



सिद्धिमूलं प्रबन्धनम्  
भा. प्र. सं. इन्दौर  
IIM INDORE

Post Graduate Certificate Programme in

# Family Business Management & Entrepreneurship (Batch 03)

**Harness Capabilities & Competencies Towards Effective Business**

**Fee: ₹4,50,000 + GST**

**Mode of Instruction: English**

**Duration: 12 Months**

**Live Online Lectures:  
Every Wednesday  
from 7:00 to 8:15 PM  
& Saturday from  
2:30 to 5:15 PM IST**

**Eligibility:  
2 Yrs+ Work Ex. &  
50% Marks in  
Graduation**



**9 Days of On-Campus Module | Get a Certificate of Completion by IIM-I (T&C Applicable)**

**IIM-I Executive Education Alumni Status (T&C Applicable)**



# Welcome To Our Family Business Management Programme,

Where tradition meets innovation, and expertise blends with the entrepreneurial spirit. The programme empowers next-generation leaders and seasoned entrepreneurs alike with essential skills and strategies for thriving in the dynamic landscape of family-owned businesses. From governance to succession planning, our expert faculty offers tailored guidance for enduring success. Join us in redefining the future of family business management.



## Problems Faced By Family Business

Family businesses have a long-term vision and tend to perform better than corporate enterprises. However, only 13% of family businesses survive to the 3rd generation and one-third of families disintegrate due to generational conflict. Indian family businesses form the backbone of the Indian economy and there is a need to extend the lifespan of these businesses to ensure the economy continues to benefit from their contribution.



# Programme Overview

Are you an aspiring leader within a family business or an entrepreneurial-minded individual looking to create and develop new ventures? The Family Business Management programme at IIM Indore is designed specifically for you. Our program equips the next generation of family scions with the essential skills and competencies needed to thrive in today's volatile, uncertain, complex, ambiguous, and disruptive business environment.



ACCELERATES  
YOUR BUSINESS  
GROWTH



HELPS DEVELOP  
ENTREPRENEURIAL  
ACUMEN



STRATEGIZE  
BETTER & LEAD  
EFFECTIVELY

**TO BE ELIGIBLE FOR THE  
COURSE, YOU NEED**

**Minimum  
Work  
Experience  
of 2 Years**

**50% in  
Graduation**



# Programme Objective

The programme has been designed to equip family business leaders with a specific set of skills that enhances their competencies and conditions them to capitalize on opportunities and challenges. The next generation of family business leaders will gain a deep understanding of business operations, master the latest management methodologies, tools and techniques, enhance their leadership skills and help drive innovation to create a business that endures for generations.

## Programme Takeaways



Enhance & scale your family business operations.



Implement growth hacking strategies with digital tools & analytics.



Master business modelling, planning, & fundraising.



Develop financial acumen for effective business management.



Understand venture finance, risks, & returns.



Ensure compliance with GST, TDS, & labour laws.



Improve business & leadership communication effectiveness.



Foster innovation & strategic thinking in business.



Strengthen self-management & team leadership skills.



Facilitate family succession planning.



## WHO WILL BENEFIT?

- Professionals with more than 2 years of experience.
- Aspiring entrepreneurs and business owners seeking to refine the strategies in business management & innovation.
- Next-generation family business leaders aiming to navigate the challenges of family dynamics, succession planning, and sustainable growth.



## **MODULE 1**

### **Management Practices for Entrepreneurs**

- Strategic Management Fundamentals.
- Microeconomics.
- Statistics.
- Corporate Governance.
- Global Strategy and Internationalisation.
- Financial Management.
- Fundamentals of Marketing Management.
- Fundamentals of Organizational Behaviour.
- Business Ethics.
- Macro Economics.
- Management Information Systems (MIS).
- Legal Aspects of Family Businesses.
- Change Management and Succession Planning.
- Communication for Business Leaders.

## **MODULE 2**

### **Business Landscape for Entrepreneurs**

- Corporate Strategy.
- Brand Management.
- Investment and Venture Financing.
- Leadership in Family Businesses.
- Human Resource Management (HRM) in Family Businesses.
- Operations Management (OM) in Family Businesses.

# **What Does Programme Cover?**



- Simulation.
- Innovation and Technology Management.
- Demand Forecasting and Sales Management.
- Digital and Social Media Marketing.
- Data Management and Analytics.
- Financial Analysis and Valuation.

### **MODULE 3**

#### **Entrepreneurial Success**

- Intellectual Property (IP) Management.
- Growth Strategy.
- Business Models.
- Negotiation.
- Consumer Insights Mining.
- Sales and Distribution Management.
- Digital Transformation.
- Risk Management and Financial Planning.
- Taxation.
- Government Schemes for Businesses.
- Supply Chain Management.
- Digital Platform and Data Monetization.
- Capstone.

### **OPTIONAL**

- International Immersion.
- Practical Information Sharing Sessions (on schemes).

## **What Does Programme Cover?**





# Why Should You Invest In This Programme



Elevate your expertise with a cutting-edge family business and entrepreneurship programme from a top-tier IIM, renowned for its proven pedagogy.



Gain actionable strategies in marketing, finance, and innovation through the latest theories and best practices.



Successful completion of the programme bestows participants with the prestigious IIM Indore Executive Education Alumni status.



Immerse yourself in 9 days of intensive learning at the scenic IIM Indore Campus, spread across 3 phases, each spanning 3 days, strategically designed for maximum retention and impact.



Experience hands-on learning with insightful use-cases and discussion-led sessions, culminating in a practical Capstone Project.



Tailored for entrepreneurs, the programme emphasizes real business use cases and is facilitated by domain experts for maximum impact.

## PEDAGOGY

- Contextually relevant case studies & discussion methods, encouraging reflective learning.
- Hands-on assignments, projects, and simulations for applied learning and analytical processes.
- Balancing theory and practice, enabling multi-dimensional programme analysis through immersive experiences.

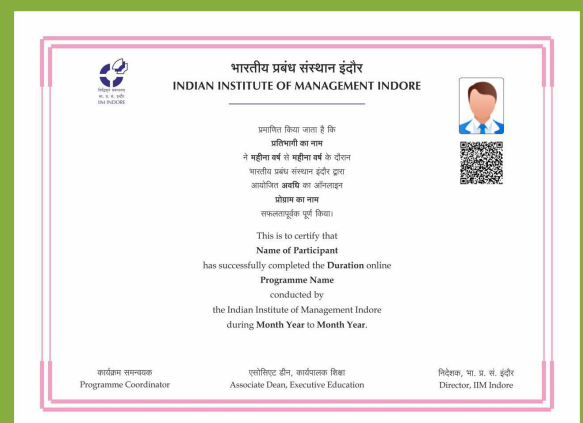


## ON-CAMPUS MODULE

- The 12 months programme includes 9 days of Intensive Learning at the IIM Indore Campus situated atop a scenic hillock for contemplative learning. The 9 days are divided into 3 phases, each lasting 3 days, carefully planned for effective learning throughout the programme.

## Evaluation & Certification

The progress of participants will be continuously assessed through quizzes, assignments, tests, and examinations. Participants must achieve a minimum score/grade, determined by the Institute, to successfully complete the course.





# The IIM Indore Advantage

- IIM Indore ranks among India's top 5 IIMs and stands within the top 1% of Global MBA schools, having received the prestigious Triple Crown accreditations from AMBA (UK), AACSB (USA), and EQUIS (European Union).
- IIM Indore is currently ranked 8th in India by NIRF, a Ministry of HRD initiative.
- Ranked 3rd among IIMs for both Open and Customised Executive Education Programmes in the Global FT Executive Education Rankings 2024.
- In the QS World Rankings, IIM Indore holds the 25th position in Asia for its global MBA programmes.
- Renowned for excellence in education and research, IIM Indore employs contemporary pedagogies and learning-edge content to encompass emerging management domains.



# Meet The Programme Director

Punyashlok Dwibedy has completed his Ph.D. from the Indian Institute of Management, Ahmedabad in Strategy. His thesis explores the factors impacting firms' technological choices and how these choices affect firm performance. Prior to joining IIM Indore, he worked as an Assistant Professor at Ahmedabad University from August 2021 to May 2022. He has also worked as Manager-Corporate Business in HDFC ERGO General Insurance from 2014-2016 in Hyderabad.

Punyashlok holds a bachelor's degree in Electrical and Electronics Engineering from the Biju Patnaik University of Technology, Rourkela, and a Post Graduate Diploma in Management from IMT, Nagpur. He is a native of Odisha and has his parental home in Cuttack.

His research interests include innovation and technological choices of firms, combination of innovation practices affecting firm performance, and entrepreneurship. His publications include "Informal competition and product innovation decisions of new ventures and incumbents across developing and transitioning countries".

His teaching interests include Technology and Firm Strategy, Strategic Management, Strategy and Innovation, and Entrepreneurship in Emerging Markets. He has co-authored a case on the acquisition of a foreign firm by an Indian family business, named, "Tega Industries: The South Africa Acquisition" published by the IIM Ahmedabad Case Centre and available on Harvard Business Cases Store. The case has been awarded the "Madan Mohanka Research on Internationalization of Business Award" for the year 2021 at IIM Ahmedabad.



**PUNYASHLOK DWIBEDY**



# Alumni Status

Participants who successfully complete the programme become eligible for the prestigious Executive Education Alumni status at IIM Indore. This acknowledgment comes with special advantages, enabling you to remain engaged with the institute's active community. Current alumni membership plans are as follows:

## 2 YEAR MEMBERSHIP

For INR 1000/- plus applicable taxes, enjoy alumni benefits for a span of two years

## LIFETIME MEMBERSHIP

Secure lifelong access to alumni benefits by opting for this plan at INR 10,000/- plus applicable taxes

## As An Executive Education Alumni, You Will Enjoy The Following Privileges:

Regular Communication of Brochures & Newsletters From IIM Indore

Access to the IIM Indore Campus Library (Onsite Access Only)

An Official Email ID Affiliated With the Institute

An Exclusive ID Card That Signifies Your Alumni Status

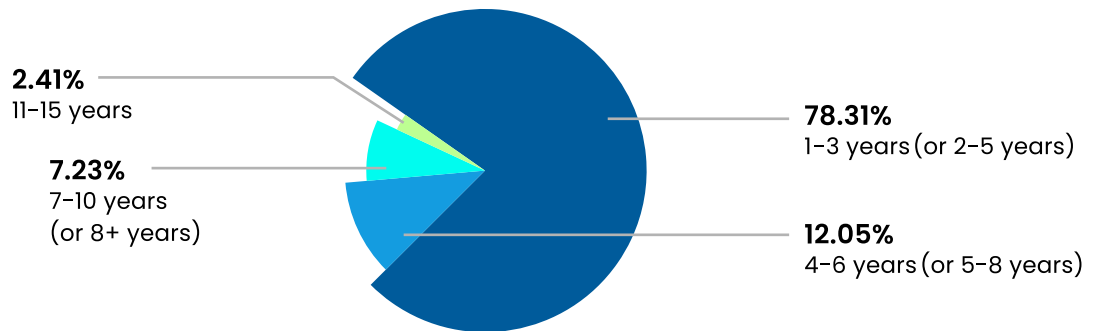
Mere successful completion of the programme, application submission, and fee do not entitle a participant to be eligible for executive education alumni status. IIM Indore reserves the right to confer or withhold executive education alumni status.

IIM Indore reserves the right to modify the above conditions at its discretion at any time without notice.

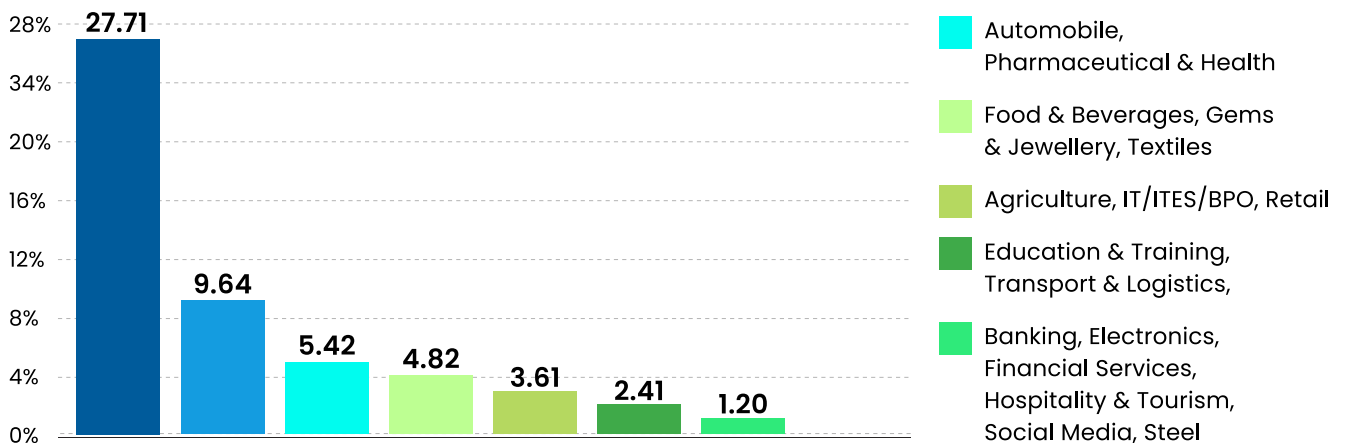
Only the courts at Indore, India will have the territorial jurisdiction to try any disputes arising in respect of the Executive Alumni membership being granted.

## What Were The Profiles Of Participants In The Previous Batch?

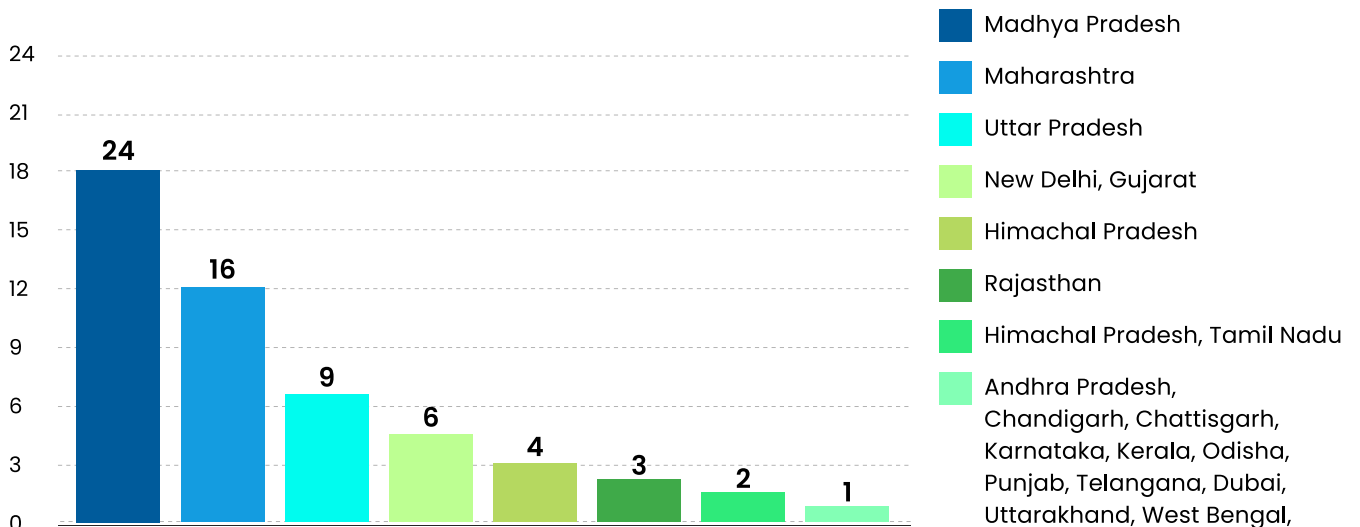
### EXPERIENCE WISE REPRESENTATION



### INDUSTRY WISE REPRESENTATION



### STATE WISE REPRESENTATION





## About VCNow?

VCNow, a flagship initiative by Unified Collaboration Services LLP, is dedicated to delivering high-quality executive education through strategic partnerships with top business schools such as IIMA, IIMC, IIML, IIMI, IIMN, SPJIMR, XLRI, and more. Our mission is to equip executives with the advanced knowledge and skills needed to excel in today's dynamic business environment.

Our programmes encompass a wide range of technical and management domains, tailored to meet professional development goals. Delivered by esteemed faculty, our courses blend academic rigor with practical insights.

### Key Highlights:



**20000+ Executives Empowered**



**30 Centres Across India**



**15 Years of Excellence**



**Partners To TopB-Schools Nationwide**

## What Are The Attendance Criteria?

Participants are expected to attend all sessions of a given course. Participants may take leave on account of emergencies, subject to the approval of the programme Coordinator. However, a 75% minimum attendance requirement would be considered for the final grading.

### FEE STRUCTURE

FEE TOWARDS	DEADLINE	AMOUNT
Commitment Fee	At the Time of Acceptance of Offer Letter of Admission	₹ 10,000
Programme Fee (1st Installment)	Payable at the Time of Admission (Excluding GST)	₹ 1,10,000
Programme Fee (2nd Installment)	Payable Within 3 Months of Admission (Excluding GST)	₹ 1,10,000
Programme Fee (3rd Installment)	Payable Within 6 Months of Admission (Excluding GST)	₹ 1,10,000
Programme Fee (4th Installment)	Payable Within 9 Months of Admission (Excluding GST)	₹ 1,07,000
Total Fees Exclusive of Application Fee & GST		₹ 4,47,000

# Learn At Your Own Pace

**01**

You Invest  
₹4,50,000 + GST

**02**

Pay in 4 Easy  
Installments

**03**

Last Date to Apply  
15th May, 2025  
(Phase II)

**04**

Commencement  
June 2025

**05**

Convenient Timings  
Every Wednesday  
From 7:00 to 8:15 PM  
& Saturday From  
2:30 to 5:15 PM IST

**REGISTER NOW**

**KNOW MORE**