Executive Development Programme (EDP) on

GENERAL ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

16th December 2021

Organised by

Sri SAI RAM INSTITUTE OF MANAGEMENT STUDIES

Sri SAI RAM ENGINEERING COLLEGE

An Autonomous Institution | Affiliated to Anna University & Approved by AICTE, New Delhi
Accredited by NBA and NAAC "A+" | An ISO 9001:2015 Certified and MHRD NIRF ranked institution

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Department of Management Studies

Sri SAI RAM INSTITUTE OF TECHNOLOGY

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Sri SAIRAM INSTITUTE OF MANAGEMENT STUDIES (SIMS)

ABOUT US Established in 1998 with the motto "Prosperity through Innovative Management" by Founder Chairman Shri. MJF Ln. Leo Muthu, Sri Sairam Institute of Management Studies is a renowned B-School in Tamil Nadu. It offers an autonomous MBA program awarded by Anna University, approved by AICTE and the government of Tamil Nadu. Accredited with A+ grade by NAAC and NBA, the institute has been rated Platinum by the AICTE-CII survey for seven years and consistently ranks in NIRF. With over 100 university ranks and two gold medals, it features modern facilities including seminar halls, a computer center, and a central library. Rated in the A3 League by Business Standard in 2021, it also ranks among the top B-Schools by Times B-School Survey and Business Today. International collaborations with universities like Universiti Teknologi Petronas and the University of Malaya enhance its academic offerings. The institute regularly organizes national and international seminars, conferences, and student exchange programs, and publishes three management peer-reviewed journals. Faculty members actively participate in international academic events.

ABOUT EDP In the rapidly changing global economy, entrepreneurship is a key driver of innovation, job creation, and economic growth. The Executive Development Programme (EDP) on General Entrepreneurship Development Programme is designed to equip aspiring and existing entrepreneurs with the essential knowledge and skills required to start, manage, and grow successful businesses. This comprehensive one-day programme covers the critical aspects of entrepreneurship, including ideation, business planning, funding, and scaling.

Participants will gain practical insights into the entrepreneurial process, learning how to identify opportunities, develop viable business models, and execute strategies effectively. This programme is ideal for budding entrepreneurs, business owners, and professionals interested in entrepreneurial ventures.

OBJECTIVES

The EDP on General Entrepreneurship Development Programme aims to achieve the following objectives:

Foster Entrepreneurial Mindset: Equip participants with the mindset and skills necessary to identify and exploit business opportunities.

Develop Business Acumen: Provide practical knowledge on creating and managing a successful business venture.

Enhance Strategic Planning: Enable participants to develop effective business plans and strategies for growth.

PROGRAMME SCHEDULE

The EDP is structured as a one-day intensive programme, offering a balanced mix of theoretical insights and practical applications. The schedule is divided into forenoon and afternoon sessions to cover the core aspects of entrepreneurship development.

WHO WHOM ?

Middle Level & Operational Level employees of all functional areas.

REGISTRATION FEE: Rs.4,100/- per participant. (The DD/Cheque to be drawn in favor of **"SAIMAN ASSOCIATION"** payable at CHENNAI)

Convenor

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