



# INDIAN INSTITUTE OF MANAGEMENT ROHTAK

Management City NH-10 Southern Bypass, Sunaria, Rohtak-124010

Sub – Welcome to the Online Executive Education Programme in Entrepreneurship

Dear Participants,

Greetings from IIM Rohtak!

Indian Institute of Management Rohtak welcomes you to the 50-Hours online course on 'Entrepreneurship'.

The programme will commence on 19 April, 2020 and will culminate on 19 July, 2020.

This programme has been designed by the experienced and learned faculty of IIM Rohtak with the objective of identifying, nurturing and supporting budding young entrepreneurs across the country in realizing their dreams. The program imparts essential knowledge of how to start one's own business venture and the various facets that influence successful set up and operations. We believe that this programme is going to take the participants through a unique learning experience in the coming weeks.

The Information brochure comprising programme objectives, day-wise session schedule and faculty profile is being shared with you.

We wish you a pleasant and fruitful interactive learning experience.

Best wishes,  
IIM Rohtak



भारतीय प्रबंध संस्थान  
Indian Institute of Management Rohtak

Online Executive Education Programme  
on Entrepreneurship

Executive Education

Program Coordinator

Prof. Dheeraj Sharma

Faculty In-Charge(s)

Prof. Archit V Tapar &  
Prof. Rupika Khanna



**INDIAN INSTITUTE OF MANAGEMENT ROHTAK**  
Management City NH-10 Southern Bypass, Sunaria, Rohtak-124010

Session No.	Date	Session Topic	Case Material & Readings	Faculty
1	April 19, 2020	Introduction to Case Methodology	Kanpur Confectionary	Prof. Koustab Ghosh
2	April 19, 2020	Introduction to Entrepreneurship		
3 & 4	April 25, 2020	Positioning as an Entrepreneur - Starting your own Business	Case: Ashta Chamma - The biggest small movie ever made (A) (Ivey)	Prof. SK Pandey
5 & 6	April 26, 2020	Understanding Business models for start-ups	Case :e-Puja (IIM-A), Reading - Do you have a strategy.	Prof. Koustab Ghosh
7	May 03, 2020	Opportunity Identification & Generating Ideas	1. Starbucks: Schultz back at the brew 2. After 12 & 3. Hotelvp: swimming with sharks (all cases emerald)	Prof. RS Yadav
8	May 03, 2020	Innovation and Creativity as source of opportunity	-	Prof. RS Yadav
9 & 10	May 09, 2020	Intrapreneurship in action	Case: Social intrapreneurship at Natura (Emerald)	Prof. Koustab Ghosh
11 & 12	May 10, 2020	Industry and Competitor Analysis	Reading: The five competitive forces that shape strategy. HBR- R0801E Case: Marketing brand Aava: not as simple as water (Emerald)	Prof. Archit V. Tapar
13 & 14	May 17, 2020	Preparing the Legal Foundation for a startup	Doing Business 2018 - World Bank Report: <a href="https://www.doingbusiness.org/content/dam/doingBusiness/media/AnnualReports/English/DB2018-Full-Report.pdf">https://www.doingbusiness.org/content/dam/doingBusiness/media/AnnualReports/English/DB2018-Full-Report.pdf</a> suggested chapter - Starting a Business (pages 39-43) THE COMPANIES ACT, 2013 - <a href="https://www.mca.gov.in/Ministry/pdf/CompaniesAct2013.pdf">https://www.mca.gov.in/Ministry/pdf/CompaniesAct2013.pdf</a> suggested chapter - Chapter II - INCORPORATION OF COMPANY AND MATTERS INCIDENTAL THERETO	Mr. Vineet Budhiraja
15	May 23, 2020	Understanding Contract Act and Service level agreements	THE SALE OF GOODS ACT, 1930 - <a href="http://legislative.gov.in/sites/default/files/A1930-3_0.pdf">http://legislative.gov.in/sites/default/files/A1930-3_0.pdf</a> suggested chapter - Chapter II - FORMATION OF THE CONTRACT	Mr. Vineet Budhiraja
16	May 23, 2020	Procurement & Tendering	Public Procurement in India: Assessment of Institutional Mechanism, Challenges, and Reforms <a href="https://www.nipfp.org.in/media/medialibrary/2017/07/WP_2017_204.pdf">https://www.nipfp.org.in/media/medialibrary/2017/07/WP_2017_204.pdf</a>	Mr. Vineet Budhiraja

17 & 18	May 24, 2020	Intellectual Property	1. China's Rippo of Zippo: expanding the costs of pirated intellectual property (emerald case), 2. CISCO SWITCHES IN CHINA: THE YEAR OF THE MANAGER (emerald case)	Prof. RS Yadav
19 & 20	May 31, 2020	Information Technology (IT) systems for New Ventures	Case Study- <a href="https://sloanreview.mit.edu/case-study/luminar-insights-2/">https://sloanreview.mit.edu/case-study/luminar-insights-2/</a> Read-1- <a href="https://iveybusinessjournal.com/publication/four-strategies-to-capture-and-create-value-from-big-data/">https://iveybusinessjournal.com/publication/four-strategies-to-capture-and-create-value-from-big-data/</a> Read-2 - Data to knowledge to results: Building an Analytical capability Additional Reading Material -1. Using Analytics to Improve Customer Engagement 2. Competing in the Age of AI- <a href="https://hbr.org/2020/01/competing-in-the-age-of-ai">https://hbr.org/2020/01/competing-in-the-age-of-ai</a>	VF- Prof. Anuj Sharma
21 & 22	June 07, 2020	Functional Level issues: Marketing Strategies for New Ventures	Reading: Shapiro B.P. (1986). An Introduction to Marketing. HBS # 9584124 Case: Vora & Company (IIM A Case) Case 2: Keeping it Clean During COVID-19: The Sanitizer Shortage (Michigan Ross School of Business)	Prof. Archit Tapar
23 & 24	June 13, 2020	New Venture Growth strategies	Case: Health Start: Need for growth strategy (IIMA Case)	Prof. SK Pandey
25 & 26	June 14, 2020	Talent Acquisition and Management of New employee team	1. Rohan at Blueocean tech (IIMA case) 2. Happy home at Adform – corporate culture as a tool to attract and retain talent (emerald)	Prof. RS Yadav
27 & 28	June 21, 2020	Gaining access to finances for your startup	1. Financing Entrepreneurial Ventures (HBS reading) 2. How Venture Capitalists Evaluate Potential Venture Opportunities (HBS)	Prof. Archana Patro
29 & 30	June 27, 2020	Building a New-Venture Team: A game theory approach	The Founder's Dilemma by Noam Wasserman ( <a href="https://hbr.org/2008/02/the-founders-dilemma">https://hbr.org/2008/02/the-founders-dilemma</a> )	Prof. Peeyush Pandey
31	June 28, 2020	Risk Management	Case: The Cable Contract (IIM A)	Prof SK Pandey

32	June 28, 2020	Environment and sustainability	1. Sustainability issues in freshfruggies: hyperlocal fruits and vegetables delivery model (Emerald) 2. Dhuan 'n' Dukhaan: a case of successful green venture start-up in Pakistan (Emerald)	Prof. RS Yadav
33	July 05, 2020	Business Valuation	A note on Valuation in Private Equity Settings(HBS-9-297-050)	Prof. Archana Patro
34	July 05, 2020	Exit strategies for a New Venture and Trends in India	FAQ on IPO,SEBI dip Guidelines	Prof. Archana Patro
35 & 36	July 11, 2020	Building a Business Plan	A-One Starch Products Limited (B)	Prof. SK Pandey
37 & 38	July 12, 2020	Experience sharing by entrepreneurs/Industry Experts	-	TBD
39 & 40	July 19, 2020	Discussion and Presentations on Business Plans developed and pre-submitted by participants to the session instructor	-	Prof. Rupika Khanna & Prof. Archit V. Tapar

\* In the present format, all sessions are assumed to be online. In case, a minimum number of participants agree to come on campus, sessions 33-36 will take place on July 11 20, 2020 and sessions 37-40 will take place on July 12, 2020.

## Programme Coordinator



**Prof. Dheeraj P. Sharma** is Director, Indian Institute of Management-Rohtak. He is also Professor at Indian Institute of Management-Ahmedabad. He has taught or presented research at several educational institutions in North America, Europe and Asia. Prof. Sharma has a doctoral degree with a major in marketing and a double minor in psychology and quantitative analysis from Louisiana Tech University. His primary research interests are “**relationships**” in business domain. He explores *relationships* in the context of Workforce motivation (different levels of employees in an organization), behavioral channel theory (relationship between channels and organizations), international marketing strategy (cross-cultural relationship such as between brands across national boundaries), personal selling, brand management (relationship between consumers and brands), social media management (Human to Human Relationships), and ethics (Relationship between individual, organization and society). He is a member of who’s who of American professionals. Prof. Sharma is past Associate Editor of the Journal of Marketing Channels. He is past editor of the Academy of Marketing Science proceedings and the Academy of Marketing Science *Cultural Perspectives*. He is an active member of the Academy of Marketing Science, American Marketing Association, and National Conference of Sales Management. Prof. Sharma has over 100 articles published in reputable journals and conference proceedings. Prof. Sharma’s publications have appeared and/or are accepted for publication in *Advances in Marketing*, *Developments in Marketing*, *Business and Society Review*, *European Journal of Marketing*, *European Journal of Operational Research*, *International Journal of Emerging Markets*, *Journal of Academy of Marketing Science*, *Journal of Consumer Marketing*, *Journal of Marketing Channels*, *Journal of Marketing Education*, *Journal of Personal Selling and Sales Management*, *Journal of Business Ethics*, *Journal of Business Research*, *Journal of Product and Brand Management*, *Journal of International Business Strategy*, *Marketing Management Journal*, *New Technology, Work and Employment*, among other prominent publications. In addition, Prof. Sharma has written several cases. Prof. Sharma has authored several books. *His expert views have been cited in many major international newspapers including Business Standard, Economic Times, Times of India, DNA, The Tribune, The Hindu, Asian Age, Vancouver Sun, Calgary Herald, Edmonton Journal, Montreal Gazette, National Post, CTV National News, among others.* He is continues keynote speaker on branding, employee motivation, ethics, and international business in North America, Europe, and Asia.

## FACULTY PROFILE

**Name of Faculty:** Prof. Archana Patro



**Prof. Archana Patro** is an Assistant Professor in Finance & Accounting area at IIM Rohtak. She has done her PhD from Indian Institute of Management Indore. Prior to that she has completed her MBA in Finance specialization and did her Bachelors in Physics Honours with distinction. Apart from this she has done her Diploma in IFRS from KPMG. She is Member and student of CIMA – Chartered Institute of Management Accountants.

Prof. Archana Patro was previously associated with Institute for Financial Management and Research (IFMR) as a Faculty in the area of Finance & Accounting. She has around 5 years of teaching experience. During these period she was involved in the institutional roles such as Co-Chairperson PGDM, Accreditation & Ranking, and MDP etc. Her Research is mainly in the Field of IFRS (International financial Reporting standards). She has to her account 7 research publications, One case study publication, 2 book chapters and 16 conference paper presentations at National and internal level institutes.

She has reviewed papers for journals such as Asian Review of Accounting, IIMB Management Review, Contemporary Management Research and Journal of Financial Reporting and Accounting. She has worked for Projects such as 13th State Finance Commission West Bengal. Also provided Consultancy since for companies such as Shri Ram Group and Fast Track. She has provided MDPs on IFRS to Chartered Accountants of Barclays Shared Services, MDPs on Strategic cost management & Finance for Non Finance for executives and supervisors of companies such as Toshiba Machines Pvt Ltd.

**Name of Faculty:** Prof. Archit V Tapar



**Prof. Archit** is a faculty in the Marketing Management Area at IIM Rohtak. A marketing fellow from IIM Indore with masters in management from Mumbai University, Archit has also been a faculty for Marketing at PICT-STM, Pune and Marketing Manager for a chemical firm at Mumbai. He brings with himself a rich combination of academic and industry experience in the field of marketing. His research is primarily on brand anthropomorphism and he has published and presented his work in journals of international repute

and conferences worldwide. His research interest areas include brand management, services marketing, tourism marketing and online retailing to name a few.

His teaching areas are Marketing Management, Brand Management, Advertising and Promotions, B2B Marketing and Experimental Research Design. Apart from his academic credentials, Archit has also played a key role in the management of several National and International conferences hosted by IIM Indore during his fellowship and has experience of successfully representing his organization at the global platform.

**Name of Faculty:** Prof. Koustab Ghosh



**Prof. Koustab Ghosh** is a Faculty in the Area of HRM at IIM Rohtak. He earned his Ph.D. from Vinod Gupta School of Management (VGSOM), Indian Institute of Technology Kharagpur, attended Faculty Development Programmes from IIM Calcutta and MBA from Bengal Engineering and Science University (BESU), Howrah, West Bengal. He has worked on various academic assignments and industrial projects with a number of organizations including with the Indian Council of Social Science Research (ICSSR), MMTC, RITES, NTPC, Tata Power etc.

With more than ten years of experience in industry and academics, he has conducted a number of in- company training programmes and management development programmes for various private and public sector organizations. Dr. Ghosh has published a number of academic research papers in journals of national and international repute and is also on the editorial board of various peer reviewed international and national journals. He is also in the reviewer panel of a few peer reviewed international journals. He contributes and presents papers in various international and national conferences on a regular basis. He is a life member of Indian Society for Training and Development (ISTD); professional member of Society for Human Resource Management (SHRM) USA; and Executive Committee member of Asian Forum on Business Education (AFBE), Bangkok.

**Name of Faculty:** Dr. Peeyush Pandey



**Prof. Peeyush Pandey** is Assistant Professor in the area of Operations Management at Indian Institute of Management Rohtak. He has completed Fellow Program in Management (FPM) from the Indian Institute of Management Indore. Prior to his doctoral degree, Dr. Pandey has completed his M.Tech. in Industrial Management from Indian Institute of Technology, BHU, Varanasi. He holds a B.Tech degree in Computer Science from Krishna Institute of Engineering and

Technology, Ghaziabad. His thesis work “Workforce scheduling in retail store: Models and solution approaches” deals with a largely unexamined topic on workforce scheduling and hence is expected to contribute substantially to the field. His research articles, book

chapters and case studies are published in many peer reviewed journals. Presently, his papers are under review in some of the top rated journals. His papers have been accepted for presentation at various top rated international and national conferences like INFORMS, POMS, EUROMA, SOM etc. He was among the few participants all over the world who was offered grant from ELAVIO -2016, held in Cali, Columbia.

**Name of Faculty:** Prof. Rama Shankar Yadav



**Prof. Rama Shankar Yadav** is a faculty in the area of Human Resource Management at Indian Institute of Management Rohtak. He has completed Fellow Program in Management (FPM) from Indian Institute of Management Ahmedabad. He worked as an HR Manager with Tata Motors for two years before joining his doctoral studies. Prior to IIM Rohtak he was teaching at Banaras Hindu University, Varanasi. Dr. Yadav is also serving as an Associate Editor for Indian Journal of Human Relations and Indian Journal of Social Science Researches.

**Name of Faculty:** Prof. Rupika Khanna



**Prof. Rupika** is a faculty in the Economics and Public Policy area at Indian Institute of Management Rohtak. She is a fellow in Economics from IIM Lucknow. Prior to joining IIM Rohtak, she has worked as an Assistant Professor at Institute of Management Technology, Ghaziabad. Her research is published in high-quality peer-reviewed journals. Some of her thesis papers have also won Best Paper/Cash Awards at conferences/consortiums organized by recognized institutions in India such as IIM Bangalore and IIT Kanpur. She has served as a reviewer for Applied Economics, Journal of Economic Studies and Singapore Economic Review.

**Name of Faculty:** Prof. Shivendra Kumar Pandey



**Prof. S. K. Pandey** is an MBA, UGC-NET and Ph.D. in Management from C.S.J.M. University Kanpur. He has a total of more than sixteen years of teaching and research experience. Prior to joining IIM Rohtak seven years ago, he has taught at prestigious institutions like FORE School of Management, Delhi Institute of Advanced Studies and Bharati Vidyapeeth's Institute of Management and Research, Delhi. He has been teaching Marketing Research and Analytics since last twelve years and his course using SPSS is a highly sought after course in PGP batches. He has also taken sessions related to analytics at Indian Statistical Institute Delhi, Indian Institute of Foreign Trade Delhi and Masters of Business Economics programme at Delhi University.

He is well trained in analytical softwares such as SPSS, Excel Analysis Tool Pack, Minitab and E-views. He is also actively involved in training and consultancy to various organizations such as Power Grid Corporation, LIC, LNG Petronet, Indian Oil Corporation, various Banks and Shree Maruti Couriers. He has published many papers in refereed journals of national and international repute. His paper on customer satisfaction in Banks was adjudged the outstanding paper in the Marketing Management Association Conference in Chicago, USA in 2010. He is also currently the Chair Executive Education and Dean Academics at IIM Rohtak.