

# **FORE School of Management, New Delhi**

## **Faculty Development Program on Entrepreneurship Development**

**Dates: August 11 – 13, 2021 (Wednesday/Thursday/Friday)**  
**Timings: 10 AM - 12 PM, 1 PM - 3 PM (Virtual Mode) on each day**

### **INTRODUCTION**

The success of a start-up or a new venture depends on the inherent viability of the project and the way the project is planned, implemented and managed. As far as the planning, implementation and management of a new venture is concerned, it is the entrepreneur who carries out most of the functions. The Entrepreneur acts as a driving force behind the performance of these tasks. In order to carry them out efficiently, the Entrepreneur needs to have certain knowledge, skills and an appropriate profile. So entrepreneurship is a combination of skills, attitude and knowledge, difficult to teach in conventional institutional framework-but possible to develop through educational inputs.

### **OBJECTIVES**

- Help the participants to examine their entrepreneurial attributes and innovation insight
- Enable participants to explore critical components of entrepreneurship and innovative project ideas/opportunities
- Analyze real life successful cases and develop marketable business plan

### **CONTENTS**

- Charms of being an Entrepreneur
- Importance of Entrepreneurial mindset
- Mapping of Entrepreneurial Competencies
- Idea Generation; Creativity and Innovation
- Opportunity Evaluation
- Developing the Business Model and Plan
- Presenting the Business Plan
- Types and sources of Venture Funding

### **PEDAGOGY**

The FDP will be a combination of theoretical constructs with practical applications. Case studies, simulations, role-plays and games will be utilized to enhance opportunities for learning.

### **WHO SHOULD ATTEND**

The workshop would be useful for Business professionals, consultants, management teachers, and Entrepreneurs who are interested in developing an Entrepreneurial mind-set at workplace and be a coach & mentor those who want to start their own ventures.

## **Program Director**

**Prof. Anita Tripathy Lal** is a Professor at FORE School of Management, New Delhi. Her expertise lies in the areas of Business Communication, Leadership & Entrepreneurship. She has floated electives like Effective Leadership Communication Through Theatre Techniques; Written Analysis and Communication and New Venture Planning. She is a Ph.D. from IIT Kanpur and has about 25 years of work experience in the areas of teaching, training, research, and consultancy. She also has the experience of teaching as visiting faculty at IIT Delhi, IIT Kanpur, IIFT Delhi, IIM Ranchi, and IIM Rohtak. She has been a part-time consultant for two years to NTPC's World Bank-funded projects on Environmental Impact Assessment.

Connecting with the corporate is her forte. She has headed PGP Programs and Placements in the past and has been able to coordinate live projects, internships, and final placements for students successfully. She has also conducted a number of Management Development Programs and workshops in the areas of her expertise Business Communication, Entrepreneurship and Leadership for corporate professionals from Private & Public sectors, MNCs & NGOs along with numerous officials from State Trading Corporation, Indian Statistical Service, Indian Forest Service and Indian Administrative Service. Her MDP's and workshops are in the areas of 'Overcoming stage fear for Public Speaking; Effective Communication Through Theatre Techniques; Interpersonal Relationship, Communication & Presentation Skills, Written Communication, Assertiveness, Positive Attitude, Level 5 Leadership, Intrapreneurial Mindset for Leadership Roles, Entrepreneurial Mindset and Competencies, Opportunity Evaluation and Business Model & Plan'. She has a keen interest in personality development and research-related activities. She has national and international research papers to her credit.

In 2011-12, she has received certification on the 'Mentor Development Program for Entrepreneurs' jointly from London Business School and National Entrepreneurship Network. Being a certified mentor she has been successfully mentoring entrepreneurs. Her passion though remains 'Student Start-ups'. Over the years, she has mentored more than a hundred Start-ups. She has been felicitated by TiE New Delhi for her contribution as a Mentor to the TiE Young Entrepreneurs (TYE 2014-15). She has also been on the 'Mentoring Board' of IIT Kanpur Entrepreneurship Cell and Amity University. Currently, she is heading the Centre for Entrepreneurship Development at FORE. Prof. Lal is able to create an ideal blend of Leadership, Entrepreneurship, and Communication in her training programs, a few of the most potential skills critical to creating success stories for Organizations in today's uncertain times.

## **Contact for further details:**

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