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Top 10 Small Business Technology Trends of 2015



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Ideas spark intermittently out of your everyday tasks. Aspiring entrepreneurs think of every new idea in their minds, trying to find its true worth. Could this be the one—the idea that can kick start a thriving new business?

The idea must be molded beyond its initial stage until it proves to be strong enough to carry a successful new venture. A course on entrepreneurship can help you find out what potential lies within the idea.

Many of them after graduation head straight to large companies. Most do not dream of company creation; they are interested in stocks and investments while securing a job. Those who are interested in entrepreneurship seek out VC firms instead of starting a company.

Entrepreneurship courses are like sandboxes for a great idea. You can experiment and try things out without the risk of real-world consequences. Your idea doesn't have to be business ready yet. Use an entrepreneurship course to assess your idea's feasibility and learn what the opportunities are for growth.

In an entrepreneurship course, you will walk through the building blocks of running a business, from researching the marketplace, developing a business plan, budgeting, marketing, operations, and hiring and maintaining employ-

ees. With an overview of all the pieces that make up the whole, you'll gain greater insight into what you'll need to transform your idea into a successful independent business.

What you will learn: You can learn business strategies like marketing, finance, but unless you are thinking like an entrepreneur all the conditioning is just academic in nature. To bring about a positive change in the world of entrepreneurship and by allowing budding entrepreneurs to feel and think like one has been the emphasis of various entrepreneurship courses.

Thinking like an entrepreneur is a trait that does not require any entrance exams or pre conditioned ideas. That is the reason there are entrepreneurship courses available even for under gradates and less educated working professionals. How entrepreneurship courses are beneficial? While business schools offers more academic details, entrepreneurship courses take a hands on approach to making its students understand the real world of entrepreneurship. Most entrepreneurship courses have hands on approach with practical problem solving being the crux of the program.

Learning to think like an entrepreneur: Entrepreneurship courses make students think out of the box like an entrepreneur in all aspects of life. So be it starting a new venture

or helping a loss making venture become profitable again, entrepreneurship courses alter the thinking pattern of students to think like entrepreneurs.

Promotion of Business through incubators: Entrepreneurship courses also offer students the advantage of making use of business incubators to refine and streamline their business ideas for the future.

Integrating theory with real-time problem solving: Say good bye to bookish knowledge when you enroll for an entrepreneurship course. Most courses take a dedicated problem solving approach to helping the students understand the nuisances of day to day business challenges and ways to bypass them.

Entrepreneurship is not something that can be taught but it can surely be ignited in dormant minds of intelligent students. Entrepreneurship courses do that just and offer the breeding ground for innovative kinds to explore their potential making them ready for the big world of entrepreneurship in the process.

-Vaibhav A

TOP 25 ENTREPRENEURSHIP SCHOOLS IN INDIA

Entrepreneurs build ladders for others to climb it is said. India has been blessed as the seed of entrepreneurship has traditionally been blossoming across the length and breadth of the country. The new initiatives, including digital India, Make in India and other government promotions have meant that Indian youth today is more included towards entrepreneurship than working as an employee for someone else. It is no surprise then that the number of startups in India is on the rise and the number is likely to climb only further.

While entrepreneurship is a tight rope walk, there are institutes offering specialized courses for budding entrepreneurs to make their road easier. Here is a list of top entrepreneurship courses on offer that have made life easier for entrepreneurs' in their quest for creating new innovative companies and products.

1. The Entrepreneurship Development Institute of India (EDI):



**Entrepreneurship
Development
Institute**



Entrepreneurship Development Institute of India (EDI) recognized by UN-ESCAP, is an acknowledged national resource institute engaged in entrepreneurship education, research and training. EDI has been selected as a member of the Economic and Social Commission for Asia and the Pacific (ESCAP) network of Centers of Excellence for HRD Research and Training. Entrepreneurship Development Institute of India offers various entrepreneurship programs including both open learning and post graduate programs. The core programs of Entrepreneurship Development Institute of India

(EDI) include:

- Post Graduate Diploma in Management - Business Entrepreneurship (PGDM-BE)
- Post Graduate Diploma in Management - Development Studies (PGDM - DS)
- Diploma in Entrepreneurship and Business Management
- Summer Camps for Children and Youth
- Faculty Development Programme in Entrepreneurship

Website: <http://www.ediindia.org>

2. Xavier Institute of Management (XLRI), Jamshedpur: XLRI



Jamshedpur is one of the oldest B-schools in India. Apart from usual management courses, the Entrepreneurship Development Centre of the institute was started in 2007 with a Management Development Programme (MDP) for the small and medium entrepreneurs in Jharkhand. The centre there after provided support for several students in planning and conceptualizing new ventures.

The School of Business of XLRI offers Post Graduate Certificate Programme in Entrepreneurship Management (PGCEM) and 5 other post graduate courses with an aim to provide competent education for the promotion of entrepreneurship in the country.



Website: <http://www.xlri.ac.in>

3. SPJIMR (Mumbai) Specialization in Family Managed Business:



SPJIMR, Mumbai is an autonomous institute which is rated among India's top 10 B-schools offering a specialized post graduate program for people from business family backgrounds.

- 3 Post Graduate Courses in Business Education
- 1 Post Graduate 3 Programme in Family Managed Business
- 2 Courses in Entrepreneurship Development
- 1 Management Programme and Management Programme in Centre for Education in Social Sector, and
- 1 Management Development Programme (Short Duration)

Website: <http://www.spjimr.org>

The institute offers post graduate courses on:

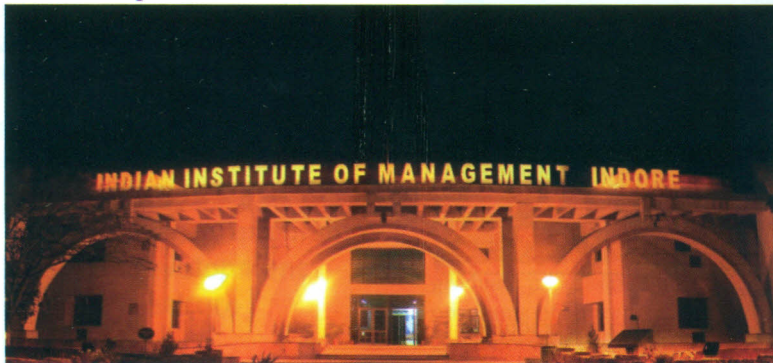
4. Specialization in Family owned Businesses & Entrepreneurship-IIM Indore: The Indian institute of



सिद्धिमूलं प्रबन्धनम्
भा. प्र. सं. इन्दौर
IIM INDORE

management it Indore offers a specialized course in entrepreneurship aimed at those with family owned businesses. Known as the Post graduate Certificate Program in Family Owned Business and Entrepreneurship (PGCFOBE), the course is beneficial for those from business families wanting to streamline their business in a professional manner. Admissions are secured as per the CAT scores.

Website: <http://www.iimdr.ac.in>



5. Indian Institute of Management (IIM), Bangalore (NSRCEL):



The Indian Institute of Management at Bangalore offers a number of entrepreneurship courses including open, doctor and post graduate programs. As part of its long term open programs, the institute offers a management programme for Entrepreneurs and Family Businesses along with a dedicated Manage-

ment Programme for women entrepreneurs.

IIM Management programme for Entrepreneurs and Family Businesses: The participants attending Management Programme for Entrepreneurship and Family Businesses (MPEFB) learn ways to build and grow successful ventures as well as develop business strategies by understanding macro-economic developments as well as build organization structure suitable for the business and creating a business and formulating strategy.



IIM Management Programme for Women Entrepreneurs: This program is open for all budding women entrepreneurs as well as members of associations / organizations of women entrepreneurs engaged in diverse businesses.

Website: <http://www.iimb.ernet.in>

6. National Institute for Entrepreneurship and Small Business Development: The National



Institute for Entrepreneurship and Small Business Developments works in collaboration with the Ministry of Micro, Small and Medium Enterprises engaged in training, consultancy and research to promote entrepreneurship. The Institute has trained more than 2.98 Lakh trainees including 3,000 persons from more than 125 countries. The core courses offer by the institute include:

- Entrepreneurship Development



Programmes (EDP)

- Export-Import Programmes
- Entrepreneurship-cum-Skill Development Programmes

Website: <http://niesbud.nic.in/>

7. Certificate course in Women Entrepreneurs- ISB (Goldman Sachs – Hyderabad): Goldman



Sachs, along with Indian school of Business has come up with an entrepreneurship course for women offering them hands on and practical skills in topics such as planning, negotiation, marketing, and employee management. The initiative has successfully trained over 10,000 Women from 43 countries.

Website: <http://www.isb.edu/10kwomen>

8. Specialization in Family Managed Business- L.N. Welingkar (Mumbai): L. N. Welingkar Institute of Management Development & Research located in Mumbai offers a full time PGDM Family Managed Business (PGDM FMB). The institute was in the top 10





business schools among international ranking of leading business schools, according to a survey done by Forbes India in 2011.

Website: www.welingkaronline.org

9. Xavier Institute of Management and Entrepreneurship Bangalore : Xavier Institute of Management and Entrepreneurship Bangalore offers

XIME

Xavier Institute of Management and Entrepreneurship

value-based management and entrepreneurial education programs including the Entrepreneurship Development Programme ideally suited for those seeking careers in the corporate sector as well as entrepreneurs, small scale industrialists and those working in public

sector industry and services. Entrepreneurship Development Program (EDP) is aimed at aspiring entrepreneurs to conceive, plan, initiate and launch an economic activity or an enterprise successfully.

Website: <http://www.xime.org>

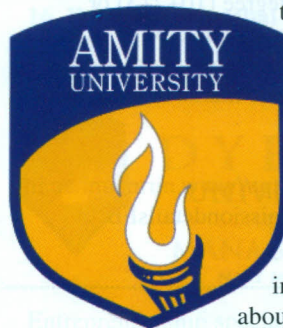




10. M.B.A in Social Entrepreneurship- NMIMS (Mumbai): SVKM's Narsee Monjee Institute of Management Studies (NMIMS) offers a unique course on social entrepreneurship. Aimed at Executives/Managers from business organizations working in the area of Corporate Social Responsibility (CSR) along with Executives, Trustees and Board Members of Public & Charitable Trusts and foundations the course focuses on finding out new ways to approach social entrepreneurship.

Website: <http://www.nmims-sbm.org/about/social-entrepreneurship-cell/developing-academic-programs-in-social-entrepreneurship/one-year-diploma-program-in-social-entrepreneurship/>

11. Amity Business School Noida -MBA in Entrepreneurship: Amity Business School Noida offers MBA in Entrepreneurship which is a two years full time post graduate course divided in four semesters. The faculty members give their best in



teaching students in academic and research and also provide the detail information about industries.

tries.

The institute strives to contribute to the sustained development and complete growth of the nation and world at large by forming students

imbued with a spirit of innovation and entrepreneurship. The flagship courses of the institute are Master of Business Administration in Entrepreneurship and Master of Business Administration in Human Resource. Amity Business School has been equipped with world class infrastructure facilities that include spacious, amphitheatre style and air

conditioned class rooms. The central library has a collection of over 1.25 lacs books and over 17000 online journals

Website: <http://www.amity.edu/abs>



12. Master of Social Entrepreneurship- Deshpande Foundation (Hubli): The Deshpande foundation



along with The Deshpande Education Trust (DET) offers a two-year residential program affiliated with Karnataka University empowering students in Masters of Social Entrepreneurship program. If you are passionate about taking the reins of social change, the Master of Social Entrepreneurship course could just be the foundation you require for jumping into the world of social entrepreneurship. The eligibility criteria include having a Bachelor's degree from a recognized university in India or abroad.

Website: <http://www.detmse.org/index.html>

13. M.B.A in Family Business and Entrepreneurship - Nirma Institute of Management (Ahmedabad): Nimra University and



institute of management has been one of the premier institutes offering a specialized course on entrepreneurship for students linked with business families. The eligibility criterion includes a three-year bachelor's degree (10+2+3) or equivalent in any discipline from a recognized university with at least 50% aggregate marks or equivalent CGPA.

Website: <http://www.nirmauni.ac.in/IMNU/AdmissiondetailsFB>

14. Indian Institute of Entrepreneurship, IEE: The Indian Institute of Entrepreneurship is an entity of the Ministry Of Micro, Small and Medium Enterprises (MSME), Govt. of India promoting entrepreneurship in the country. Located in Guwahati, the Indian Institute of Entrepreneurship aims to be the leading provider of quality professional development programs and research. They provide training, research, consultancy, seminars, workshops and projects on entrepreneurship.

Website: www.iiie.nic.in

15. Tata Institute of Social Sciences (Mumbai) M.A in Social Entrepreneurship : The Tata





Institute of Social Sciences is a premier social science institute in Asia with a pan India presence across four networked campuses. The M.A. in Social Innovation & Entrepreneurship (MASE) programme offered by the institute aims at training and developing change leaders for social and environment related problems and is considered one of the top degree courses on social entrepreneurship in India.

This two-year programme is planned to assist students to launch social entrepreneurial ventures. It aims at developing business modeling and critical evaluation skills for students including social investing, business consulting, address complex social problems, build business plans etc

Website: <http://www.tiss.edu>

16. D Y Patil, Mumbai University (Mumbai) – M.B.A in Entrepreneurship Management: The



D Y PATIL
UNIVERSITY
— SCHOOL OF —
MANAGEMENT
NAVI MUMBAI

Entrepreneurship specialization course is specially designed for those students who aspire to

become entrepreneurs in their coming years. The specialization empowers students with an understanding of issues facing entrepreneurs and an exposure to the skills involved in addressing them. The course gives the students an eye to various aspects of starting a venture and provides them with a foundation for understanding the processes, finances, and context of entrepreneurship. It covers subjects such as opportunity recognition, innovation management, fund management for start ups, creative problem solving, uncontested markets for start ups and also introduces them to prepare business plans & investor presentations. The course creates a simulative learning environment explaining managerial activities and skills that are required to lead and manage a successful venture.

Website: <http://www.dypatil.edu/schools/management/entrepreneurship-management/>



17. KIIT School of Management, Bhubaneswar: KIIT School of Management (KSOM),



Bhubaneswar, India, established in 1993 as Institute of Business Administration and Training (IBAT) is a B-school in Orissa. KIIT School of Management (KSOM) has a long history of academic excellence, providing industry-focused management education.

KIIT's Institute of Business Administration and Training (IBAT) was introduced to ensure that young blooming minds would get best of the best education in the field of management and to provide the right balance of classroom learning and practical knowledge to thrust the inner potential of pupil into leading professionals and entrepreneurs. The university is accredited by NAAC as 'A' grade and MBA department is approved by All India Council Technical Studies, New Delhi MBA is two year full time and part time course divided into four semesters of twenty weeks each and eight months of a summer project of 8 weeks.

Website: <http://ksom.ac.in/>



18. Delhi Business School (Delhi) – Entrepreneurship & Business:



Since its inception in 2003, Delhi Business School (DBS) has exemplified excellence in management education and is known for its academic excellence and industry exposure. From an emphasis on the public sector and information technology to focus on emerging



economies, DBS has traversed many boundaries to develop its own expertise in management education

and research. Spreading its wings, DBS has now extended its presence in six locations i.e. Delhi, Bangalore, Lucknow, Indore, Kolkata and Srinagar. With the vision of Creating Corporate Connoisseurs, DBS's efforts are aimed at higher benchmarks and further refinement. An accreditation by the American University Accreditation Council (AUAC) and ISO 9001: 2008 certificate are steps towards this direction.

19. Management Development Institute, Gurgaon (MDI):

The Management Development Institute in Gurgaon offers a number of entrepreneurship courses for various applicants. The institute

offers various Open Management Development Programmes (MDPs) designed on topical themes to create value for participants from diverse backgrounds to promote entrepreneurship and skill development.

Website: <http://www.mdi.ac.in>

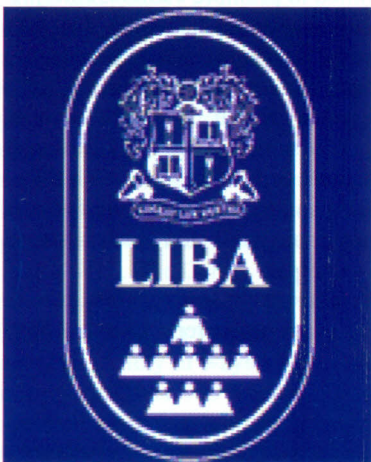
20. ASEED and Entrepreneurship Development Institute of India

(EDII): Asian Society for Entrepreneurship Education & Development (ASEED) offers diploma and certificate courses in entrepreneurship. The Capacity Building centre of Aseed with its independent wing called IDMAT, International Institute of Development Management Technology has trained more than 3,000 professionals from about 60 countries throughout the globe.



Website: <http://www.aseedinternational.com>

21. Loyola Institute of Business Administration (LIBA):



One of the earlier entrants in this field, the Loyola Centre for Entrepreneurial Development (LCED)



was one of the first to introduce an entrepreneur course as a compulsory subject in the MBA curriculum. LCED It is part of the prestigious Loyola Institute of Business Administration (LIBA) in Chennai. The entrepreneurship course offered by is part of their MBA programme - both a full time 2 yr course and the part-time MBA as well. Alternatively any working person or those who would like to take up a quick brushing up of entrepreneurial skills can apply for a 3-month certificate Course on Entrepreneurship Excellence.

Website: <http://liba.edu/>

22. Enterprise Development

Institute (Kolkata): The Enterprise Development Institute at Kolkata promoted by Bengal National Chamber of Commerce & Industry (BNCCI) offers various entrepreneurship and small enterprise development programs to various applicants. The institute offers a ten month Executive Masters of Business Creation & Administration (EMBCA) with a unique association with large and mid- size national and multinational corporate for 'Live Case Studies' and co-management processes.

Website: <http://www.edikolkata.org>

23. Lal Bahadur Shastri Institute of Management:

Established by the



Lal Bahadur Shastri Educational Society in 1995, it has emerged as one of the top business schools in the country. The institute has state-of-the-art infrastructure and a fully air-conditioned building in Dwarka, New Delhi. The campus offers excellent infrastructural facilities and is equipped with a splendid auditorium, having capacity of 300 people; a huge library spanning two floors, which would be the envy of every business school in the country and has also an open-air theatre.

Lal Bahadur Shastri Institute of Technology and Management, Indore (LBSITM), is a recent initiative that offers two year full Time Regular Post Graduate Diploma in Management. The Institute duly recognized by AICTE, Ministry of HRD, Govt. of India is



to be modeled after Lal Bahadur Shastri Institute of Management, New Delhi.

Website: <http://www.lbsimt.com/>

24. Acharya Institute of Management and Sciences: Acharya Institute of Management and Sciences, AIMS Institutes, is a



private, self-financed institution in Bangalore affiliated to the Bangalore University. It offers postgraduate,



undergraduate and certificate courses in fields such as management, computer applications, social work, hospitality and culinary arts. Established in 1994, the institute has, since then, been accredited by the National Assessment and Accreditation Council (NAAC).

The management programmes offered by its School of Business (MBA, PGPIB, BBM and B.Com) have been accredited by the International Assembly for Collegiate Business Education (IACBE), USA.

Website: <http://www.theaims.ac/in/>

25. M.B.A in Fashion Entrepreneurship- International College of Fashion (Delhi): International



College of Fashion offers a full time MBA in Fashion Entrepreneurship. Aimed to promote budding entrepreneurs in the fashion world, the course develops traits as fashion requires a lot more than just a degree in design. The curriculum of the course is developed by National Institute of Design along with IIT Delhi and National institute for entrepreneurship and small business.

Website: <http://www.icf.edu.in/m-ba-in-fashion-entrepreneurship.php>

-Vaibhav A

NSRCEL, IIMB

BRIEF SUMMARY

The **Nadathur S Raghavan Centre for Entrepreneurial Learning** (NSRCEL) was set up in March 2002 with the objective of helping entrepreneurs transform their ideas into successful high growth enterprises and also to be a focal point for entrepreneurial research and studies at IIM Bangalore. In line with its mission the Centre's numerous activities fall into two broad categories: The academics of entrepreneurship and development of entrepreneurship. It is noteworthy to understand that NSRCEL is an open incubation centre, is sector agnostic when it comes to selecting for incubation and provides mentoring free of cost.

ACADEMICS OF ENTREPRENEURSHIP

a) Programmes on Entrepreneurship: Raising the professional standards and quality of management in entrepreneurial ventures is an important area of focus for NSRCEL. The Centre runs two programmes for entrepreneurs: The Management Programme for Entrepreneurs and Family Businesses (MPEFB) and The Management Programme for Women Entrepreneurs (MPWE). The Centre supports research by faculty from the rest of IIMB as well as other leading schools in a variety of ways. We have supported over 700 women entrepreneurs and 300 family entrepreneurs through these courses.

b) Courses on Entrepreneurship: IIMB offers courses that teach the

different facets of entrepreneurship as well as the entrepreneurial approach to managing larger corporate ventures for IIMB's post graduate programmes and executive education offerings. NSRCEL also runs short duration workshops on specific aspects of starting and growing an enterprise such as sales, book-keeping, negotiation skills, and intellectual property rights.

DEVELOPMENT OF ENTREPRENEURSHIP

a) Incubation: At the core of these initiatives is an incubation centre. NSRCEL's incubator is open to all entrepreneurs, including those that are not connected / affiliated to IIMB. It supports ventures across all sectors, so long as they are innovative, have the potential to make a social and / or financial impact and the team has the capacity to implement it (referred to internally as the "3i" framework for selection of incubatees.) We have incubated about 57 companies till date.

b) Mentoring: Unlike many other mentoring programmes, NSRCEL's approach to mentoring involves working closely with a constant panel of mentors. This ensures that the mentors understand the vision of the Centre and that their approach is aligned to the vision. The Centre is fortunate in working with a panel of mentors who bring a combination of entrepreneurial and corporate



backgrounds. We have conducted over 400 mentoring sessions in 2015 alone, with at least 300 new startups being mentored.

c) Events: The Centre hosts thirty or more events a year, all centred on different facets of entrepreneurship. The flagship event, 4startups is a half day workshop on some aspect of the starting up or growing an enterprise, held on the first Saturday of every month. It attracts close to three hundred participants to IIMB's auditorium. We have partnered with CII, TiE, ABI and other industry bodies to host various events in 2015.

GET IN TOUCH

For more details about NSRCEL visit www.nsrCEL.org, www.facebook.com/NSRCEL, nsrCEL@iimb.ernet.in



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