

Faculty Development Program on  
**Entrepreneurship Development**

May 8-9, 2017  
FORE Campus, New Delhi



Program Director:  
Dr. Anita Tripathy Lal



FORE SCHOOL OF MANAGEMENT, NEW DELHI

# Entrepreneurship Development

## INTRODUCTION

The success of a start up or a new venture depends on the inherent viability of the project and the way the project is planned , implemented and managed. As far as the planning, implementation and management of a new venture is concerned, it is the entrepreneur who carries out most of the functions. The Entrepreneur acts as a driving force behind the performance of these tasks. In order to carry them out efficiently, the Entrepreneur needs to have certain knowledge, skills and an appropriate profile. So entrepreneurship is a combination of skills, attitude and knowledge, difficult to teach in conventional institutional framework-but possible to develop through educational inputs.

## OBJECTIVES

- Help the participants to examine their entrepreneurial attributes and innovation insight
- Enable participants to explore critical components of entrepreneurship and innovative project ideas/ opportunities
- Analyze real life successful cases and develop marketable business plan

## CONTENTS

- Charms of being an Entrepreneur
- Importance of Entrepreneurial mindset
- Mapping of Entrepreneurial Competencies
- Idea Generation; Creativity and Innovation
- Opportunity Evaluation
- Developing the Business Model and Plan
- Presenting the Business Plan
- Types and sources of Venture Funding

## METHODOLOGY

The MDP will be a combination of theoretical constructs with practical applications. Case studies, simulations, role-plays and games will be utilized to enhance opportunities for learning.

## WHO SHOULD ATTEND

The workshop would be useful for Business professionals, consultants, management teachers, and Entrepreneurs who are interested in developing an Entrepreneurial mindset at workplace and be a coach & mentor those who want to start their own ventures.

## PROGRAM DATES AND TIMING

Dates : May 8-9, 2017  
Timing : 9.30 AM – 5.30 PM

## PROGRAM VENUE

FORE School of Management  
B-18, Qutub Institutional Area  
New Delhi 110016

## PARTICIPATION FEE

The participation fee on non-residential basis covering professional fee, program kit and lunch is as follows:

Corporates	:	Rs.8,000/- per participant
Faculty Members	:	Rs.5,000/- per participant
Research Scholars/Students	:	Rs.3,000/- per participant

**In addition, Service tax @ 15% is payable. Fee is payable in advance by the way of Local cheque/DD in favor of "FORE School of Management" payable at New Delhi.**

**Residential** - FORE School of Management shall provide assistance in arranging suitable accommodation on specific request on payment basis.

## REGISTRATION

The registration form duly filled in along with the program fee should reach us at least 7 days before the commencement date of the program. In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed. However, substitute(s) may be permitted with prior intimation.

## CERTIFICATE OF PARTICIPATION

The institute will issue a certificate of participation on conclusion of the program.

## PROGRAM DIRECTOR

**Prof. (Dr.) Anita Tripathy Lal:** Dr. Lal is a Professor at FORE School of Management, New Delhi. Her expertise lies in the areas of Business Communication, Leadership & Entrepreneurship. She is a PhD from IIT Kanpur and has about 21 years of work experience in the areas of teaching, training and research. She also has the experience of teaching for three years as visiting faculty at IIT Delhi and IIT Kanpur. She has been a part-time consultant for two years to NTPC's World Bank funded projects on Environmental Impact Assessment.

In 2012, she has received certification on 'Mentor Development Program for Entrepreneurs' jointly from London Business School and National Entrepreneurship Network. Being a certified mentor she has been successfully mentoring entrepreneurs. Her passion though, remains Student Start-ups. She has been felicitated by TiE New Delhi for her contribution as a Mentor to the TiE Young Entrepreneurs (TYE 2014-15). She is also on the 'Mentoring Board' of IIT Kanpur Entrepreneurship Cell and in the Entrepreneurship Board at Amity University.

She has also conducted number of MDP's and workshops in the areas of entrepreneurial competencies, opportunity evaluation and business model & plan, interpersonal relationship, communication & presentation skills, assertiveness, positive attitude and leadership. She has keen interest in personality development and research related activities. She has national and international research papers in the areas of Business Communication and Entrepreneurship. At FORE, she also Head the Centre for Entrepreneurship Development.

Dr. Lal is able to create an ideal blend of Leadership, Entrepreneurship and Communication in her training programs, few of the most potential skills critical to creating success stories for Organizations in today's uncertain times. She can be reached at : <anita@fsm.ac.in>.

## ABOUT THE INSTITUTE

Foundation for Organizational Research and Education, New Delhi was incorporated in 1981 as a non-profit institution '*to achieve and sustain Leadership in Management Education, Research, Consultancy and Development*'. FORE School of Management, New Delhi (FORE) commenced its activities in 1992 by launching the 2-year Post Graduate Diploma in Management program (PGDM) and the three-year (part-time) PGDM program. The 2-year PGDM (International Business) program was launched in 2007. Since then, it has been working closely with industry and academia for developing new domains of management education and contributing to building leaders in today's global business environment. All our PGDM programs are AICTE approved. We have over 5000 strong alumni at various senior management levels in leading Indian and International organizations.

CRISIL - a leading Ratings, Research, Risk and Policy Advisory Company in India - has recently awarded A\*\*\* grading (the highest rating level) for the Delhi-NCR region to both our 2-year PGDM and PGDM (International Business) programs at FORE.

With a sharp focus on Management Education, Management Development Programs, Consulting and Research, and with more than 32 full time well qualified faculty FORE stands amongst the Top Business Schools in the country.

FORE conducts Management Development Program/Faculty Development Programs to equip managers/faculty members with knowledge, skills and attitudes required for effectively responding to global developments and competitive requirements. Our MDPs/FDPs are designed with an appropriate blend of conceptual and experiential learning. Apart from open programs, FORE conducts customized In-Company Programs tailored to suit organization's needs on topics/areas specifically required by an organization. These Management Development Programs (MDPs) are either custom-designed to suit client requirements or are offered by faculty on a specific theme to meet various client needs.



*For registration/any other information, please contact:*  
**MDP Office**

**FORE School of Management**  
"Adhitam Kendra"

B-18, Qutub Institutional Area, New Delhi 110016

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E-mail: [mdp@fsm.ac.in](mailto:mdp@fsm.ac.in), Website: [www.fsm.ac.in](http://www.fsm.ac.in)



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Registration Form

Name:

Designation:

Institution:

Address:

Phone (O):

Residence:

Mobile:

Email:

Fax:

Your expectations from the programme:

Payment Details: (Please tick appropriate and fill)

- Payment enclosed (Local cheque/DD No: \_\_\_\_\_ Date: \_\_\_\_\_  
Amount: \_\_\_\_\_)
- Payment is under process and will reach you before the programme

Signature of Sponsor

**(Please return the completed form by post, or fax (011 - 2652 0509) or  
email: [mdp@fsm.ac.in](mailto:mdp@fsm.ac.in), to:**

**MDP Office**  
**FORE School of Management**  
"Adhitam Kendra"

B-18, Qutub Institutional Area, New Delhi 110 016

*Note: As needed, please feel free to make duplicate copies of this form for additional registration.*