

MMM Training Solutions
Entrepreneurship Program



Contact Details

Email: Pramila.mathew@mmmts.com

Contact: Pramila Mathew, Phone: +91-98409 88449



Objectives:

- Help students understand the benefits of and create an awareness about Entrepreneurship
- Guide students to kick-start a bright and illustrative career

Benefits:

- To create self-employment in these times of recession
- A professional and structured approach to starting a new venture
- Providing opportunities for strategic business alliances
- Execution strategies from experts which will enable the transfer of ideas from the mind to reality

Tentative Schedule for the workshop (2 days):

- Creativity & Innovation in Business
- Importance of effective communication in Business
- Creating 'Business Plans'
- Devising marketing strategies
- Procuring finance - Open forum with Bankers
- Managing finances
- Current business trends and technologies
- Assessing the market to understand possible opportunities
- Success Stories (Mr. Sharath Babu, ex-IIM A/ Bits Pilani, of Food King)
- Vendors providing innovative solutions
- Vendors offering strategic alliances
- Advantages of using a venture capitalist for your business ideas



-
- Knowledge sharing session amongst participants & brain storming

Duration:

The duration of the workshop will be 12 hours spread over two days

Methodology:

- PowerPoint Presentation
- Open discussion
- Group Activities
- Case Studies
- Guest Speakers