



भारतीय प्रौद्योगिकी संस्थान दिल्ली  
Indian Institute of Technology Delhi



# Executive Management Programme in Entrepreneurship Development

8 Months | Starts 19<sup>th</sup> September, 2021 | Live Online Sessions

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Programme offered by Continuing Education Programme (CEP), IIT Delhi

## OVERVIEW

Economists have propounded the entrepreneur as an innovator, inspirer, and an implementer of creative destruction; creating instability, disequilibria, and economic development.

Less than one in 100 adults are engaged in entrepreneurial activity in 13 economies as measured by the Global Entrepreneurship Monitor in 2021 (GEM 2020/2021 Global Report). In India, only 5% of the country's people go on to establish their own business, which is among the lowest rates in the world (economicstimes.indiatimes.com). The entrepreneur is the one involved in activities such as creating and launching new products or services, or establishing a new business entity. The education system and the quality of education plays a critical role in the economic advancement of nations since it is the primary developer of human resource.

**Indian Institute of Technology Delhi – Department of Management Studies' (IITD-DMS') Executive Management Programme in Entrepreneurship Development (EMPED)** has been designed to encourage aspiring Indian entrepreneurs, work with them closely to facilitate their business idea incubation and facilitate venture funding for all those ideas that make the cut. With its world-class resources, **IITD-DMS** is committed to espouse the true entrepreneurial spirit by perpetuating the broader and underlying economic benefits – both at the individual level and also at the societal level – through **EMPED**. **EMPED** is not just a programme but a platform to foster entrepreneurial culture and to nurture entrepreneurial talent by being true contributors in progress. The platform is ours. Spirit is yours. Dream is yours. Delivery is ours.

**IITD-DMS' EMPED** is tailored to fulfil the entrepreneurial aspirations. It is an 8-month intensive programme with online classes and mentoring and monitoring to convert potential business ideas into early-stage ventures. The programme is built around the ethos of creating a thriving ecosystem to test, execute, seek and transform business ideas into successful business ventures. With faculty masterclass sessions, founders' insights, industry experts, live mentoring, peer support and pitching sessions, this is the right platform to convert your business ideas into thriving business ventures.

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## PROGRAMME OBJECTIVES

**Executive Management Programme in Entrepreneurship Development (EMPED)** is an immersive programme with a consultative learning approach to achieve the following objectives:

- To promote entrepreneurial culture – replicative entrepreneurship or innovative entrepreneurship – by providing a well-crafted platform and use EMPED to propagate and perpetuate the same
- To nourish purposeful business ideas, incubate and fund the meritorious business opportunities
- To equip the participants with well-grounded skills to ideate, establish, grow, and scale up entrepreneurial ventures

## WHO SHOULD ATTEND?

- Participants who are interested in starting their own venture
- Working professionals who wish to become their own bosses
- Lawyers, artists, photographers, designers, etc., keen on setting up a business
- Graduates from engineering colleges/University, IT professionals who have a good skillset and want to take the start-up route
- Those who are appearing for their final year examination are also eligible

## PROGRAMME HIGHLIGHTS



A Programme and Certification from  
India's Leading Educational Institute

#3 in Business & Management  
Studies in India as per QS World  
University Rankings 2021



Learning Through Live Discussions,  
Case Studies, and Guest Lectures

2-day Campus Immersion and  
Entrepreneurship Conclave at  
IIT Delhi Campus



Opportunity for Mentorship, Venture  
Funding and Incubation at IIT Delhi

# PROGRAMME CONTENT

Programme Modules
• Entrepreneurial Ecosystem and Venture Creation
• Creativity, Innovation and Design Thinking
• Marketing Management and Digital Marketing
• Marketing Research for Entrepreneurship
• Entrepreneurial Operations and Decisions
• Strategic Leadership, Digital Transformation and Team Management
• Entrepreneurial Finance
• Business Plan Development and Pitching Skills
• Funding Entrepreneurial Ventures and Mentoring
• Business Laws and Policy Regulations
• Growing and Scaling Up Entrepreneurial Ventures
• Entrepreneurial Failure Management
• On-Campus Immersion (Business Plan Evaluation)
• Entrepreneurship Conclave (with funding opportunities)

Disclaimer: Programme content/topics are indicative only, and the suggested time and sequence may be dropped/modified/adapted to the total programme hours.

# PROGRAMME DETAILS

## Duration

8 months

## Delivery

Live online sessions | On-campus Immersion

## Pedagogy

Lectures, Tutorials, Case Studies, Live Discussions, Guest Lectures

## Class Schedule

Weekends Sunday: 10 a.m. – 1:00 p.m.

## Campus Immersion

2-day on-campus immersion at IIT Delhi Campus

## Eligibility Criteria

- Graduation/Diploma in any discipline
- Work experience preferred
- Those who are appearing for final year exams can also apply

## Admission Criteria

Screening and selection will be done by IIT Delhi

Disclaimer: The schedule is tentative and subject to change due to unforeseen circumstances. The programme support team will notify of any changes.



## APPLICATION REQUIREMENTS

### I. Graduation/Post Graduation Education

- Higher Secondary (10+2) Mark sheet
- Passing Certificate – Diploma/Degree/Post Graduation/Doctorate
- Students appearing for the final year exams can also apply

### II. ID Proof:

Any government-issued photo ID like PAN Card/AADHAAR Card, Driving License/Passport, etc.

## SYSTEM REQUIREMENTS

Live online classes will be conducted on MS Teams for which you will require a PC/Laptop/Mac with:

- Speakers and microphone: Built-in or a USB plug-in or wireless bluetooth
- Webcam: Built-in or USB plug-in
- Processor: With Dual Core 2Ghz or higher (i3/i5/i7 or AMD equivalent)
- RAM: 4 GB or higher
- OS: Either MacOS 10.7 or higher OR Windows 8 or higher
- An internet connection: Minimum bandwidth of 3.0 Mbps (up/down)
- Browser: IE 11+, Edge 12+, Firefox 27+, Chrome 30+
- MS Teams software client installed on your PC/Laptop/Mac

MS Teams works on a variety of PCs/Laptops/Mac systems and also on phones and tablets. You can attend live online class from a phone or tablet if it supports the MS Teams client. However, it is recommended that you attend classes from a PC/Laptop/Mac.





## Certificate of Completion

### CERTIFICATION

A successful completion certificate from IIT Delhi will be awarded to the participants who score at least 60% marks overall and have minimum attendance of 60%.



## Certificate of Participation

### CERTIFICATION

A participation certificate from IIT Delhi will be awarded to the participants who score less than 60% marks overall and have minimum attendance of 60%.

## PROGRAMME COORDINATORS' PROFILES



**Dr. Seema Sharma**

*Professor & Head*

Department of Management Studies

Indian Institute of Technology Delhi

Dr. Seema Sharma is a faculty member in the area of Economics and Entrepreneurship and the head of the Department of Management Studies at IIT Delhi.

Her research areas include sustainable development, socio-economic analysis, productivity & efficiency analysis, and energy economics. She teaches Business Economics, Macroeconomic Business Environment, Statistical Analysis and Advanced Data Analysis to MBA and Ph. D students. Her research is published in international refereed journals by publishers such as Springer, Elsevier, Taylor & Francis, Emerald and Sage etc. Nationally, her research appeared in journals, among others, like Economic and Political Weekly and Indian Economic Journal. She has presented her research in many conferences in India and other countries viz., USA, Japan, Australia, Thailand, Indonesia and Czech Republic.

She has been awarded the Outstanding Young Faculty Fellowship Award by IIT Delhi for her contribution to teaching and research. She was conferred with Best Professor in Economics Award by Hindustan Unilever-BSA-Dewang Mehta Business School Award in 2012.

## PROGRAMME COORDINATORS' PROFILES



### **Dr. Gourav Dwivedi**

*Assistant Professor*

Department of Management Studies

**Indian Institute of Technology Delhi**

Dr. Gourav Dwivedi is a faculty member in the Department of Management Studies, IIT Delhi in the Operations & Supply Chain area, and a Fellow (PhD) from IIM Lucknow.

He has more than a decade of experience in academia and industry. In industry, He has worked on engineering services projects for capacity expansion, raw material changes and technology change projects for Fortune 500 CPG companies. In academia, he has undertaken national and international collaborative research projects and consulting assignments with government, non-profit, and private organizations. He has published in leading international journals and presented his work at international conferences. His areas of interest are Distributed Manufacturing, Supply Chain, Logistics Modelling, Industry 4.0, Behavioural Operations, Business Sustainability, and Systems Thinking.

# PROGRAMME FEE, INSTALMENT SCHEDULE AND IMPORTANT DATES

## Programme Fees

Particulars	Amount (in ₹)*
Programme Fees	1,00,000

\* GST@18% will be charged extra in addition to the fees.

Note: All fees should be submitted in IITD CEP Account only, and the details will be shared post selection.

## Instalment Schedule

Date	1 <sup>st</sup> Instalment To be paid within 7 days of offer letter rollout date	2 <sup>nd</sup> Instalment 10 <sup>th</sup> December, 2021	3 <sup>rd</sup> Instalment 10 <sup>th</sup> February, 2022
Amount (in ₹)*	35,000	35,000	30,000

\* GST@18% will be charged extra in addition to the fees

## Important Dates

Last date to apply	25 <sup>th</sup> August, 2021
Shortlisted candidates will be informed by	5 <sup>th</sup> September, 2021
Last date to submit the 1 <sup>st</sup> Instalment	17 <sup>th</sup> September, 2021
Programme start date	19 <sup>th</sup> September, 2021
Programme end date	22 <sup>nd</sup> May, 2022

**Apply Now**

## ABOUT IIT DELHI

The Indian Institute of Technology Delhi (IIT Delhi) is one of the 5 initial IITs established for training, research and development in science, engineering and technology in India. Established as College of Engineering in 1961, the Institute was later declared as an Institution of National Importance under the “Institutes of Technology (Amendment) Act, 1963” and was renamed as “Indian Institute of Technology Delhi”. It was then accorded the status of a Deemed University with powers to decide its own academic policy, to conduct its own examinations, and to award its own degrees. In 2018, IIT Delhi was also given the status of Institution of Eminence (IoE) by the Human Resource Development (HRD) Ministry, Government of India.

Since its inception, over 48,000 students have graduated from IIT Delhi in various disciplines including Engineering, Physical Sciences, Management and Humanities & Social Sciences. Of these, nearly 5,070 received PhD degrees. The rest obtained a Master’s Degree in Engineering, Sciences and Business Administration. These alumni today work as scientists, technologists, business managers and entrepreneurs. There are several alumni who have moved away from their original disciplines and have taken to administrative services, active politics or are with NGOs. In doing so, they have contributed significantly to the building of this nation, and to industrialisation around the world. For more details, please visit: [www.iitd.ac.in](http://www.iitd.ac.in)



Programme offered by Continuing Education Programme (CEP), IIT Delhi

## ABOUT CONTINUING EDUCATION PROGRAMME (CEP)

Executive education is a vital need for the companies to build a culture that promotes newer technologies and solutions and builds a workforce that stays abreast of the rapidly transforming needs to the technological, business and regulatory landscape.

Committed to the cause of making quality education accessible to all, IIT Delhi has launched Online Certificate Programmes under eVIDYA@IITD (ई-विद्या@IITD), enabling Virtual & Interactive-learning for Driving Youth Advancement@IITD for Indian as well as international participants. These outreach programmes offered by the Indian Institute of Technology Delhi (IIT Delhi) are designed to cater to the training and development needs of various organisations, industries, society and individual participants at national and international levels with a vision to empower thousands of young learners by imparting high-quality Online Certificate Programmes in cutting-edge areas for their career advancement in different domains of engineering, technology, science, humanities and management. For more details, please visit: <http://cepqip.iitd.ac.in>



## About TimesTSW

The Second Wind (TSW) is an initiative by Times Professional Learning for working professionals who are keen to hone their skills to add value to their work for a more rewarding career. TSW's passion for excellence and a brief that "Executive Education Empowers" work hand-in-hand with the organisation's aim to impart knowledge to business professionals nationwide.



## About Times Group

The Times of India Group began its operations in 1838 and is India's oldest and largest media house. The Times of India is the world's largest-selling English newspaper with over 5 million copies sold daily.

The Economic Times is the world's second largest English business newspaper, second only to The Wall Street Journal, with over 800,000 copies sold daily.

The Times Group is also India's most diversified media conglomerate with assets across Publishing, Radio, TV, Out of Home (OOH) and Online Media.

**For registration and any other information, please get in touch with us at:**  
[tswadmission@timesgroup.com](mailto:tswadmission@timesgroup.com) and 1800-270-5400

**For any feedback, please write to:**  
Head CEP, IIT Delhi at [hodqipcep@admin.iitd.ac.in](mailto:hodqipcep@admin.iitd.ac.in)

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[www.timestsw.com](http://www.timestsw.com)

Online Certificate Programmes are offered by the Indian Institute of Technology Delhi under the aegis of Continuing Education Programme (CEP) so that the Institute can realise its vision of serving as a valuable resource for industry and society, and fulfil its mission to develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leaders can emerge in a range of professions.

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