



भारतीय प्रबंध संस्थान बेंगलूर  
INDIAN INSTITUTE OF MANAGEMENT  
BANGALORE



# MSE Business Strategy & Growth Accelerator Program

In association with



Supported by



Program Director - **Prof. Ganesh Prabhu**

Program starts **26<sup>th</sup> August 2023**

# About the Program

MSE Business Strategy and Growth Accelerator Program is a 6 weeks program for micro enterprises desirous of transforming business growth to its next level with a structured strategic approach. The program 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.



## Program Structure (On-campus + Online)

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



### WEEK-1

#### Online Session

**Day 1:** Program Orientation and induction of Participants

### WEEK-2

#### Classroom sessions at IIMB Campus

**Day 2:** Developing Vision-Mission for Business, Human Resources Impact of Growth, Marketing Strategies for Growth, Digital Strategies for Growth, Human Resources: Strategies for Growth

**Day 3:** 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

### WEEK-3

#### Online workshop

**Day 4:** Building a Vision for organisation

Activity-based exercise to build Individual Organisation Vision for growing organisations

### WEEK-4

#### Online sessions

**Day 5:** Operationalisation of business strategies

Case Studies of Inspirational business growth in Industry

### WEEK-5

#### Online workshop

**Day 6:** Building Strategic Growth Roadmap workshop with leadership team

Individual Enterprise Growth Roadmaps preparation

### WEEK-6

#### Online sessions

**Day 7:** Individual presentations by participants enterprises on Growth Roadmaps

Validation of growth strategies with experts and Valedictory

## Who Should Participate

- ✓ Micro enterprise with annual turnover upto INR 5 Cr
- ✓ Enterprises to be in operations for minimum 3 years with entity registration prior to 2020
- ✓ Promoter, Partner, Managing Director, Enterprise owner, willing to commit 6 weekends to the program
- ✓ Educational qualification of participant to be minimum graduation or equivalent with atleast 50% marks

## Selection Process

- Aspirants can submit their application through the link given in the brochure
- A selection committee comprising of members from IIMB, ISAN & SIDBI will shortlist the participants



## Program Fee




- ✓ The total Program Fees is INR 1,03,000 (+ GST) which is subsidised by over 90% with support from SIDBI
- ✓ Selected participant micro enterprises would need to pay only INR 8000 (+ GST) directly to IIMB towards program fee
- ✓ The Program fee includes residential stay and food at IIMB Campus for 2 days of on-campus program days. Travel cost, if any to be borne by the participants

## Program Methodology

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

## Program Outcomes for Participants

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

-  Clear vision for the organization with a strategy to grow its business
-  Understanding of key business drivers for expansion of product categories, service offerings, pricing, market positioning, strategies for implementation, business growth monitoring metrics
-  Strategic growth roadmap for own business that could result in about 100% growth in turnover in 2 years

## Program Benefits



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



Access to knowledge bank comprising Case studies, Research Reports, Videos, etc. about strategic business growth



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



Add-on one-to-one consultation with Business mentors

## Growth Progress Review

The success of this accelerator program is in actual growth of businesses. Post completion of the program, participants shall share their progress over 3 years representing growth of their enterprises on critical performance parameters.

## Certificate


Certificate will be awarded by IIMB upon successful completion of the Program

# How to Register

Participants interested in the program may apply online - <https://forms.gle/1Pbx4fSyiZeL2mcU7>

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

 [support@indiasmeaccelerator.com](mailto:support@indiasmeaccelerator.com)

 +91 9884544004, 9993555466

## Program Director - Prof. Ganesh N Prabhu

Professor Prabhu's areas of research and teaching are product innovation, strategy, qualitative research methods and entrepreneurship. He has published in top journals like the Academy of Management Review and Research Policy. Ganesh is a doctorate (1996) of the Indian institute of Management Ahmedabad with specialization in strategy. Professor Prabhu has conducted top management sessions for Honeywell, ITC, Qualcomm, Tata Group, Tessaract and Tetra Pak and has conducted strategy, visioning or innovation workshops for senior executive groups at Bharat Electronics, Crompton Greaves, ETA Ascon Holding, HAL, Honeywell, Indian Oil, L&T, Quest, Oracle, Union Bank of India. He jointly coordinates executive programs Strategic Analysis for Competitive Advantage and Creating Successful New Products and has led customized programs for Amul, Cognizant, CA Technologies, Future Group, Trent, Reliance, Seimens, Wipro-GE and Yahoo. He has consulted for National Dairy Development Board and Reviewed major restructuring plans of HMT Machine Tools and HMT Tractors. More details available at - <https://www.iimb.ac.in/profile/73>



## About IIMB

The Indian Institute of Management Bangalore (IIMB) is a leading graduate school of management in Asia. IIMB has 100+ full-time faculty members. It has been accredited by the EFMD Quality Improvement System (EQUIS), a global school accreditation system run by the European Foundation for Management Development (EFMD) that specializes in higher education institutions of management and business administration. IIMB has been ranked No.2 in the India Rankings 2023 in the Management Education category under the National Institutional Ranking Framework (NIRF) by the MHRD.

International Ranking

IIMB continues to be ranked among the Top-50 schools globally, for executive education 2023, for a fourth year in succession. IIMB EEP ranks 42nd and is amongst the Top-50 global Executive Education providers as per Financial Times London ranking for Executive Education 2023.

## About ISAN

India SME Accelerator Network (ISAN) is an exclusive business accelerator for MSMEs, dedicated to building future ready MSMEs across the country. ISAN provides a structured and methodical approach to dealing with critical business challenges, guided by industry experts in specialised domains through mentoring of business owners, in association with chambers, industry trade associations and apex bodies of SMEs in India

## About SIDBI

Small Industries Development Bank of India (SIDBI), is an apex financial institution in India that was established on April 2, 1990. SIDBI plays a crucial role in the development, financing and promotion of the micro, small, and medium enterprises (MSME) sector in India. The primary objective of SIDBI is to provide financial and developmental support to MSMEs across the country. It offers various financial products and services such as direct and indirect financing, venture capital, microfinance, factoring, and technology upgradation schemes. In addition to financing, SIDBI provides developmental assistance to MSMEs by implementing various programs and initiatives. It supports capacity building, skill development, entrepreneurship development, and technology adoption among MSMEs. SIDBI also focuses on promoting sustainable and inclusive growth by encouraging green initiatives and supporting socially responsible enterprises.

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