul style="list-style-type: none"><li>▪ Communicating with Numbers - Turning raw data into meaningful business insights</li></ul>	<ul style="list-style-type: none"><li>▪ Descriptive statistics &amp; visualization</li></ul>
2.	<ul style="list-style-type: none"><li>▪ Quantification of Uncertainty - Understanding risk, probability, and randomness in business decisions</li></ul>	<ul style="list-style-type: none"><li>▪ Probability concepts &amp; distributions</li></ul>
3.	<ul style="list-style-type: none"><li>▪ From Samples to Decisions - Statistical inference for evidence-based management</li></ul>	<ul style="list-style-type: none"><li>▪ Estimation &amp; hypothesis testing</li></ul>
4.	<ul style="list-style-type: none"><li>▪ Explaining Business Outcomes - Using regression models to understand drivers of performance</li></ul>	<ul style="list-style-type: none"><li>▪ Linear &amp; multiple regression</li></ul>

	<ul style="list-style-type: none"> <li>▪ Predicting What Comes Next</li> <li>- Classification models for smarter managerial decisions</li> </ul>	<ul style="list-style-type: none"> <li>▪ Logistic regression &amp; classification</li> </ul>
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### **Prof. Narpat Ram Sangwa**

<b>Session No.</b>	<b>Session Title</b>	<b>Resource Person/Faculty Member</b>
1.	<ul style="list-style-type: none"> <li>▪ Business Ideation and Identification of Opportunity</li> </ul>	<ul style="list-style-type: none"> <li>▪ Creativity &amp; the Business ideation</li> <li>▪ Getting clarity on what to do? &amp; Why to do?</li> </ul>
2.	<ul style="list-style-type: none"> <li>▪ Design Thinking</li> </ul>	<ul style="list-style-type: none"> <li>▪ Design thinking methods for problem solving</li> <li>▪ Wicked Problems: Design Solutions</li> </ul>
3.	<ul style="list-style-type: none"> <li>▪ Design for Manufacturing and Assembly</li> </ul>	<ul style="list-style-type: none"> <li>▪</li> </ul>
4.	<ul style="list-style-type: none"> <li>▪ Industrial Design</li> </ul>	<ul style="list-style-type: none"> <li>▪</li> </ul>