



## Management Program for Women Entrepreneurs 2010

In an effort to encourage, empower and educate potential women entrepreneurs to create their own business or social enterprise, as well as enable women entrepreneurs to grow their existing enterprises, the *Indian Institute of Management Bangalore (IIMB)* in association with the *Nadathur S. Raghavan Centre for Entrepreneurial Learning (NSRCEL)* will conduct a *Management Program for Women Entrepreneurs* at the IIMB campus from April 14 to May 26, 2010. This unique program coordinated by IIMB faculty and held every summer since 2004 helps participants to convert their raw business ideas into a viable business plan for their proposed or existing business or social enterprise. Many previous participants have started new enterprises or initiated growth in their ongoing enterprise after attending this comprehensive program.

This program is specifically designed for women entrepreneurs and is focused on enabling them to identify viable business opportunities and develop a viable and sustainable plan for their proposed enterprise. All participants who attend a minimum of 90% of the scheduled classroom sessions, present their *Business Plan* to the group in class and submit a copy of their *Business Plan* for evaluation, will receive a certificate of program completion from IIMB. Prizes with certificates are awarded for the best business plans presented.

The *Management Program for Women Entrepreneurs 2010* will be inaugurated on Wednesday April 14, 2010 at 9.00 a.m. Classes will be held from 10 a.m. to 5 p.m. from April 14 to April 30 and again from May 17 to May 26 on all days Monday to Friday. During the period May 1-16 no classes are held so that participants can work on their *Business Plan* for presenting in class during the last week of the program. The program has over eighty sessions covering all areas of practical relevance to entrepreneurs including *Entrepreneurial Orientation, Business Planning, Economic Environment, Business Economics, Industry Analysis, Business Strategy, Product Development, Marketing, Sales, Services Marketing, Product Management, Operations & Supply Chain Management, Accounting, Costing, Working Capital Management, Pricing, Finance, Banking, Budgeting, Managing People, Law, Taxation, Communication, Negotiation and Networking*, supplemented with visits to firms of women entrepreneurs, a panel discussion on entrepreneurship and an MPWE alumni seminar.

The program fee below covers all program activities, materials, refreshments and lunch on all program days. The residential fee includes a single room accommodation in the new IIMB girls' hostel block on campus with breakfast and dinner for 31 days during April 13 – May 1 and May 16 – 27, 2010. Participants may retain their hostel room during May 1-16, 2010 by paying an additional room rent of Rs. 3000 later.

<i>Advance to Book a Seat @ Rs.1000 (non-refundable)</i>	<b>Non-Residential</b>	<b>Residential</b>
<b>Early Registration:</b> <i>If balance is paid by March 1, 2010</i>	<b>Rs. 21,000</b>	<b>Rs. 30,000</b>
<b>Late Registration:</b> <i>If balance is paid after March 1, 2010</i>	<b>Rs. 24,000</b>	<b>Rs. 33,000</b>

Applicants must have good working knowledge of English and must have either a college level degree or hold any professional diploma/certificate. IIMB may reject applicants (with full fee refund) who are found unsuitable for this program. Registrations are confirmed on a first-come-first-served basis. As indicated in the table above, interested participants are advised to reserve their seat for the program early by paying a non-refundable advance fee of Rs.1000. On reserving a seat, participants must send an email to [mpwe2010-subscribe@yahoogroups.com](mailto:mpwe2010-subscribe@yahoogroups.com) to join the yahoo group so that they can interact with fellow participants before, during and after the program. The advance amount will be adjusted against the balance fee payable as indicated in the table. Both the advance and the applicable program fee is payable only by local cheque or demand draft payable at Bangalore in the name of *Indian Institute of Management Bangalore*.

The application form is downloadable from the site [http://www.nsrcele.org/home/files/MPWE2010\\_0.pdf](http://www.nsrcele.org/home/files/MPWE2010_0.pdf) and a one-page resume stating work or business experience and academic record must be send with the application. The program fee once paid is normally non-refundable but it can be transferred to another participant of MPWE 2010 on request. Resumes with advance/full payments should be sent to Mr. Girish K.M., NSRCEL, Indian Institute of Management Bangalore, Bannerghatta Road, Bangalore 560076. You may call on 26993701 during office hours for any queries on the program or email [girishk@iimb.ernet.in](mailto:girishk@iimb.ernet.in)



भारतीय प्रबंध संस्थान बेंगलूर  
INDIAN INSTITUTE OF MANAGEMENT  
BANGALORE



## Management Program for Women Entrepreneurs 2010

(April 14 – May 26, 2010)

### Registration Form

Name (as in official record, capital letters): \_\_\_\_\_

Date of Birth: \_\_\_ / \_\_\_ /19\_\_\_ Highest Education Level reached: \_\_\_\_\_

Experience: \_\_\_\_\_ (years). Highest Designation: \_\_\_\_\_

Organization(s) \_\_\_\_\_

Complete Postal Address (capital letters): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_ Mobile: \_\_\_\_\_ Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Form of enterprise (if any):  Proprietary  Partnership  Private Ltd.  Social  \_\_\_\_\_

Major Products/Services: \_\_\_\_\_

#### Course Fee MPWE 2010:

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Amount: Rs. \_\_\_\_\_ Chq. No: \_\_\_\_\_ Dated: \_\_\_\_\_ Bank: \_\_\_\_\_

favoring the **Indian Institute of Management Bangalore** payable at Bangalore is enclosed.

*Please fill this box only if you were referred by an MPWE Alumni or another participant of MPWE 2010:*

Referrer's Name: \_\_\_\_\_ MPWE Batch: \_\_\_\_\_

Complete Postal Address (capital letters): \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_ Mobile: \_\_\_\_\_ Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**(Signature of Participant)**

Date: \_\_\_\_\_

Place: \_\_\_\_\_

*Fill and courier with one page resume and local cheque/DD of Rs.1000 (advance) or appropriate full fee to:*

Mr. Girish K.M., NSRCEL, Indian Institute of Management Bangalore, Bannerghatta Road, Bangalore 560076.

Tel: (080)-26993701 Fax: (080) 26993769 Email: [nsrcel@iimb.ernet.in](mailto:nsrcel@iimb.ernet.in)

Participants must join the MPWE2010 yahooogroup with an email to [mpwe2010-subscribe@yahooogroups.com](mailto:mpwe2010-subscribe@yahooogroups.com)

Alumni of the MPWE as well as some alumni of the Indian Institutes of Management have donated to institute a limited number of scholarships to partially cover the program/hostel fee of meritorious but economically weak MPWE participants who have shown good progress in starting and running a new social or business enterprise. Participants seeking these MPWE scholarships must enclose a letter of request along with their registration form.

For details on the NS Raghavan Center for Entrepreneurial Learning please visit <http://www.nsrcele.org>