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TOP ENTREPRENEURSHIP SCHOOLS

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Nurturing grassroots levels for entrepreneurship development

In an attempt to nurture talent at the grassroots levels, entrepreneurship development programs are now being made available for school students especially those in Class XII and those who have recently finished school and yet to join a college. The popularity of such entrepreneurship programs has meant that youngsters today are more aware of their goals and aspirations and have started working towards attaining them in a well oriented manner from the very beginning.

The significance of growing number of entrepreneurship courses

Courses in entrepreneurship are offering a complete development of an individual aspiring to be a budding entrepreneur one day. From making students into hard risk takers and bold decision makers as well as learning the art of starting and expanding a business is today a part of almost every entrepreneurship course worth its weight. Even a large number of students are taking the route towards entrepreneurship by opting for elective courses in entrepreneurship giving them something more than just a management degree. While Management degree courses like MBAs are still a popular career choice for the large majority of the Indian youth, the rise in entrepreneurship courses has brought about a positive development allowing youngsters to take the route of becoming an entrepreneur with a complete knowledge about the hardships and challenges of being a successful entrepreneur.

Youngsters Opting for Entrepreneurship Courses After Class 12:

Unlike in the past when youngsters would largely follow the crowd and opt for careers in formal sectors like medicine or engineering, class XII students today are making use of a number of entrepreneurship programs offered right after school to train themselves to be future business owners someday. The lack of growth opportunity in the traditional sectors as well as a burning desire of the youth to do something different has been the catalyst aiding the growth and promotion of such courses. Almost every worthy institute and university across India has some sort of an entrepreneurship course for students passing out of class XII. Some of the well known institutes offering such entrepreneurship programs for class XII pass out students include:

- Indian Institute of Entrepreneurship, Guwahati
- Entrepreneurship & Management Processes International, Delhi
- Entrepreneurship Development Institute of India, Gandhinagar
- Indian Institute of Entrepreneurship & Management

The key to success behind entrepreneurship programs

There is no denying the fact that entrepreneurship courses has been on the rise in the recent past helping youngsters choose their path of becoming an entrepreneur in a systematic manner. While there are many reasons behind the success of such entrepreneurship courses, the key component of such courses is the promotion they give to startups. Entrepreneurship courses offer the added incentive of starting out a

fresh business endeavor from scratch and grow along with the company. Students taking up entrepreneurship courses are mentored along the way on all aspects of business formation that they seldom find the need to seek a mentor when faced with a challenging situation in real life.

Government backed entrepreneurship programs on the rise

The popularity of entrepreneurship courses is not limited to only the private and elite educational institutes as the government of India has collaboration with the Ministry of Micro, Small and Medium Enterprises that has launched various entrepreneurship development programs specially aimed at people for the financially weaker section of the society. From skill development courses to fully fledged entrepreneurship courses guiding youngsters about the aspects of creating a new business and its challenges, government backed entrepreneurship programs are often backed by various industrial chambers allowing students to interact with various successful entrepreneurs. [SE](#)

"IN THE ISSUE, WE REVIEW THE TOP ENTREPRENEURSHIP COURSES FOR TODAY'S ASPIRING YOUNGSTERS".

- Babu S

To give you another perspective; as a business-accelerator I meet with clients, prospects, day-in and day-out. I consider my negotiation skills decent. An interesting metric is that my deal closure rate was at about 84% as of a couple of years ago. I came across a program from the Harvard Business School, Boston, on Negotiations and Competitive Decision Making during while I was residing in the US. Had the opportunity to be a part of this program back in 2012, and the experience that they provided was truly world-class and inspiring. You tend to pick up so many other dimensions that you have probably not worked on, seriously, before. It was a real eye-opener and I continue to recommend this experience to many of my contacts.

As an employee, you gain knowledge by working with your bosses. But as an entrepreneur, founder, who do you pick things from, learn from, as you may not have anyone above you; leaving aside board positions, who may still provide some guidance. But, what if you do not have one? Entrepreneurship is not about having higher IQ. It is about taking the right steps, failing early, standing up quickly, and moving forward. For entrepreneurs to succeed, it is suggested to have their following skills honed up well, through focused training programs and specific courses.

Some key skills entrepreneurs need to have are,

- Situational Leadership
- Negotiation skills
- Effective Communication
- Presentation skills
- Strong Execution skills

These trainings (I would like to call it 'coaching') are typically 1-2 days program; but if you are able to touch base with them after this session (say once a month) to review, provide feedback, take guidance, then it allows you to be more effective over time, in your job.

There are also courses that I have liked, and you as entrepreneurs / senior leaders, can explore if that fits your scheme of things. Some of them are,

- Harvard Business School (HBS), as I mentioned before, has many courses that include Negotiations and Leadership Development.
- HBS also has another interesting course, Founder's Dilemmas, that addresses the people factor, and this helps startup founders, advisors/board members, VCs, etc.
- Stanford's entrepreneurship course is also a popular one for many budding entrepreneurs
- London School of Business and Finance has good programs like, Strategic brand management, Innovation and Entrepreneurship
- University of Illinois course on Sustainable product and market development
- In India, Entrepreneurship Development Institute of India offers full time Business Management program, which was designed for entrepreneurs and entrepreneurship managers
- Besides, many of our top ranked B-Schools like Indian Institute of Management do come with specific programs on Strategy, etc. that suits working professionals

The list could just go on. But it is important that you look at the courses that you as an individual need, the trainer's (faculty) background, institute's reputation, duration, flexibility in terms of timing that suits working professionals like you, etc.

One question could flash your mind; with abundant information available in the internet, with so much of 'free' content that gets shared, what is the need for a paid program?

A structured way of learning will not just help you to stay focused during the program schedule, but more importantly gives you an opportunity to interact with fellow professionals, discuss issues and challenges, power your thoughts, create those sparks, etc. These courses/programs can help you come with a great business idea, shape up an idea, develop an interesting feature, solve some complex business problems, and many more.

Lean startups need to, respond swiftly to the market dynamics, have agile development cycles, aim for rapid business growth, work with least capital. Experience does help in a big way, to anticipate and adapt to the changes. But with so many young entrepreneurs today, these formal courses/programs will help them to bridge those gaps in experience through rapid learning and gaining insights. Nevertheless, for experienced professionals, this will still open up a lot of windows that will help them view things from different perspective.

Welcome to the world of formal learning! ☺☺

- Shyam Sekhar S

Shyam Sekar, a catalyst leader with over 20 years of experience is the Chief Mentor and Strategist at Startup Xperts, a business growth accelerator, supporting Startups and SMEs in India and abroad. Startup Xperts has been featured under the 'Emerging Company of the Year' category, in the Silicon India Entrepreneur Year Book 2014. Coaching/mentoring entrepreneurs has been his passion.

Top Entrepreneurship Courses in India

Entrepreneurship training is not all about an MBA degree. B-Schools are definitely moulding several successful entrepreneurs across the country, but there are equally important graduate and post graduate courses as well as certificate courses that help not

just the young entrants, but those who choose to be entrepreneurs in the middle of their careers, or for those who choose to follow their family route, but to take it to a vibrant level. There are several courses specifically aimed at women entrepreneurs too.

So, here's a quick look at the various institutes providing entrepreneurship courses in India



The Entrepreneurship Development Institute of India (EDI)

(<http://www.ediindia.org>)

The 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



National Institute for Entrepreneurship and Small Business Development

(<http://niesbud.nic.in/>)

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 offered by the institute include:

- Entrepreneurship Development Programmes (EDP)
- Export-Import Programmes
- Entrepreneurship-cum-Skill Development Programmes



ASEED and Entrepreneurship Development Institute of India (EDI)

(<http://www.aseedinternational.com>):

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.