MAEER's MIT COLLEGE OF MANAGEMENT (MITCOM) Pune, India

MITCOM

ENTREPRENEURSHIP & FAMILY BUSINESS MANAGEMENT
(11 Months Duration)

"A Program Inspiring, for Make in India"
About MAEER:

Maharashtra Academy of Engineering & Educational Research (MAEER) was started in 1983 by Prof. Dr. Vishwanath D. Karad, Founder, Executive President & Managing Trustee, MAEER’s MIT Group of Institutions. Spread over a sprawling 16 acres, MIT is the most preferred destination for over 17,000 students every year. MAEER MIT’s journey in the last 29 years has been a continuous process in the pursuit of quality and excellence in education and research, a commitment to values and discipline education. The state-of-the-art infrastructure, competent faculty, strong interaction with leading corporate, student-centric amenities and spectacular campuses, all provide a conducive environment for teaching, learning, research, innovation and character building.

MAEER’s MIT encompasses 63 institutions in the fields of Engineering, Management, Pharmacy, Medicine and General Education. Carrying forward with sublimity the torch of a new tomorrow and contributing to the industrial and economic growth of the society and nation at large, MAEER's MIT continues to build the gateway to a successful career for an individual. In recognition of the services rendered so far, a UNESCO Chair in Human Rights, Democracy and Peace has been constituted at MAEER’s MIT. A World Peace Centre has been setup to promote culture of peace in the world. MIT is a unique institution where luminaries like Dr. APJ Abdul Kalam, Dalai Lama, Dr. Vijay Bhatkar, Dr. Raghunath Mashelkar, Shri Shri Ravi Shankar, Naushad Forbes, Dr. B. N. Kalyani, Dr. Abhay Firodiya & Mr. Ashok Katariya and many more have visited and recognised the institute as an international centre for education. MIT gives you a lead start in your career and equips you to emerge as a leader with thorough hundred standing of business.
Family Business

MIT College of Management (MITCOM):
MIT College of Management is established in 2007 under the name of MAEER’s MIT Group of Institutions with a view to impart value based education in this new age fields of management sciences.

Importance:
Entrepreneurship and family business program helps in identifying and addresses specific challenges of first generation entrepreneurs and family businesses. To excel in the family business, the importance of family business is reinforced and a deeper appreciation of current success and progress made by family business is highlighted through business case method. The program helps in understanding the issues, create opportunities and overcome risks while making key business decisions. Entrepreneur confront a variety of challenges ranging from their role as an entrepreneur, developing and acquiring the resources, business models and team building to unlock the business value. This program equips the participants with the latest management tools and techniques which compliment and enhances the entrepreneurial ability viz-a-viz specially decision making skills. Further, it develops entrepreneurial personality and leadership skills of the participant.

MITCOM offers this programme where the young generation is to be prepared to contribute to the success of their family business and first generation can create new business. This programme will make them aware about the recent developments in the field of business and will also make them understand the changing external environment and how to cope up with this change.

Entrepreneurship & Family Business Programme:
Entrepreneurship and family business program is designed for the first generation entrepreneur and family owned business entrepreneurs. The realization of the importance of such program came from the fact that first generation entrepreneurs and family owned (generational entrepreneurs) face unique challenges. First generation entrepreneur faces challenges like risk taking ability, identifying business ideas for new venture creation, developing business models are few. In case of family business, they are encouraged to follow the family office model that has proved its efficacy in many business houses. But this is based on the assumption that Indian families think like European and American families. In fact, this is based on the ‘rational’ assumptions that all families are the same everywhere.

Fabric of family business in India is woven by trust, understanding and mutual compromises, its been the cultural genes of India, to preserve the heritage and hand it over further with adding enrichment to next generations. We are different than other continent’s cultures as a society. Today also we have and believe concept of younger generation taking ahead the baton of family values, may it be business or profession.

With the aim to change this mindset MITCOM offers the program which deals with challenges faced by first generation entrepreneurs and generational entrepreneurs.
Programme Objectives:
The objectives of this, precise and application-oriented Programme are:
• To help potential entrepreneurs to create new venture
• To learn how to leverage the strengths of family business management and successfully implement practices that drive high performance, shareholder loyalty and healthy family relationships
• Develop skills in effectively initiating, increasing and diversifying a business enterprise in innovative, upcoming areas.
• Examine best practices and explore emerging trends in family business management
• To overcome various financial, economical and political barriers and succeed with a new idea in an existing corporate environment.

Content of the Programme:
Curriculum combines thought-provoking lectures; local and global case studies, and small-group discussions to study the following courses that are needed to strength business:

Course structure:

Tri-semester I
1. Entrepreneurial Personality Development
2. New Venture Creation
3. Financial Accounting and Analysis
4. Business Models and Business Plans
5. Research Methodology and Market analysis

Tri-semester II
1. Strategic Management and Growth
2. (Venture Capital) Raising Finance for firms
3. Marketing Management
4. Innovation and Change Management
5. Technology Management

Tri-semester III
1. Family Business Dynamics
2. Globalization of Business
3. Project Finance
4. Export and Import
5. Project Implementation & Business Governance

Value Additions
1. Conflict Management and Decision Analysis for Family Business
2. Case Studies of successful Entrepreneurs
3. New Product Development
4. Human Resource for Entrepreneurs
5. Effective Family Business Models
6. Social Media and Digital Marketing
7. Seminar on Role of Government Institutions and Licensing Agencies
For Whom:

- Graduate Student who wants to acquire the knowledge, skills and aptitudes to facilitate to business world by acquiring an entrepreneurial perspective.
- Individual who wishes to advance his ambitions, or aspiring to start his/her enterprise industry.
- A ward who wants to be the potential successor of their existing family business.
- An individual who wants to enhance his career with a distinct personal and competitive advantage.
- A person who has an idea that might be developed for licensing, commercialization, starting a business or a venture.
- An individual who is looking for short term employment before starting his business.

Duration:

- The duration of the program is of 11 months. The course offers induction, core courses, value additions, independent study and project.

Connect with us:

- Procedure: Candidates have to apply to MITCOM by acquiring application form which can be downloaded from www.mitcom.edu.in. The duly filled in downloaded form should be sent to MITCOM along with a Demand Draft of Rs 500/- drawn in favour of ‘MIT College of Management, payable at Pune.
- Hostel facilities are available
Experimental Learning:

• Internship with Business:
  At the end of the second semester, students are exposed to applied aspects of managing an enterprise through Business Internship in their own business/industry. MITCOM will provide help to the participants those are interested in diversified industry.

• Independent Study:
  Participants will carry independent business identification, business ideas finalization and preparing Business Plan to implement in real life with the help of faculty advisors and mentors.

• Business Simulation:
  Business simulations are used for business acumen training and development. Learning objectives include: strategic thinking, financial analysis, market analysis, operations, teamwork and leadership.

• Entrepreneur Interactions:
  Eminent entrepreneurs from various sectoral industries are invited regularly to share their experiences with the students to enlighten the students by giving them insights about the prevailing situations in the industry and sharing their professional journey of entrepreneurship.
  Various events and seminars will be organized to give them maximum exposure of the current economic scenario and the developments that are taking place on a national and international level.

• National and International Tour:
  Each trimester the participants will be given an opportunity to visit exhibitions, conferences, national and international tour. The aims of these visits are to help the students see an actual working environment.
  An International Tour is also organised for Global and cross culture Business Exposure (Conditions apply)