



eMBArkers
Building bandwidth in Management education

Business Leadership Program



ABOUT EMBARKERS

eMBarkers (www.embarkers.in) is a Bangalore based management education consulting firm founded by alumni of top B Schools like IIMB and XLRI. Our vision is “Building Bandwidth in Management Education”. The following 3 verticals help us achieve our vision.

- Consulting to B School Directors on best practices
- Faculty enrichment through research based engagement
- Entrepreneurship based ***Business Leadership Program*** to students

PROGRAM DESCRIPTION

The Business Leadership program by eMBarkers® is a two year **certificate program** designed specifically for MBA / PGDM students to fill the gap between theory and practice. Just as you must get into the pool to learn swimming, the management education also needs to be practiced to be effective. Through this program, we envision to create a pool of business leaders and managers who are *corporate ready*. This program is also a great learning opportunity for budding entrepreneurs who want to carve their own way to their destiny.

The two year program is divided into the following 3 phases:

PHASE-I: MAKING SENSE OF THE BUSINESS WORLD

This phase is dedicated to understanding the underlying theoretical concepts of entrepreneurship & business leadership. This phase will be covered during the first semester of the MBA / PGDM program, and the following concepts will be covered:

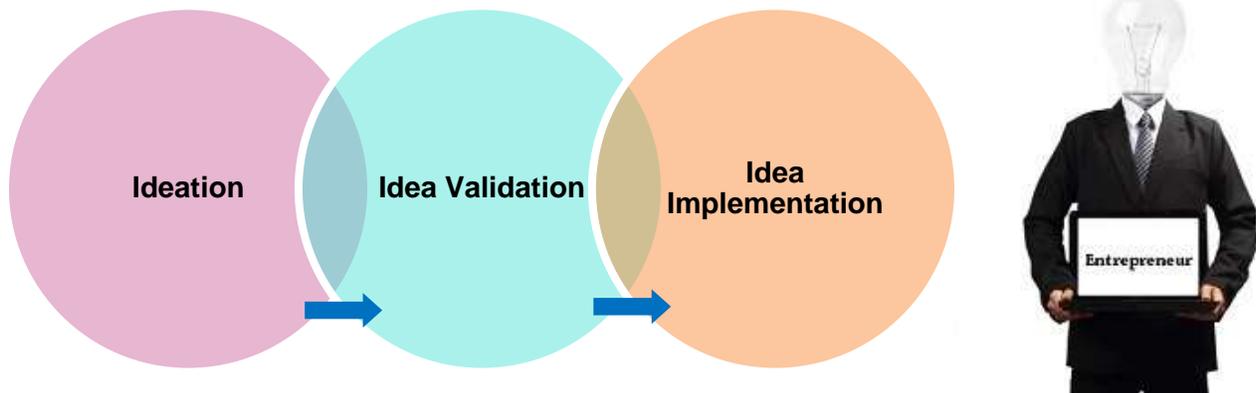
INTRODUCTION TO ENTREPRENEURSHIP & BUSINESS LEADERSHIP:

- **JOURNEY OF AN ENTREPRENEUR**
- **EXPECTED VALUE THEORY OF ENTREPRENEURSHIP**
- **TYPES OF ENTREPRENEURIAL VENTURES**
- **SIX DEGREES OF SEPARATION**
- **STRUCTURAL HOLE CONCEPT**
- **UNDERSTANDING VALUE PROPOSITION**

UNDERSTANDING THE KEY BUILDING BLOCKS OF NEW VENTURE:

- **DIFFERENTIATING USER VS CUSTOMER**
- **INDUSTRY ANALYSIS**
- **UNDERSTANDING THE VALUE CHAIN**
- **WHAT IS A BUSINESS MODEL?**
- **THE 3 C'S: CORRELATE, CONNECT, CREATE**
- **THE EFFECTUATION THEORY**
- **THE LEAN START-UP CUSTOMER DEVELOPMENT PROCESS**
- **CASE STUDIES**
- **THE BIG PICTURE: THE INDIAN START-UP ECOSYSTEM**

PHASE-II: IDEATE, VALIDATE, IMPLEMENT



During this phase the participants will go through the process of ideation, idea validation and idea implementation. This is when the students *dirty their hands* and get to learn from real experience - not just case studies. Phase-II is the longest in terms of duration, spanning over the 2nd and 3rd semesters.

IDEATE

- TEAM FORMATION
- PROBLEM OR AN OPPORTUNITY: THE PROCESS TO IDEATION
- GROUP REVIEW OF IDEAS GENERATED BY TEAMS
- BUSINESS POTENTIAL ESTIMATION

VALIDATE

- BUSINESS MODEL GENERATION
- ROLE ALLOCATION & UNDERSTANDING TEAM DYNAMICS
- CUSTOMER DEVELOPMENT & IDEA REFINEMENT

IMPLEMENT

- LAUNCHING & RUNNING YOUR BUSINESS VENTURE
- MAINTAIN YOUR BUSINESS'S FINANCIAL STATEMENTS
- RESPONDING TO THE LEARNING OUTCOMES

PHASE-III: DEBRIEF & CORPORATE READINESS

This phase will be scheduled during the final semester. During this phase, the teams will present their learning from this program to an audience consisting of other students, the mentoring faculty members and the eMBarkers® team. They will also get assistance in integrating this exposure into their placement operations.

DEBRIEFING

- DISTILL EXPERIENCES INTO LEARNING
- PRESENTATION FROM EACH TEAM ON THEIR JOURNEY

CORPORATE READINESS

- INTEGRATING PLACEMENT OPERATIONS WITH THE EXPOSURE DURING THE PROGRAM
- POSITION YOURSELF TO THE ROLE YOU BEST PERFORMED DURING THE EXPERIENCE OF RUNNING THE VENTURE

For the budding entrepreneurs who wish to take the venture to the next level, eMBarkers® will provide all the support needed.

LEARNING OUTCOMES

The primary objective of the program is NOT to push students into entrepreneurship immediately after MBA / PGDM course. Instead, the program aims at providing the students with experience of running a real business venture, understanding and coping with team dynamics, managing resources, setting goals and strategy implementation. The ultimate goal of this program is therefore to transform a student into a corporate ready business leader.

WHO SHOULD ATTEND?

This program is designed specifically for MBA / PGDM students who are aspiring to enter the corporate world as business managers & leaders. As this program runs coterminous with the regular MBA course, the students will be able to implement the theoretical learning from the subjects covered during the MBA program.

PEDAGOGY AND DELIVERY MODEL

The delivery mode for this program will mainly be online based with 20% of the program scheduled as face-to-face contact sessions with the eMBarkers® team. As part of the program, two faculty members from the B-school will also be trained so that they can mentor & guide the students on day-to-day basis.

The pedagogy for this program will be predominantly based on running a real business venture with necessary theoretical interventions.

PREPARATORY MENTORSHIP AND BENEFITS (FOR BULK ENROLLMENT ONLY)

You get free subscription to www.readabstract.com worth Rs 4,500/- per annum **plus** three subscriptions are given complimentary. The student experiences the “*learning by earning concept*” by marketing the three subscriptions given to him / her, earning the entire amount in the process as well!

Once ready for the start of your venture, the learning would be far more in depth and rich, making it a grand stepping stone to your business career.

CONTACT US FOR DETAILED DISCUSSION

Dr. Samir Kagalkar

Director & co-founder, eMBarkers

Email: director@embarkers.in

Mob: +91-98456-37433

Website: www.embarkers.in

Registered Office:

#C-502, Sterling Terraces, 100 ft. Ring Road,

Banashankari - 3rd Stage, Bangalore - 560085

