



भारतीय प्रबंध संस्थान रोहतक
Indian Institute of Management Rohtak

EXECUTIVE CERTIFICATE PROGRAM IN
**ENTREPRENEURSHIP
& INNOVATION**



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eduXLL
GLOBAL HIGHER EDUCATION





ABOUT IIM ROHTAK

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RANKING



Established in **2009**, Indian Institute of Management Rohtak is a benchmark for top management education in India with a vision to become a global leader in due course. The institute has an enlightened and progressive leadership, acclaimed faculty members, extensive infrastructure and robust teaching pedagogy in place. It continues to impart knowledge in the management domain with a unique cross-functional perspective to prepare future leaders who can manage and create powerful organizations.

IIM Rohtak has been among the leaders in promoting entrepreneurial culture in our society. Institute offers a dynamic environment for high-quality research in all functional areas of management that will benefit various segments of the business and society.



Why eduXLL?

Our online education has made higher learning more accessible to a broader range of students. What sets eduXLL apart is our commitment to creating an engaging and supportive learning environment.

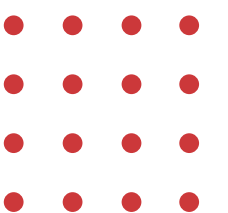
Our platform is intuitive, user-friendly, and equipped with cutting-edge technology to deliver an unparalleled online learning experience. We pride ourselves on fostering a global community where students from various backgrounds can interact, share ideas, and collaborate on projects, making learning with us a truly international experience.

In a world where continuous learning is the key to success, eduXLL stands as a beacon for those who seek to elevate themselves. Join us on this journey of discovery and growth. Your future starts here, at eduXLL, where learning knows no boundaries.

Who are we?

Edovu Ventures is a pioneer in shaping the educational landscape, providing world-class learning experiences to the students. After a successful journey in school education, Edovu Ventures is embarking on a new venture in higher education under the name eduXLL. At eduXLL, we are redefining the boundaries of online education by offering a platform where ambition meets opportunity.

Born from a vision to make high-quality education accessible to all, eduXLL bridges the gap between learners and their aspirations through a meticulously curated catalog of online courses. Our mission is to empower individuals around the globe by providing them with the tools, knowledge, and skills they need to excel in their careers and personal development.



KEY HIGHLIGHTS OF THE PROGRAM

INTERACTIVE ONLINE SESSIONS

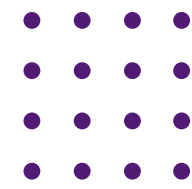
FACULTY FROM IIM ROHTAK AND INDUSTRY

CORPORATE CONNECT

EXPERIENTIAL LEARNING

DEDICATED MENTORS

FACILITATED GROUP INTERACTIONS



ABOUT THE PROGRAM

The "**Entrepreneurship & Innovation**" program offered by **IIM Rohtak** in collaboration with eduXLL, is designed to equip participants with the essential skills and knowledge to successfully navigate the dynamic landscape of modern business. Through a blend of theoretical insights and practical applications, participants will explore key concepts such as ideation, business modeling, market analysis, and strategic planning.

The program emphasizes the importance of creativity, critical thinking, and adaptability in developing innovative solutions and sustainable business ventures. By engaging with real-world case studies and interactive workshops, participants will gain hands-on experience in transforming ideas into viable enterprises, fostering a mindset of continuous innovation and entrepreneurial excellence.

ASSESSMENT & EVALUATION

EVALUATION METHODOLOGY

Faculty discretion determines the evaluation methods, which may include online exams, case analyses, class participation or any other.

ASSIGNMENTS AND PROJECTS

Participants will undertake assignments or projects aimed at applying course concepts to practical scenarios.

PASSING CRITERIA

Participants need to get minimum passing marks in all evaluation components.

ELIGIBILITY CRITERIA

1. Graduation or equivalent degree from any recognized university or institution.
2. Working professionals with graduation degree
3. Graduation with corporate sponsored



CERTIFICATE (SAMPLE OF CERTIFICATE)



WHO SHOULD ATTEND THE PROGRAM

Graduate / Post graduate students and working professionals with an acumen and interest in Entrepreneurship & Innovation.



4-5 MONTHS (50 HOURS)



EVERY SUNDAY & 2ND SATURDAY IN A MONTH



**FEE STRUCTURE:
INR 70,000 + GST**

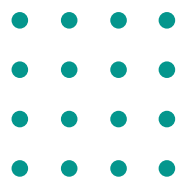
FROM LEARNER TO A FUTURISTIC LEADER

1. Weekend Online Sessions
2. IIM Campus Immersion (Optional)
3. Doubt Clearing Sessions
4. Interactive Assignments
5. Webinars

LEARNING OUTCOMES

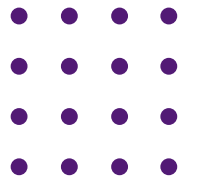
AT THE END OF THE PROGRAM, THE LEARNER SHOULD BE ABLE TO:

1. Understand the process of generating innovative ideas and identifying viable business opportunities through market analysis and customer insights.
2. Develop comprehensive business models and strategic plans, incorporating key elements such as value proposition, revenue streams, and competitive analysis.
3. Gain proficiency in financial planning, resource allocation, and funding strategies to support the growth and sustainability of new ventures.
4. Learn effective marketing techniques and customer engagement strategies to build brand awareness and drive business growth.
5. Enhance leadership skills and learn to manage risks, uncertainties, and challenges inherent in entrepreneurial endeavors.



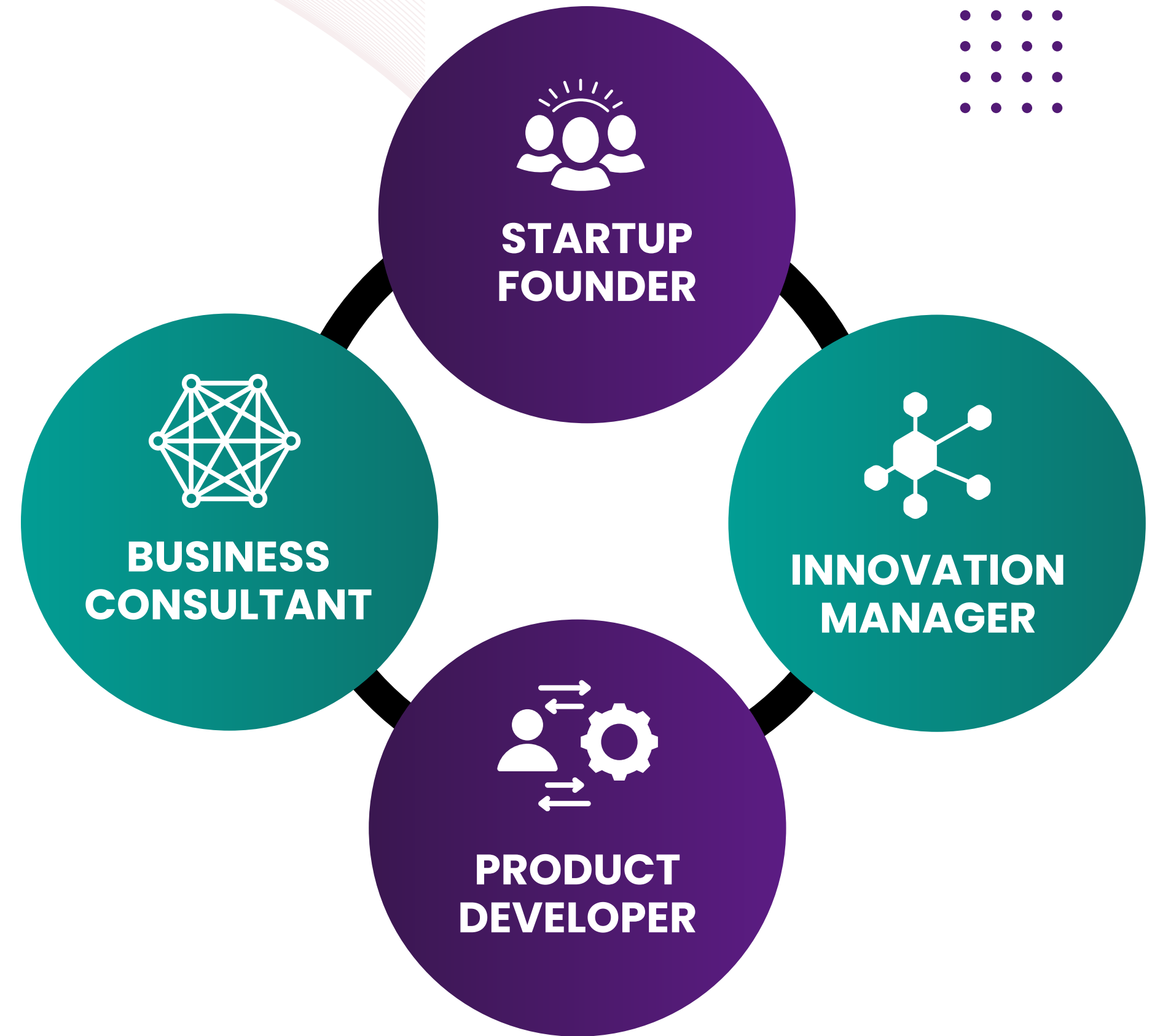


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KEY SKILLS YOU'LL LEARN

1. Creative Problem Solving
2. Analytical Thinking
3. Strategic Planning
4. Financial Acumen
5. Marketing and Branding
6. Leadership and Team Management



CAREER PROSPECTS



ENTREPRENEURSHIP & INNOVATION CURRICULUM

Week 1:	Introduction to Entrepreneurship
Week 2-3:	Opportunity Recognition and Market Analysis
Week 4:	Business Planning and Model Development
Week 5-6:	Innovation and Product Development
Week 7-8:	Marketing and Sales Strategies
Week 9-10:	Funding and Financial Management
Week 11-12:	Operations and Risk Management/ Why do entrepreneurs fail?
Week 13:	Project Allocations
Week 14:	Team Building and Ethical Decision-Making
Week 15:	Networking and Collaboration
Week 16:	Entrepreneurial Action and Implementation



FAQS

WHAT IS THE DURATION OF THE PROGRAM?

The program lasts for 4-5 months, with a combination of live online sessions, self-paced learning, and practical assignments.

WHAT ARE THE PREREQUISITES FOR ENROLLING IN THIS PROGRAM?

There are no strict prerequisites, but a basic understanding of business concepts and a passion for innovation will be beneficial.

IS THE PROGRAM SUITABLE FOR BEGINNERS?

Yes, the program is designed to accommodate both beginners and those with some experience in entrepreneurship and innovation.

WHAT IS THE FORMAT OF THE PROGRAM?

The program includes live online lectures, interactive workshops, real-world case studies, and hands-on projects.

WILL THERE BE ANY ASSESSMENTS?

Yes, there will be regular assessments, including quizzes, assignments, and a final project to evaluate your understanding and progress.



FAQS

WHAT KIND OF SUPPORT WILL I RECEIVE DURING THE PROGRAM?

You will have access to a dedicated mentor, online forums for peer interaction, and regular feedback from instructors.

WILL I RECEIVE A CERTIFICATE UPON COMPLETION?

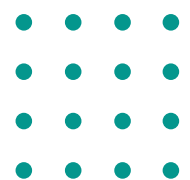
Yes, you will receive a certificate of completion (subject to fulfilling evaluation and attendance criteria), which you can share with your professional network and potential employers.

HOW CAN THIS PROGRAM BENEFIT MY CAREER?

This program will equip you with essential skills for launching your startup, enhancing funding opportunities, driving innovation within an organization, or pursuing roles in business development and strategy.

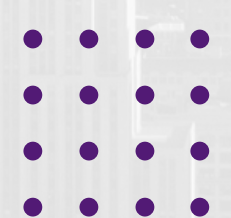
ARE THERE ANY NETWORKING OPPORTUNITIES?

Yes, the program provides ample opportunities to network with peers, industry experts, and successful entrepreneurs through online forums and live sessions.





THANK YOU



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