



Bootcamp for Emerging Business Leaders of NER

Organized by



Incubation and Enterprise Support Centre
Indian Institute of Management Shillong

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About IIM Shillong

IIM Shillong has been set up with a vision of expansion and mobilization of facilities for offering good quality management education and research in the North Eastern Region of India by the collective decision of the then Union Minister of Human Resource Development along with the Chief Ministers of the North Eastern States. With the vision to become an internationally recognized management institute with a global outlook grounded in Indian values, IIM Shillong commenced its operations in 2008 with its goal of excellence in management education and research to evolve into a nationally and internationally recognized educational institution. Besides high-quality standards and academic rigour, which are considered the hallmark of an IIM, the Institute strives to impart to its student's ethical values, compassionate behaviour, and concern for society.

To ensure a holistic management education and to help the graduates grow into innovative leaders of the future, IIM Shillong provides opportunities outside the classrooms as well, be it industrial interactions, sports competitions, cultural activities or entrepreneurial pursuits. The quality of instruction, rigorous course curriculum and exposures that the students get at IIM Shillong when coupled with their Summer Internship experience makes them adequately prepared and confident to face the challenges of the corporate world.

Incubation and Enterprise Support Centre

The Incubation and Enterprise Support Centre (IESC) of IIM Shillong is involved in mentoring start-ups, entrepreneurs, and businesses. Since its inception in 2017, the event has brought together Startups/ Entrepreneurs, Academicians, and Industry Experts to make a difference in the startup and enterprise ecosystem. The IESC provides a platform for participants and incubatees to access the diverse resource of faculty and the entrepreneurial community. It acts as a dynamic resource centre to transform ideas into scalable, viable and profitable businesses.

The IESC is envisioned as a facility that supports in the development process by encouraging the emergence of innovative ideas, assessing their market viability, and encouraging entrepreneurship. The Incubator would aim to identify forward and backward linkages, as well as develop a knowledge repository that could be used for academic, scientific, and commercial reasons.

About this Course

This five-days residential boot camp at Indian Institute of Management Shillong, will be a learning opportunity for the post graduate management students of NER. The course is designed to orient emerging leaders towards business opportunities in emerging economies in the context of NER. This bootcamp shall use tools and techniques of higher learning to address the key to successful business in the current VUCA world. The learning outcome of this programme shall be to produce young entrepreneurs.

This bootcamp aims at providing practical learning experience to the emerging young business leaders to lead in current market scenario. Through experiential learning, individual reflection, and case based group discussions, participants will increase their ability to build networks, develop strategic relationships and execute complicated strategies. The course finishes with a road map exercise to help participants accelerate business ventures.

A leader's success depends on their ability to work effectively in terms of resource mobilization. The inability to lead a business in challenging and dynamic business environment is one of the important factors causing leaders to “derail” off the track. Participants will be exposed to strategies that shall help

them to successfully manage a business venture in cross-functional, cross-enterprise, geographically distributed and cross-border contexts.

Objectives

- To introduce and enrich the emerging young leaders to critically analyze and respond to volatile, uncertain, complex and ambiguous (VUCA) environment with corresponding actions that are focused, quick, and agile.
- To enhance demand driven approach towards functional areas of management.
- To orient participants towards business opportunities in emerging economies.
- To enable learners to execute strategy for competitive advantage and streamline operations for disruptive management.
- To synthesize technical financial knowledge for squaring off returns from business.
- To develop business models for emerging economies and tap the business opportunities.
- To enhance competency in branding and positioning the products/services.

Curriculum

The boot camp is designed to blend classroom engagements with practical learning. The participants would be immersed in different contexts to pull out learnings from their immersion. In common terms, the entire program is designed to be delivered using:

- Class Room Discussions and Engagements
- Real Time Cases
- Simulation Exercise/Management games
- Immersion into the unusual greens

Proposed Program Content for Deliberations

- Leadership Essentials
- Basic Business Development
- Business Communication
- Domain Drivers
- Understanding Business Revenue Model
- Financial analysis and valuation modelling
- Business and IT
- Case and experiential learning
- Exploring Business Opportunities in NER

Course Delivery Design

- 5 days Boot Camp
- 30 hrs planned into 20 sessions of 1.5 hrs each

Eligibility Criteria

The participants will be the post graduate management students from Higher Education Institutions of NER. Institutional nomination may be made through the email address mentioned below.

Faculty Profile

The faculty profile of IIM Shillong can be seen here: <https://www.iimshillong.ac.in/faculty-directory/>
Visiting faculty members and domain experts of reputed institutions and industry across India.

Methodology

The bootcamp programme will be facilitated through combination of lectures, management games, case study exercises and discussion. The emphasis is on learning through class participation and problem-solving.

Certificate of Completion

On completion of the bootcamp, the participants will be awarded a Certificate of Participation from IIM Shillong. Attending all the sessions is a mandatory condition for obtaining course certificate.

The maximum number of participants: 75 Students

Date: 01.05.2023 to 05.05.2023

Course Fees

The actual course fee per participant is Rs. 7000. However, as a goodwill gesture towards social contribution and commitment towards North East, IESC, IIM Shillong will take care of the Accommodation, Meals and Delegate kit. However, the TA of the participants must be borne by the sponsoring Institute or the individual themselves.

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Register here



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