



INDIAN INSTITUTE OF MANAGEMENT SIRMAUR

Management Development Program for SC-ST Entrepreneurs under MSME Department

on

“Business Accelerator Program”

12-18th January 2026 (Offline)

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

Course Curriculum

Prof. Prafulla Agnihotri

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

Prof. Parijat Lanke

Session No.	Session Title	Resource Person/Faculty Member
1.	<ul style="list-style-type: none">Understanding the Entrepreneurial Mindset	<ul style="list-style-type: none">Identifying your personality type for entrepreneurshipMindset Traits of Successful EntrepreneursExploring the types of opportunities, you should pursue
2.	<ul style="list-style-type: none">Developing Entrepreneurial Skills	<ul style="list-style-type: none">Leadership & Interpersonal SkillsPersonal AttributesInnovation & Creativity

Prof. Ashish Goel

Session No.	Session Title	Resource Person/Faculty Member
1-2.	<ul style="list-style-type: none">How will Your Business Idea EvolveSetting direction of your business	<ul style="list-style-type: none">Opportunity identificationNeed for strategy and the role of a strategistUnderstanding strategyImportance of direction for strategyInstruments of direction
3-4.	<ul style="list-style-type: none">Strategic analysisIndustry and value chain	<ul style="list-style-type: none">Strategic management processRole of environmental analysis for opportunity identificationRole of firm resources and capabilitiesUnderstanding 'industry' and Value ChainProduct-centric vs Firm-centric value chainValue chain and financial sustainability
5-6.	Developing and implementing strategy for your venture	<ul style="list-style-type: none">Understanding generic business strategiesStrategy for Competitive AdvantageBusiness models

Prof. Ajay Kumar Singal

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

Prof. Amrinder Singh

Session No.	Session Title	Resource Person/Faculty Member
1.	<ul style="list-style-type: none">Understand Your Finance	<ul style="list-style-type: none">Basics of AccountingUnderstanding the financial statementsCash Flow Management
2-3.	<ul style="list-style-type: none">Who will finance your business and how?	<ul style="list-style-type: none">Access to CapitalGovt. Schemes & Programs for EntrepreneursBuilding sustainable business modelDetermining cashflowFinancial analysis for fundraisingFunding and ValuationFinancial pathways (bootstrapping, loans, crowdfunding, angel investors, venture capital, private equity, and IPOs)Equity financing valuation
4	<ul style="list-style-type: none">Exploring Sources of Finance	<ul style="list-style-type: none">Funding and ValuationFinancial pathways (bootstrapping, loans, crowdfunding, angel investors, venture capital, private equity, and IPOs)Equity financing valuation

Prof. Rinki Dahiya

Session No.	Session Title	Resource Person/Faculty Member
1.	<ul style="list-style-type: none">Self-Appraisal	<ul style="list-style-type: none">Knowing & Managing SelfSoft skills and Personal Growth
2-3.	<ul style="list-style-type: none">Building Teams / Partners	<ul style="list-style-type: none">Key partners and key activitiesBuilding the Right Team and forging relationships with the channel partners.The importance of team in determining success or failureQuestions to ask yourself when choosing a founding teamIdentifying and engaging channel partners
4.	<ul style="list-style-type: none">Managing People and Conflicts	<ul style="list-style-type: none">Managing People in an organizationConflict ManagementPersuasive & Negotiation Skills
5.	<ul style="list-style-type: none">Building Organization Capabilities	<ul style="list-style-type: none">Strategic upskilling and talent acquisitionBalancing diversity and coherenceRole of ethics and core values

Prof. Shashi Kant Srivastava

Session No.	Session Title	Resource Person/Faculty Member
1.	<ul style="list-style-type: none">▪ Scalable tools and Software	<ul style="list-style-type: none">▪ Thinking Digital▪ Data-driven decision-making▪ Business Transformation Roadmap▪ Digital Strategy & Governance
2.	<ul style="list-style-type: none">▪ AI for business Accelerator	<ul style="list-style-type: none">▪
3.	<ul style="list-style-type: none">▪ AI for business Accelerator	<ul style="list-style-type: none">▪
4-6.	<ul style="list-style-type: none">▪ AI for business Accelerator	<ul style="list-style-type: none">▪

Prof. Ram Kumar Dhurkari

Session No.	Session Title	Resource Person/Faculty Member
1.	<ul style="list-style-type: none">▪ Launch your business online	<ul style="list-style-type: none">▪ Your Website Can Sell More Than Your Products▪ How to sell your product/services online?
2.	<ul style="list-style-type: none">▪ Launch your business online	<ul style="list-style-type: none">▪

Prof. Santosh Gedam

Session No.	Session Title	Resource Person/Faculty Member
1.	<ul style="list-style-type: none">▪ Choices in Ascribing Legal Identities to Business Initiatives	<ul style="list-style-type: none">▪ Incorporation of Enterprise▪ Regulations and Compliances▪ Intellectual Property Rights
2-3.	<ul style="list-style-type: none">▪ Selling Opportunities in Public Domain	<ul style="list-style-type: none">▪ 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.	<ul style="list-style-type: none">▪ Govt. Scheme/Policies	<ul style="list-style-type: none">▪ 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">Understand how organizational buyers make decisions in traditional and digital contexts	<ul style="list-style-type: none">Introduction to B2B marketsDecision-Making Unit (DMU)Buying situations and buying systemsB2B sales funnel and buying journeyRise of digital B2B buyingChanging expectations from the B2B sales team
2.	<ul style="list-style-type: none">Develop strategic approaches for selecting, targeting, and managing B2B accounts	<ul style="list-style-type: none">B2B market segmentation, targeting, and positioningCustomer selection and account prioritizationCreating and executing account-based programsSales-marketing alignment in key account strategies
3.	<ul style="list-style-type: none">Analyze customer value, retention mechanisms, and long-term interfirm relationships	<ul style="list-style-type: none">Types of exchange and relationship formsCustomer cost-to-serve & Switching costsCustomer-health score systemReacquisition process in B2B marketsInterfirm relationship marketing

Prof. Kiran Kumar Paidipati

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

5.	<ul style="list-style-type: none"> Predicting What Comes Next - Classification models for smarter managerial decisions 	<ul style="list-style-type: none"> Logistic regression & classification
----	---	--

Prof. Narpat Ram Sangwa

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