

# Management Development Programme on Entrepreneurship

IIHMR University, Jaipur  
In collaboration with  
IIHMR Startups (A unit of IIHMR Foundation)

 January 22 - 24, 2025



## Background

The majority of aspiring entrepreneurs and working professionals face problems while starting a new venture and dealing with the management of the business and its other aspects, such as managing clients, communications, funding opportunities, credit applications, marketing the business (products/services), etc.










IIHMR University, Jaipur, in collaboration with IIHMR Startups (A Unit of IIHMR Foundation), has designed a Management Development Programme on Entrepreneurship for entrepreneurs and working professionals to sharpen their skills and competencies for a successful entrepreneurial journey.

## Objectives

The major objectives of the Management Development Programme is to help the participants identify the right business ideas and develop the necessary knowledge and skills to evaluate and run a business.



## Contents

-  Entrepreneur and Entrepreneurship: Fundamentals
-  Identification of Business Opportunities
-  Market Survey
-  Business Model Canvas
-  Intellectual Property Rights (IPR)
-  Role of Financial Institutions and Banks
-  Technical and Financial Aspects
-  Fundraising and Valuations
-  Developing Business Plan and Project Report

## Target Participants

Entrepreneurs working in the Health & Wellness Sector and candidates wishing to become successful entrepreneurs, etc. are most suitable to the Programme.

## Pedagogy

This programme will be delivered through mixed training pedagogy, including lectures, discussions, case discussion, group work assignments, and experience learning,



## Program Coordinator



**Dr. Sudhinder Singh Chouhan**  
Associate Professor,  
IIHMR University, Jaipur



**Mr. Puneet Datta**  
Chief Executive Officer  
IIHMR Foundation, Jaipur

The program will be conducted by a team of subject matter experts.

## Duration and Venue

The programme will start on Wednesday, January 22, 2025, and will conclude on Friday, January 24, 2025. The programme will be held at IIHMR University, 1, Prabhu Dayal Marg, Sanganer Airport, Jaipur – 302 029. The University campus provides a learning environment for the participants, who are welcome to use the library and recreational facilities at the campus.

## Nominations/Registration

Please send your nominations/registrations to the following address:

Programme Officer (Training)

IIHMR University

1, Prabhu Dayal Marg, Sanganer Airport,  
Jaipur-302029, Rajasthan, India

+91-141-3924700

training@iihmr.edu.in

+91 9358790012

## Certificate

A certificate of participation on completion of the programme will be issued jointly by IIHMR University and IIHMR Foundation

## Programme fee

The programme fee for Indian participants is Rs. 24,750 plus GST (18% as applicable), and for international participants it is USD 462 plus GST (18% as applicable). The programme fee covers tuition, background reading material, lodging, and boarding.

## Discounts on Fee

➤ **Early Bird Discount:** Nominations received with payments before four weeks will be entitled to a 10% early bird discount

➤ **Group Discount:** Any organization sponsoring four or more participants to the programme will be entitled to a 20% discount on the total fee payable, provided that at least four participants attend the programme.

➤ **Maximum Discount:** Organizations can avail themselves of both the discounts subject to a maximum discount of 20%.





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