



**4**  
**MONTHS**  
**ONLINE**  
**PROGRAM**

**BIMTECH RANKINGS**

**6th** by NHRDN-SHINE.com

**10th** by BUSINESSSTODAY-MDRA

**10th** by MBAUNIVERSE.com

**47th** Among all (Government + Private)  
in the MHRD's

**ADVANCED CERTIFICATE PROGRAM IN**

# **NEW AGE ENTREPRENEURSHIP**



**Program Commencement Date:**  
**November 5, 2023**

**BIRLA INSTITUTE OF MANAGEMENT TECHNOLOGY**

Plot Number 5, Knowledge Park 2, NCR, Greater Noida, Uttar Pradesh 201306

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<https://onlineclasses.bimtech.ac.in>



**Dr. H Chaturvedi**  
Director, BIMTECH

## DIRECTOR'S MESSAGE

Dear Aspirants,

I welcome you on behalf of the Birla Institute of Management Technology and thank you for showing your interest in us. It is said that today's ideal manager is comfortable with volatility, uncertainty, complexity, and ambiguity and above all, also has an entrepreneurial mindset. For years BIMTECH has been educating young men and women who entered its community and attained their transformation into responsible citizens and leaders of corporates. By joining BIMTECH, you are embarking on an education system that is meant to be transformative - academically, socially, and personally.

"Excellence and Values" are our guiding principles which are reflected in every activity of the Institute. Our brochure clarifies those values and standards and we expect you to honour them in your conduct as a student. Our mission at BIMTECH is to provide a safe, secure environment in which every student will acquire the skills and knowledge necessary to become accomplished, productive members, of the ever-changing, global community. Our faculty is a very dedicated group of individuals who continue to focus on providing the best possible instruction for our students.

Once again, welcome to the BIMTECH family and welcome to our community of shared principles and values.

## CHAIRPERSON MESSAGE

Dear Aspirants,

Greetings and a hearty welcome to the Birla Institute of Management Technology Centre for Online studies (COOLS). COOLS has been conceptualized to deliver quality education in the Management discipline using an online medium with similar rigour and effectiveness as in any face-to-face program. Using cutting-edge technology students can learn a wide variety of subjects and obtain diplomas and certificates at their places and pace.

The post-pandemic world had shown the efficacy of online education and its potential to reach larger and remotely located students at an affordable cost. I welcome all perspective students to be part of this great online education revolution and supercharge their future at a very affordable cost without disturbing their current occupation and need to travel.

BIMTECH's quality of education is well known and the same is being followed in all programs of COOLS center. Once again, welcome to the BIMTECH family and welcome to our community of shared principles and values.

Wish you a happy, healthy, and fruitful two years ahead.



**Prof. S S Dubey**  
Chairperson,  
Centre for Online Studies



**Mr. Mukesh Shukla**  
Founder  
Institute for Industrial  
Development

## IID FOUNDER MESSAGE

Two premier institutions of India have come together to resolve one of the most significant problems of today – unemployment. BIMTECH as a business school has been providing excellent education on entrepreneurship and startups for many years.

Institute for Industrial Development is completely dedicated for the development of Entrepreneurship in PAN INDIA.

Joining hands with BIMTECH in fact is the evolution of synergy in the field of start-ups. This will go a long way to speed-up and mobilise the mission of Atmanirbhar Bharat.

We wish a grand future to our aspiring entrepreneurs. Our efforts will be to bring the new generation in courage zone in their Success Journey.



## IID DIRECTOR MESSAGE

“With the help of BIMTECH, we can reach out to a vast section of the youth. Entrepreneurship is the need of the hour and producing capable leaders essential to sustain business growth. The program aims to develop entrepreneurship among the youth so that they can become job providers in the future.”

Essential to the entrepreneurial mindset is the orientation to create positive change. We strive for our innovators to be critical thinkers, continually reflecting on their values and evaluating the consequences of their actions.



**Mr. Kamal Bhola**  
Director  
Institute for Industrial  
Development





## ABOUT BIMTECH

Birla Institute of Management Technology (BIMTECH) was established in 1988 under the aegis of the Birla Academy of Art and Culture. Syst. B K Birla, Chairperson of the B K Birla Group of Companies and Late Dr. (Smt.) Sarala Birla, Chairperson of Birla Academy of Art and Culture, is the founder of BIMTECH. The Institute is governed by an eminent Board of Governors mostly drawn from the top echelons of the industry. BIMTECH RANKED 5th AMONG THE TOP PVT. B-SCHOOLS & 6th OVER ALL By NHRDN and People Matters B-School Rankings 2022. BIMTECH is one of the few Institutes in India that is AACSB accredited.

## ABOUT COOLS

**BIMTECH, which is 33 years old premier B-school, endeavor to recreate the essence of the Post Graduate Diploma in Management through the Centre for Online Studies (COOLS). COOLS is BIMTECH'S footprint to promote online higher education in and outside India through collective apparatus of On-line Teaching, Learning, and Research. It also aims to impart the best theoretical Knowledge, Analytical & Technical Skills to produce better future professionals. BIMTECH'S PGDM online is the only program in the country that is AACSB accredited.**

## ABOUT INSTITUTE FOR INDUSTRIAL DEVELOPMENT

**INSTITUTE FOR INDUSTRIAL DEVELOPMENT**, is an incubator with the Government of India, Ministry of Micro, Small and Medium Enterprises (MSME), and the department of start-ups, an initiative by the Government of Uttar Pradesh. IID is a unit of Samadhan Samiti working under Public Private Partnership with the MSME, Government of India, since the year 1999.

**INSTITUTE FOR INDUSTRIAL DEVELOPMENT** nurtures the entrepreneurs virtually from the ideation to the establishment of a business enterprise. We provide single window support to the "First Generation Entrepreneurs or Young Educated Youth" by a step-by-step roadmap for establishing a business enterprise.

# WHY THIS PROGRAM



Whether you're a first-time entrepreneur with an existing start-up or having a business idea and are exploring entrepreneurship, learn the language of the start-up world.

Over the last two decades, the Indian start-up ecosystem has grown rapidly, and more support has become available in all dimensions. Start-ups do not exist in a vacuum but are part of a broader business environment that is focused on generating impactful solutions, thereby acting as vehicles for socio-economic development and transformation.

Since start-ups are centres of novel innovations, they generate jobs, which implies more career opportunities; more employment leads to a stronger economy, and a healthier economy has a direct bearing on the growth of the nation.

To promote the start-up culture in India and strengthen the Indian economy, the Government of India has undertaken various measures. For example, Prime Minister Narendra Modi launched the "Stand-up India" initiative in August 2015. The larger goal is to help new entrepreneurs with bank financing, energise business spirit among young Indians, build frameworks for uplifting start-ups, and make the country the best destination for tech businesses.

To encourage and foster entrepreneurship and build synergies to create sustainable and resource-efficient growth of start-up businesses, BIMTECH and Institute of Industrial Development have developed this program. The goal is to, energise entrepreneurial spirit among young Indians and build frameworks for uplifting start-ups and make the country the best destination for tech businesses.

The program has been designed to equip business leaders with a specific set of skills that enhances their competencies and conditions them to capitalize on opportunities and challenges.

The new age entrepreneurs will gain a deep understanding of business operations, master the latest management methodologies, tools and techniques, enhance their leadership skills and help drive innovation to create a business that endures for generations

## PROGRAM OVERVIEW

The Program shall help aspiring Entrepreneurs create and develop the skill sets and competencies required to navigate a volatile, uncertain, complex, ambiguous, and disruptive environment. The course is designed for "future generation" leaders who desire to build and grow their own business. It will focus on building capabilities in decision making and strategies in various aspects of business. The Program aims at creating a new mind-set and business outlook for new start-ups.

The course is intended for the next generation entrepreneurs who are contemplating starting a new entrepreneurial venture. It will address aspects of the management and sustenance of a new enterprise. The Program will aim at expanding the knowledge base of participants through exposure to new and diverse management tools, techniques, frameworks, theories, peer group learning, networking, relationship dynamics, and transition strategies. The program will provide an opportunity for participants to assess their current businesses and identify strengths, opportunities, threats, and areas for improvement to help grow their businesses. The program has been designed to equip business leaders with a specific set of skills that enhances their competencies and conditions them to capitalize on opportunities and challenges. The new age entrepreneurs will gain a deep understanding of business operations, master the latest management methodologies, tools and techniques, enhance their leadership skills and help drive innovation to create a business that endures for generations.



## PROGRAM OBJECTIVES

The program will enable budding entrepreneurs

- Identify a business opportunity
- Evaluate an idea and assess the market
- Explore the risks and rewards of entrepreneurship
- Leverage experiments to validate concepts and refine business strategy
- Discover the key financial decisions entrepreneurs must make in the early stages of a startup
- Understand the process of raising capital and how to speak to investors
- Overcome challenges in turning an idea into a viable venture

## PROGRAM HIGHLIGHTS

The Program will present both a conceptual as well as a practical, hands-on framework for starting and managing entrepreneurial organizations. It will help participants:

- Develop entrepreneurial acumen and nurture entrepreneurial qualities
- Build problem solving, decision making and business skills
- Application of learning through projects and case studies
- Live sessions with industry experts
- Individualized feedback on assignments
- Weekly live classes with Q&A sessions and group breakouts
- World class technologically equipped learning environment
- Earn a certificate from BIMTECH, an AACSB accredited institution

## KEY TAKEWAYS FOR PARTICIPANTS

- Incubate and grow a start-up
- Identify and build new business opportunities
- Learn start-up business modelling, planning and fund raising
- Gain financial proficiency to Run your Own Business
- Understanding venture financing, risks and returns
- Growth by using new age digital tools for sales and distribution, marketing, logistics, supply chain management

- Get up to speed with GST, TDS, labour law compliances
- Manage self and teams
- Learn to innovate, think differently, create, and implement business strategy
- Get your way through effective business and leadership communication

## POST CERTIFICATION SUPPORT

Upon successful completion of the program a team of experts from the respective industry sector will provide support to the participants in the following areas:

- Providing guidance and assistance for industry compliances.
- Helping in connection with the experts of particular industries.
- Access to workshops and webinars organized by IID on different industries.
- Assistance in technical queries.
- Validation of the business idea by expert of the field.
- Providing knowledge of various government schemes and subsidies available for various business models.
- Guidance and support in up scaling the existing business.
- Marketing assistance.

## CURRICULUM COURSE STRUCTURE



- Introduction to Entrepreneurship & Start-up ecosystem
- Entrepreneurship in the New Age
- Business communication
- Entrepreneurial business strategy

### MODULE 1



### MODULE 2



- Business Modeling
- Idea to Business Plan
- Venture Financing
- Business & Company Laws

- Product management and marketing for entrepreneur
- Logistics & Supply Chain Management
- People Management and Leadership
- Using IT Systems

### MODULE 3



CAPSTONE PROJECT





## CAPSTONE PROJECT



The capstone project uses the key components of the course to create a leadership project that helps the participants practically apply their knowledge. The capstone takes the key learning from each subject to help the participant understand how to solve real-world challenges with practical applications. For this program the target for the capstone project will be the creation of the Detailed Project Report for a new start-up.

This will help the participant prepare for their current or future role as an entrepreneurial leader and help them understand how to develop real time project report to get the necessary funding and approval to start a new business. During the capstone project the participant will be monitored by a BIMTECH faculty and an industry expert.

## HYBRID COURSE DELIVERY MODEL WITH ON-CAMPUS PARTICIPATION

The program will be conducted in a hybrid model with on-line and off-line participation.

The course shall be conducted in a synchronous and asynchronous model. On-line interactive classes for a total duration of thirty-six hours will be held over the weekends. There will be a program orientation session for two hours and four mentoring sessions of 30 minutes each during the capstone project, thereby, taking the on-line interactive class room sessions to forty hours. In addition, there shall be 60 hours of self-study material available to the participants.

The program inauguration shall be an off-line session held at the BIMTECH campus. This will be a bonding session for the participants as the program will entail significant amount of group exercises. During the capstone project the participants shall spend three days at the BIMTECH campus. In this period the participants will be interacting with their project mentors, meeting successful entrepreneurs, industry experts, and also visiting start-up enterprises in various industry segments

## COURSE DURATION

The duration of the courses is 4 months which will comprise 48 hours of online classes to be covered in 12 weeks, followed by a 4-week capstone project monitored by a BIMTECH faculty and an industry expert.

## COURSE COMMENCEMENT DATE

The course shall commence from November 5, 2023.

## ASSESSMENT, GRADING AND CERTIFICATION

The participants shall will be assessed based on their performance in the following areas:

- 1. Self-paced study:** The participants have to successfully complete the MCQ test at the end of each subject on the self-study portal
- 2. Capstone project:** The participant shall be graded on the quality of their project report and the viva session. The written report shall be graded on 100 marks and the viva session shall be graded on 50 marks.
- 3. Live class sessions:** A written exam with duration of 1.5 hours shall be held at the end of each module. Each exam shall be graded on 50 marks.

The program shall follow a system of relative grading for assessment of the participant's performance. The grading shall be on a 10 point scale and the passing CGPA shall be 5.0. Successful candidates shall be issued a Certificate of Completion by BIMTECH

## ELIGIBILITY

Graduate in any discipline from a recognized university

## COURSE FEE

The course fee for this program shall be Rs. 45,000.00 plus GST. Fee payment schedule shall be available on the program registration portal.

# CERTIFICATE

Upon successfully completing the program with a minimum 50% score, you will be awarded a certificate in new age entrepreneurship from BIMTECH



## CENTRE FOR ONLINE STUDIES

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