



MSME Strategic Business Growth Accelerator Program

In partnership with

Faculty in-charge: Prof. Prashant Salwan
Programme starts: **19th Oct 2024**



ABOUT THE PROGRAMME

IIM Indore and India SME Accelerator Network jointly present an exclusive programme for micro, small and medium enterprises in India. This program titled '**MSME Strategic Business Growth Accelerator Program**' is a 6 weeks programme for enterprise owners desirous of transforming their business growth to its next level, with a structured strategic approach. The programme will be delivered in a hybrid format with virtual and physical sessions from Industry experts, case studies of growing companies and workshops to create growth strategies for your own business.



PROGRAMME STRUCTURE (ON-CAMPUS+ONLINE)

The Programme is designed for a cohort of 30 enterprises for 7 days over 6 weekends

Academic Perspective

Industry Perspective

WEEKEND-1

Online Sessions

Day 1: Program Orientation and induction of Participants
Company Analysis to understand strengths and weaknesses

Date: 19th Oct 24

WEEKEND-2

Online Workshop

Day 2: Building a Vision for organization
Activity-based exercise to assess the enterprise and build Individual Organisation Vision for growth

Date: 26th Oct 24

WEEK-3

Preparatory Week

Participants complete their planning worksheets and exercises in preparation for creating growth roadmap

WEEKEND-4

Online Sessions

Day 3: Operationalisation of business strategies
Case Studies of Inspirational business growth in Industry

Date: 9th Nov 24

WEEKEND-5

Online Workshop

Day 4: Building Strategic Growth Roadmap workshop with leadership team
Individual Enterprise Growth Roadmaps preparation

Date: 16th Nov 24

WEEK-6

Classroom sessions at IIM- Indore Campus

Day 5: Developing Vision-Mission for Business, Human Resources Impact of Growth, Marketing Strategies for Growth, Digital Strategies for Growth, Human Resources: Strategies for Growth

Day 6: Business Growth: Case Discussion, Business Strategies and Growth Drivers, IT and Operations Strategies for Growth, Financing Growth: Issues and Strategies, Financing Options for Rapid Growth

Day 7: Growth Roadmaps Validations, Individual presentations and Valedictory

Dates: 21st, 22nd and 23rd Nov 24



WHO SHOULD PARTICIPATE

- Enterprises to be in operations for minimum 3 years
- Promoter, Partner, Managing Director, Enterprise owner, CXO willing to commit 6 weekends
- Educational qualification of participant to be minimum graduation or equivalent



PROGRAMME FEES

- Total Programme Fees : INR 85,000 (+ 18% GST)
- The Programme fee includes cost for residential stay and food at IIM- Indore Campus for 3 days of on-campus programme days. Travel cost, if any, to be borne by the participants.






PROGRAMME METHODOLOGY

- ✓ **Instructor-led classroom learning**
- ✓ **Workshop activity-based learning**
- ✓ **Virtual interaction-based learning**
- ✓ **Case studies from Industry**



PROGRAMME OUTCOMES FOR PARTICIPANTS

The programme is designed to develop an advanced understanding of business strategy, growth drivers and get a wholistic perspective to growing your business. Expected outcomes of the structured program are -

-  Clear vision and strategy to grow business and organization over 3 years
-  Understanding of key business drivers for expansion, for implementation, and business growth monitoring metrics
-  Validation of ideas with IIM faculty and Industry experts



PROGRAMME BENEFITS

Interactive discussions with senior faculty at IIM Indore and experienced business leaders from Industry who have led strategic business growth



Access to relevant content comprising Case studies, Research Reports, Videos, etc. about strategic business growth

Access to self-paced learning content on how to drive business growth



Opportunity to get IIM Indore Alumnus status*

* Participant who completes the programme successfully will be eligible for the Executive Education Alumni status of IIM Indore. The participant is required to apply separately along with the necessary fee of Rs. 1,000/- + applicable taxes per person (for two years) and Rs. 10,000/- + applicable taxes (for Lifetime) to register his name with IIM Indore Executive Education Alumni.



CERTIFICATE

Certificate will be awarded by IIM Indore upon successful completion of the Program



HOW TO REGISTER

Participants interested in the programme may click here to register online :

**REGISTER
NOW**

Participants can contact at the below mentioned details for clarifications, if any:



programs@indiasmeaccelerator.com or
customersupport@indiasmeaccelerator.com



**+91 9993555466 or
+91 8828155466**

FACULTY IN-CHARGE: PROF. PRASHANT SALWAN

Prof Dr. Prashant Salwan is Professor of Strategy and International Business at Indian Institute of Management Indore. He is an alumnus of London School of Economics and Political Science UK and a British Chevening Scholar and a Fullbright Scholar. He has approximately twenty six years of experience, out of which eighteen years in academics and eight years in industry. He has PhD (Technology management and Strategy), two post graduate degrees in Management and International trade.

ABOUT IIM Indore

The Indian Institute of Management Indore (IIM-I) is an autonomous public business school located in Indore, Madhya Pradesh, India. Instituted in 1996, IIM Indore is the sixth addition to the Indian Institutes of Management (IIM) family of management schools. IIM Indore stands with pride, with the Triple Crown of triple accreditation, first from the Association of MBA's, AMBA in 2016 (a UK-based accreditation agency); second from the AACSB in 2019, and third and latest from the EFMD Quality Improvement System (EQUIS) by EFMD, the globally recognized international organization for management development, in December 2019. IIM Indore is the second IIM in the nation to receive triple accreditations. 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) and 25th rank (Asia) in QS World Rankings for our global MBA..

ABOUT ISAN

India SME Accelerator Network (ISAN) is a business accelerator for MSMEs, dedicated to building future ready MSMEs across the country. ISAN provides capacity building of business owners, with a structured and methodical approach to growing their businesses. It provides training, mentoring and consultancy to MSMEs, in collaboration with credible ecosystem partners, chambers of commerce, industry trade associations and apex bodies of SMEs in India. ISAN has 5000+ members, 10,000+ hours of training imparted, and 1800+ enterprises mentored. ISAN is based out of Mumbai and caters to the needs of MSMEs across the country. To know more, visit us at: www.indiasmeaccelerator.org



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