



सिद्धिपूर्व प्रबन्धनम्  
भा. प्र. सं. इन्दौर  
IIM INDORE

MANAGEMENT  
DEVELOPMENT  
PROGRAMME

University  
of Glasgow

Adam Smith  
Business School



# GLOBAL LEADERSHIP DEVELOPMENT PROGRAMME FOR ENTREPRENEURS

Jointly Offered by  
INDIAN INSTITUTE OF MANAGEMENT INDORE  
and  
ADAM SMITH BUSINESS SCHOOL  
(University of Glasgow)





## **ABOUT IIM INDORE**

Indian Institute of Management Indore (IIM-I) is an autonomous public business school located in Indore, Madhya Pradesh, India. IIM Indore has received the prestigious Triple Crown accreditations - first from the Association of MBAs, AMBA in 2016 (a UK-based accreditation agency), second from the AACSB in 2019, and third from the EFMD Quality Improvement System (EQUIS), the globally recognized international organization for management development, in December 2019. IIM Indore is the second IIM in India to receive these triple accreditations.

## **NATIONAL AND INTERNATIONAL RANKINGS**

IIM Indore, due to its consistent efforts in improving academic standards and achieving academic excellence in all its programmes, has achieved commendable rankings by various National and International ranking agencies. Presently, IIM Indore is ranked 8th in the NIRF ranking (a Ministry of HRD, Government of India initiative), 79th in the FT-100 rankings (4th in India, 3rd amongst IIMs, after IIMA and IIMB) and 25th rank (Asia) in QS World Rankings for our global MBA (151+ world, 5th in India, 4th amongst IIMs, after IIMA, IIMB and IIMC).



## **ABOUT ADAM SMITH BUSINESS SCHOOL (UNIVERSITY OF GLASGOW)**

Founded in 1451, the University of Glasgow is the fourth oldest university in the English-speaking world and is ranked top 100 by the QS University rankings. The Adam Smith Business School is named after Adam Smith, one of the University's most famous alumni and the founding father of modern Economics. The Business School has the triple crown of accreditation by the Association to Advance Collegiate Schools of Business (AACSB International), the European Quality Improvement System (EQUIS) and the Association of MBAs (AMBA).

## **NATIONAL AND INTERNATIONAL RANKINGS**

Adam Smith Business School enjoys its global recognition and reputation through various national and international rankings. It was ranked the top 100 schools in Europe by the Financial Times in 2022 and 49th in the world for its Master in Finance by the Financial Times 2023. The School was ranked 48th globally for Masters in International Strategic Marketing (QS, 2023) and 23rd in the world for Master of Global Business (QS International Trade Rankings, 2023). The School's Accounting & Finance was ranked 4th in the UK (Complete University Guide 2024) and 8th in UK for Business and Management (Guardian University Rankings, 2023).



## **PROGRAMME OVERVIEW**

This certificate programme is aimed at providing participants an exposure to the latest management practices aimed at enabling global growth opportunities for Entrepreneurs. The specific learning objectives of the programme include:

1. Develop entrepreneurial capabilities to make informed decisions and lead the organization through the unique set of challenges faced by them.
2. Identify and develop growth strategies for entrepreneurs including global expansion strategies.
3. Develop digitalization capabilities to transform the organization and its practices. These digitization techniques include digital marketing, technology-based business models, e-commerce, digital leadership, digital supply chain management etc.
4. Understand global best practices in terms of financial management and profitability to ensure sustainable growth of businesses.
5. Develop leadership capabilities to manage the workforce effectively and professionally for entrepreneurs.
6. Develop a global perspective by interacting with international faculty and entrepreneurship domain from India and the UK.

## **PROGRAMME OBJECTIVE**

The programme will create resourceful and socially responsible business leaders with a global mindset. The programme is aligned with the following competency goals:

### **Develop sustainable and successful ventures**

- Nurture creative and innovative thinking and identify business growth opportunities.
- Shape business opportunities using experimental and incremental approach to counter the risks associated with uncertainty.
- Develop dynamic capabilities and core competence in digital transformation for business scale-up.

### **Develop business strategies to**

- Achieve competitive advantage.
- Transform the organization to align with business growth ambition.
- Achieve operational excellence through effective execution.
- Nurture a talented and professional team to drive excellence, growth and innovation.
- Construct compelling value propositions and communicate to stakeholders.
- Retain stakeholder support through effective governance and practices.
- Empower entrepreneurs to optimise sales and marketing opportunities to grow their businesses cultivate an innovative ecosystem within the organization.

### **Adopt best practices to ensure trans-generational continuity of Family Businesses**

- Define the entrepreneurial vision for both the family and business.
- Adopt effective mechanisms to proactively manage the family-business interface.
- Meticulously plan for succession and professionalization to ensure long term sustainability.



## PROGRAMME DESIGN

**Entrepreneurs** contributes 60-70 percent of GDP of most developed & developing countries. India is no exception. Most of the **entrepreneurs** face unique management challenges related to the attitude & aspirations of family members. As new generations, it is an enormous challenge to keep the family & business together. Some sacrifice the business for the family, others sacrifice the family for the business. Only 13% of **entrepreneurs** survive till the 3rd generation & only 4% go exceed this, and a one third of business families disintegrate through generational conflict. However, the close-knit structure of families, which fosters teamwork combined with respect to family values and family elders, has been the key to success of many businesses. Indian entrepreneurs form the 'backbone' of the Indian economy and hence there is a need to extend their life span so that the economy can continue to derive benefits.

## PEDAGOGY/METHODOLOGY

- The pedagogy will be a judicious mix of Conceptual Teaching, Case Studies, Hands-on Activities, Real-World Examples and Discussions.
- Learn practical methods to transform your business through management and technology
- Create a comprehensive executable three-year business plan
- Understand your role within the context of **entrepreneurs**
- The objective of learning sessions is to bring to life management of various aspects of **entrepreneurs** functions, through conceptual understanding, experience sharing and dialogue of students, application of concepts, frameworks, tool kits, through interactive sessions.

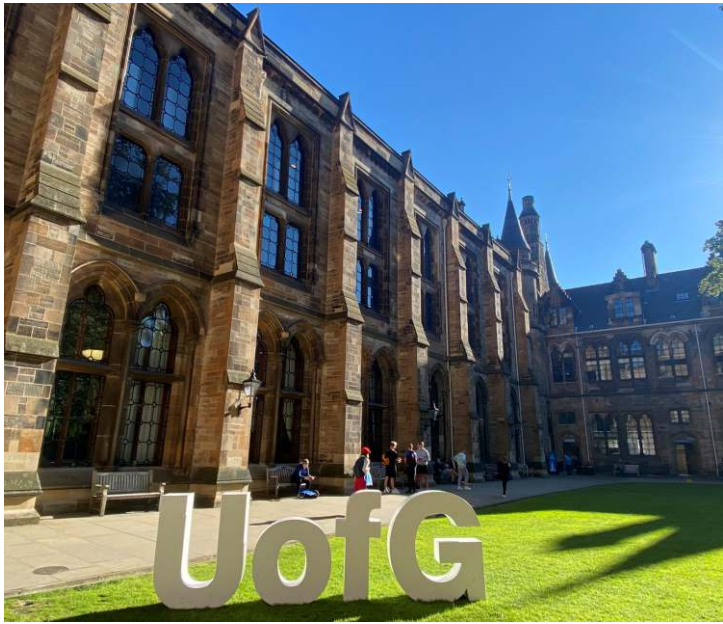
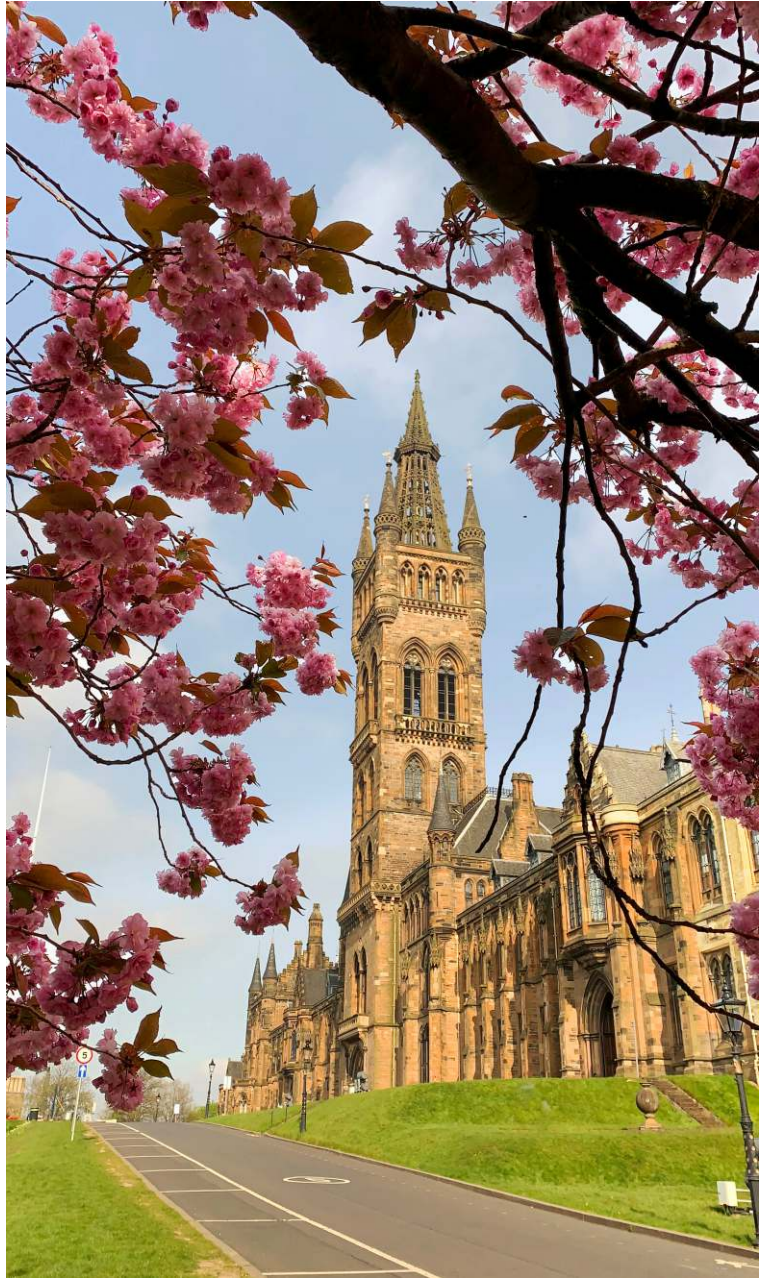
## COURSE STRUCTURE

1. Entrepreneurship in the New Age
2. Managerial Accounting and Finance
3. Financing Models
4. Product Management and Growth Hacking
5. Business Strategy and Global Growth
6. People Management and Leadership
7. Organization Design and Succession Planning
8. Driving Excellence in Operations and Execution
9. Leveraging Digitization for Growth
10. Individual Project
11. Capstone Project



*\*Course are subject to change.*







## **PROGRAMME DELIVERY**

The programme will be conducted in a span of 8-9 months .

- Stage 1 – 5 days at IIM Indore (On-campus) Residential
- Stage 2 – 3months Online Live Classes delivered by IIMI and University of Glasgow
- Stage 3 – 5 days at University of Glasgow
- Stage 4 – 3 months Online Live Classes delivered by IIMI and University of Glasgow
- Stage 5 – 3 days at IIM Indore

The participants will be required to visit IIM Indore campus in Indore/Mumbai during the stages 1 and 5 of the programme engaging with highly immersive classroom discussion led by IIM Indore faculty.

Participants will be given the opportunity to interact with entrepreneurs through the IIM Indore network and the University of Glasgow Network.

The participants will be required to visit the Adam Smith Business School (University of Glasgow) for stage 3 of the programme. The participants will be exposed to leading faculty and and entrepreneurs from UK\*.

During the Stages 2 and 4 of the programme, participants will be required to attend online classes from both IIM Indore and the Adam Smith Business School. These sessions will be delivered in an asynchronous/synchronous mode. Apart from classes, the major emphasis of these two stages is the independent project that participants will complete.

\*Travel/Boarding and Living expenses including Visa/Medical fees are not included in programme fees.

## **ELIGIBILITY CRITERIA**

- Diploma (10+2+3)/ Graduate / Post Graduate from Universities recognized by Association of Indian Universities with minimum 50% marks in either diploma, graduation or post-graduation (or its equivalent).
- Minimum 2 years of work experience is required post completion of qualifying education.

## **PAYMENT**

Rs. 6,00,000 + GST.

IIM Indore will collect all the fees. The fees will be shared in three equal installments and the invoices be generated in three installments with 30 days payment time for each.

- 1st installment: At the time Admission (Rs. 2,00,000 + GST)
- 2nd installment: Before Stage-3 (Rs. 2,00,000 + GST)
- 3rd installment: Before Stage-5 (Rs. 2,00,000 + GST)



## CERTIFICATION

'Certificate of Successful Completion' will be awarded.



\*Sample certificate is indicative. The Institute reserves the right to revise it.

## ALUMNI STATUS

The participants who complete the programme successfully will be eligible for Executive Education Alumni status of IIM Indore. They will require to apply separately along with the necessary fee to register. Current alumni membership plans are as follows:

- 2-year membership – INR 1000/- + applicable taxes
- Lifetime membership – INR 10,000/- + applicable taxes

### **Benefits available to Executive Education Alumni:**

- 1) Communication of brochures and newsletters from IIM Indore
- 2) Access to the IIM Indore Campus Library (onsite access only)
- 3) Official email ID of the institute
- 4) ID Card

Application submission, and fee payment does not entitle a participant to be eligible for executive education alumni status. IIM Indore reserves the right to confer or withhold executive education alumni status.

IIM Indore reserves the right to modify the above conditions at its discretion at any time without notice.

Only the courts at Indore, India will have the territorial jurisdiction to try any disputes arising in respect of the Executive Alumni membership being granted.

## ENQUIRY AND REGISTRATIONS

Management Development Programmes (MDP) Office

### **Indian Institute of Management Indore**

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