



**AMITY**  
INSTITUTE OF TRAINING & DEVELOPMENT



**GROWING 10X :  
GROWING YOUR  
ENTERPRISE  
RAPIDLY AND  
ACHIEVING SCALE**



## CONTEXT

Entrepreneurship Development Program (EDP) is critical to enable young budding entrepreneurs to avoid the many entrepreneurial bottlenecks that could inhibit faster business growth. With technology rendering more and more people jobless, governments are strengthening these programs by injecting substantial capital to ensure their nation's growth. The specific objectives are to impart skills through short term training in Entrepreneurship and Enterprise Development for capacity and capability building in the existing Small and Medium Enterprises (SMEs).

The course will help participants understand the challenges of small units, create a map for the person wherein the stops and the destination are predictable. It provides leaders with tools and techniques to build innovation as a strategic advantage for the start-up.

## KEY BENEFITS

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To help participants develop ability to identify and explain issues facing small, family, and entrepreneurial businesses

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To prepare the participants to rethink about their start-up, build, and grow a sustainable venture through lean canvas model

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To help the participants evaluate the viability of a business through MVP

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To help participants learn how to mitigate three types of risks: Customer, Business Model, and Product/Technical

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To develop an entrepreneurial mindset, critical skills and knowledge among participants necessary for building SME's.

## PARTICIPANT PROFILE

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Entrepreneurs who need to scale-up their ventures.

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Start – Up venture owners and their teams.

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Govt. officials dealing with development of small and medium enterprises.

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Project Managers and Innovators

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Trainers and Coaches in the area of Entrepreneurship

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Graduate in any field with working knowledge of English language.

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**DURATION:** 2 Weeks (10 days with 40 hours of training)

**DATE:** 12 – 23 SEP 2022



# PROGRAM CONTENT

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**This course is focused on building entrepreneurial aptitude and skills that are most vital to run a successful business and scale 10X. It follows a systematic approach to enhance the skill sets required to scale-up the existing SMEs. It will enable participants to identify and exploit business opportunities.**



# MODULES

## MODULE 1

### GROWTH IN ENTREPRENEURIAL ORGANISATION

- Rethinking your business
- Leadership & Managing Teams in Entrepreneurial Organisation,
- Human resource planning
- Environment & Ecosystem

## MODULE 2

### INTRAPRENEURSHIP IN ACTION

- Responsible Sourcing.
- Health & Safety,
- Leveraging technology for business excellence.

## MODULE 3

### VALUE PROPOSITION MODELLING

- Understanding the link between product & service with customer.

## MODULE 4

### BUSINESS MODELLING

- Understanding the ecosystem which helps to scale-up business.

## MODULE 5

### STRATEGIES FOR VENTURE GROWTH

- Understanding how to be innovative
- Environment and sustainability
- Creating a Golden Circle for your product

## MODULE 6

### PROMOTION OF BUSINESS THROUGH DIGITAL MARKETING

- Development and branding for entrepreneurial ventures

## MODULE 7

### MANAGEMENT FOR VENTURES

- Funding, Types of Sources – VCs, Angel funding, PE etc.,
- Building a New-Venture Team,
- IT Systems for New Ventures, Talent Acquisition

## MODULE 8

### LEGAL AND ETHICAL FOUNDATION FOR A START-UP

- Types of start-ups and licensing systems, GST, MSME etc.
- Importance of Intellectual Property,
- The Valuation Challenge in Entrepreneurship

# PROGRAM DELIVERY

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Online classes will be conducted for 4 hours with breaks for meal/tea totalling 5 hours per day.

Timing will be 1100 hrs to 1600 hrs (IST) which is convenient for participants from countries in Africa, Russia, Central Europe, Middle East, Central Asia and South East Asia.

Zoom platform will be used for online classes which enables real time interaction in the classroom.

Participants will be provided online learning material and workbooks.



# FACULTY

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**Dr. Neelam Saxena**

Professor & Head of Amity Centre for Entrepreneurship Development.

She is Certified Entrepreneurship Development Educator from Indian School of Business Hyderabad. She has also been certified by University of Stanford as an Entrepreneurship Educator.

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**Dr. Garima Agarwal**

Asst Professor, Amity Centre for Entrepreneurship Development

She has done her PhD in Management and is heading Certification courses in Entrepreneurship. She has been a trainer with National Small Industries Corporation and National Institute of Entrepreneurship and Small Business Development. She has undertaken a number of projects for Ministry of Defence, & National Skills Development Corporation. She has presented a number of papers at National and International Conferences.

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**Dr. Anjani Kumar Singh**

Professor and Head of Department of Entrepreneurship, Amity Business School

Dr. Anjani has done his PhD in Social Entrepreneurship. Besides research and teaching he has experience of mentoring start-ups and reviewing business plans. He was a faculty with Entrepreneurship Development Institute of India where he conducted training of Uttarakhand State Industrial Development Corporation in areas of women entrepreneurship development. He has published a number of papers in national and international journals related to entrepreneurship and innovation.

# AMITY UNIVERSITY

Amity University Uttar Pradesh is India's no.1 ranked not-for-profit pvt university and is ranked amongst the top 3% universities globally. It has 150+ group institutions and centres which offer 300+ graduate, post doctorate and doctoral programmes.

The University is located at Noida which is part of National Capital Region (NCR) adjacent to Delhi. NCR has been the centre of Indian civilization for at least 3000 years. It is the cultural, historic and governmental centre of India.

ITEC courses are conducted by Amity Institute of Training and Development

## CONTACT DETAILS

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