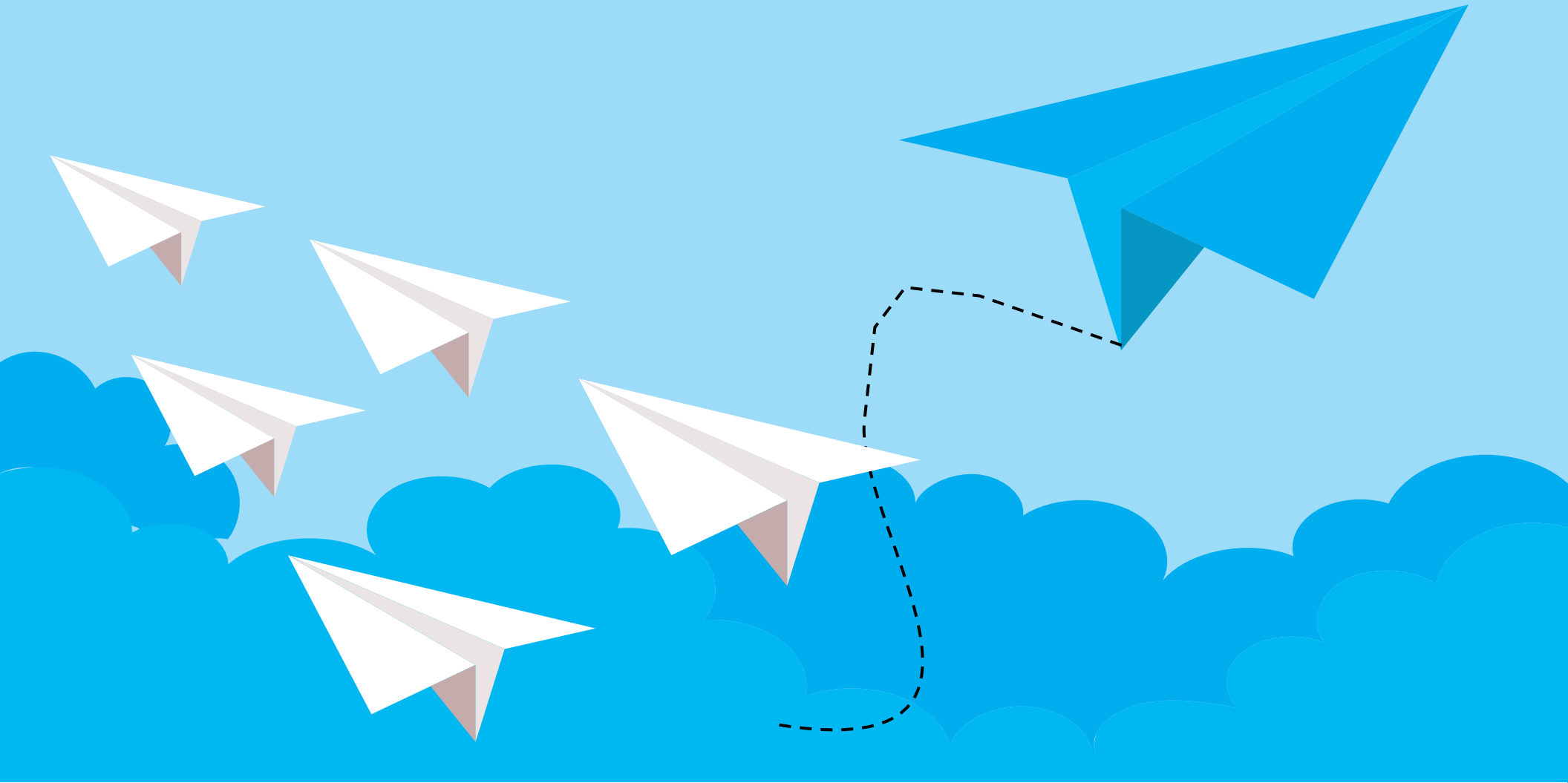


Creating Entrepreneurial Organisations

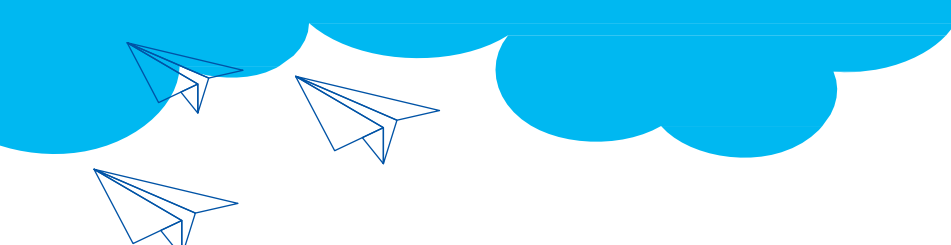
March 3 – 6, 2025



विद्याविनियोगादिकासः

**Executive
Education**

INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

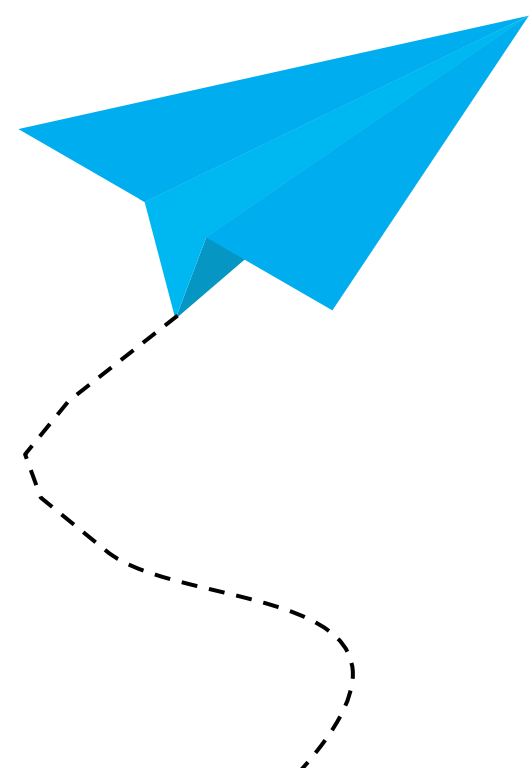


Corporate entrepreneurship (also called intrapreneurship/ internal corporate venturing/ corporate innovation) refers to the development and implementation of new ideas within established companies. It is an attempt to inculcate the mind sets and skills of smaller firms within larger entities. Globally, with the proliferation and often-meteoric rise of start-ups, corporate entrepreneurship is increasingly recognised as necessary to protect and even enhance a firm's competitive position. This programme provides an opportunity to understand how novel opportunities are pursued within firm boundaries, design a corporate venturing process, and nurture an organisational appetite for bold experimentation.

Objectives

- Develop an understanding of the corporate venturing process and how some firms have managed to embed it.
- Realise the importance of key variables (innovation, pro-activeness and risk taking) involved in corporate entrepreneurship.
- Appreciate the many models of corporate entrepreneurship and connect those that fit with your own organisation.
- Facilitate an environment where intelligent failure is not only tolerated but encouraged.
- Engage with concepts like the lean start-up, open innovation and design thinking.

Major Strengths of the Programme

- A cohort of participants from different industries to learn best corporate entrepreneurship practices and intrapreneurship models
 - Faculty with research and teaching expertise related to individual and firm level entrepreneurship
 - IIMA's experience of incubating start-ups at the CIIE (Centre for Innovation, Incubation and Entrepreneurship)
 - Strong contextualization of cases and readings
 - Provide the analytics, models and tools required to foster entrepreneurship within the firm
- 



Programme Highlights

- What, why, how of corporate entrepreneurship?
- Nurturing and embedding an entrepreneurial mindset in large companies
- Measuring a firm's environment for corporate entrepreneurship
- Role of design thinking in corporate entrepreneurship

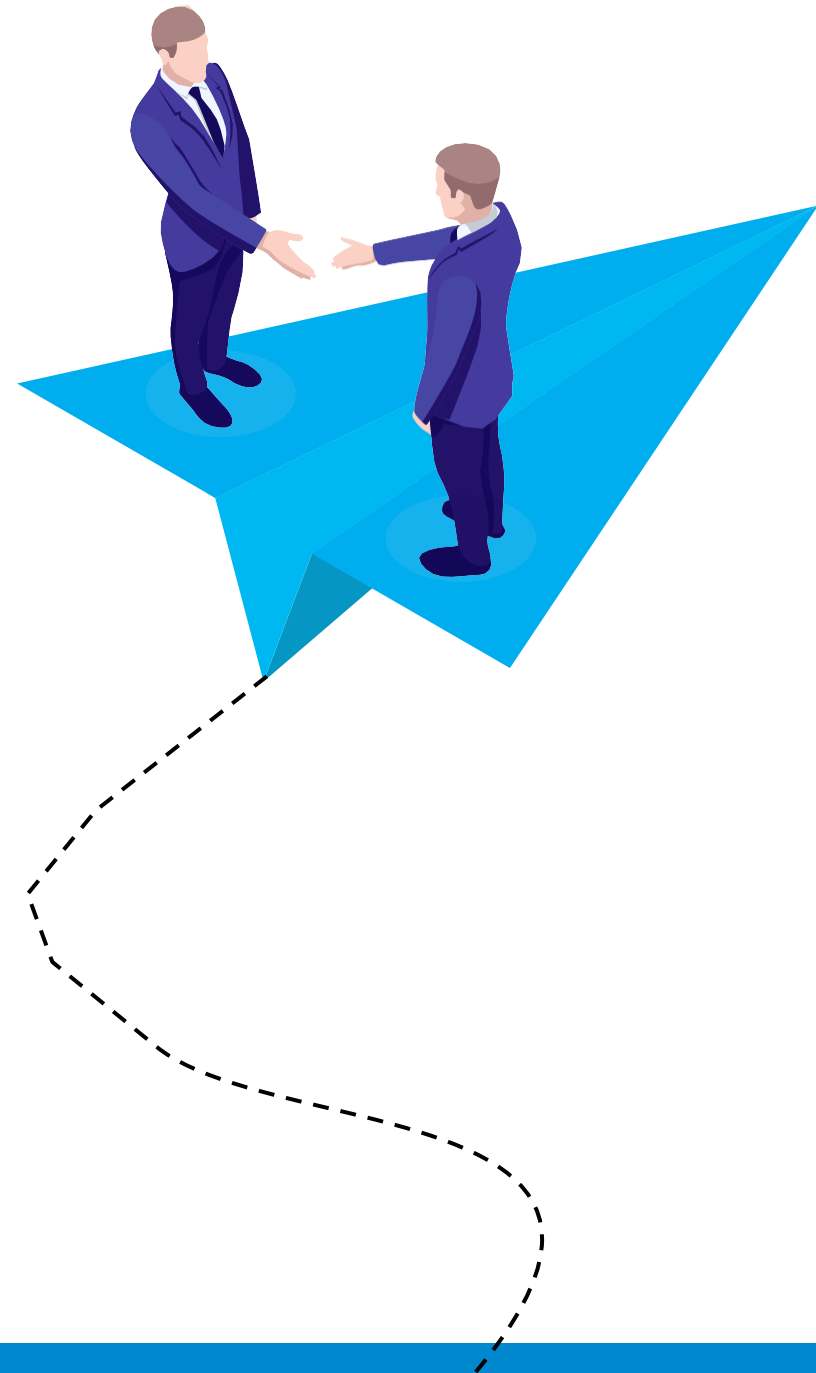
Who Should Attend

The programme is designed for senior executives who have a role and responsibility in establishing and managing ventures within an existing organization; who are charged with creating a start-up environment to nurture embryonic businesses within organisations or envisage themselves occupying either of these roles in the future.

Pedagogy

The programme will use a mix of pedagogies, such as:

- Case studies
- Lectures
- Group projects
- Role play





Faculty

Prof. Amit Karna
(Faculty Co-Chair)
Email: karna@iima.ac.in



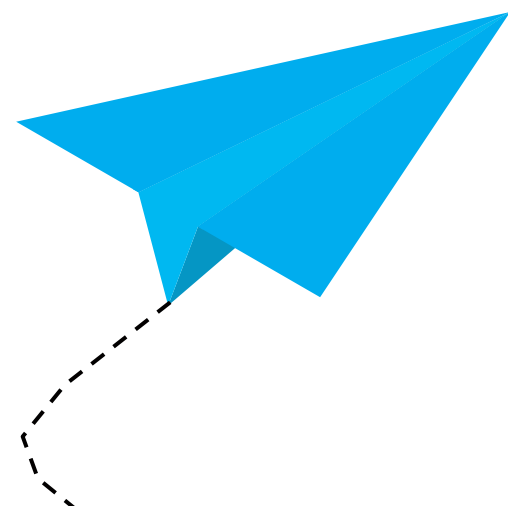
Prof. Amit Karna
PhD (IIM Ahmedabad)

Amit Karna is a Professor of Strategy at the Indian Institute of Management Ahmedabad (IIMA). His teaching and research interests lie in the areas of strategic management, technology management, innovation, and entrepreneurship. Karna has over 12 years of teaching experience, and has extensively taught courses in MBA, PhD and Executive programmes in India, Germany and France.

He has designed and delivered several management development programmes focused on strategy and innovation. Karna's research is in the fields of dynamic capabilities, innovation, and international strategy. He regularly offers open enrolment programmes on Innovation & Corporate Strategy, Design Thinking, Creating Entrepreneurial Organizations, Creative & Cultural Businesses Programme, and several Bootcamps for startups in digital and social domains.

Karna serves on the Board of CIIE Initiatives since 2015 and CIIE Regional Innovation Foundation since 2018. At EBS, he held the position of Academic Director of MBA programme 2012-14 and MSc in Management Programme 2013-14. Karna serves on Editorial Review Board of Journal of Management (FT50) since 2014 and other journals of global repute. He is on the advisory board of South Asia Chapter of Academy of International Businesses.

His research has received nomination and awards in major international conferences. He has been a visiting faculty at IESEG School of Management in France between 2012 and 2014. Prior to his PhD, he has an MBA and has worked with the Aditya Birla Group in various managerial positions.





Faculty

Prof. Mukesh Sud
(Faculty Co-Chair)
Email: mukeshs@iima.ac.in



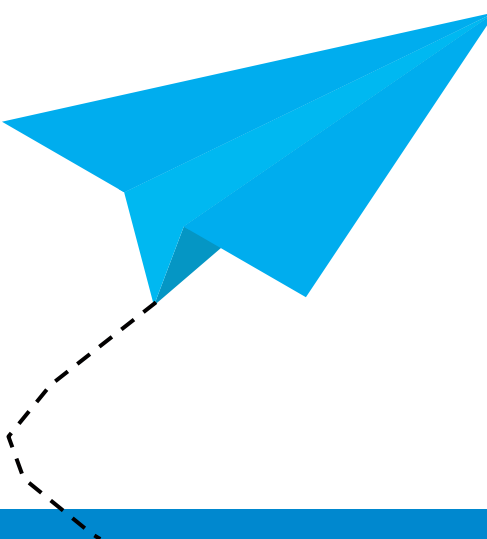
Prof. Mukesh Sud

BTech (IIT Delhi), PhD (IIM Bangalore)

Prof. Mukesh Sud has over three decades of professional experience divided equally between entrepreneurship and academia. After graduating from the Indian Institute of Technology (IIT) Delhi, Prof. Sud was an entrepreneur where he established several small-scale industries which he exited in 2000.

He then completed a doctoral program at IIM Bangalore. From 2006 he spent the next decade in academia in the US finally teaching at Fairfield University in CT where he got tenure. Prof joined IIM Ahmedabad in 2015 where he was a full-time faculty in the Strategy Area till 2023. He continues as a visiting faculty there as well as at Ashoka University.

In 2022 Prof. Sud co-authored a book titled “Leap Frog: Six Practices to Thrive”. It has been published by Penguin Random House and is a national bestseller. Leapfrog has been translated into multiple Indian languages and also been printed and is being sold in Singapore.





How to Apply

To register for the programme, fill in the application form through the link below:

<https://bit.ly/CEO-EEP>

The closing date for receiving applications is **February 17, 2025**. The last date for early bird discount is **February 10, 2025**. All applications are subject to review and approval by the programme faculty (usually after the due date for receiving applications). A formal acceptance letter will be sent to the selected candidates. Applicants are requested to make their travel plans only after receiving the acceptance letter.

For more information, please email us at mdp-info@iima.ac.in, connect with us on WhatsApp at **6357435951**, or call us at **07971524624**.

Certification

A Certificate of Participation will be issued to the participants at the end of the programme, subject to their having attended all the sessions of the programme. Absence from any session needs to be with the prior approval of the Programme Faculty Co-Chairs.

Venue and Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get full board and air-conditioned single room accommodation either on campus or with empanelled hotel partner.

IIMA norms do not allow participants to have guests staying with them during the programme.



Programme Fee & Payment

INR 160,000 plus GST per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fee, programme materials, boarding and lodging.

The programme fee along with the application form should be received by the Executive Education Office latest by **February 17, 2025**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If an application is not accepted, the fee will be refunded to the person/organisation concerned.

The programme fee can be paid in one of these two ways:

[A] Electronic Fund Transfer

1. Name of Beneficiary: **Indian Institute of Management Ahmedabad**
2. Savings Bank A/c **IIMAHMOEP**
HDFC Bank Limited, Ahmedabad Vastrapur Branch (IFSC Code: HDFC0000048, MICR Code: 380240003)
3. Name of Remitter: _____ (Please mention the name of the sponsoring organization)
4. Purpose of Remittance: Creating Entrepreneurial Organisations
5. IIMA Permanent Account Number (PAN): AAATI1247F
6. IIMA Tax Deduction Account Number (TAN): AHMI00189A
7. IIMA GST Registration Number: 24AAATI1247F1Z4 (SAC: 999293)

After making the payment, please email us the complete transaction details immediately so that we can link your remittance with your nomination.



[B] Payment Gateway

Please visit the following link for Payment Gateway:

<https://bit.ly/CEO-Payment>

Discount

Early Bird Discount: Nominations received with payments on or before **February 10, 2025** will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not, however, guarantee acceptance of the application.

Group Discount: Any organization sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organizations can avail them selves of both the discounts subject to a maximum overall discount of 10%.

Any organization sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

Programme dates and fee are subject to change at the discretion of the Institute.

IIMA Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time, on or after April 1, 2012, will have to attend for a total of 21 days in one

or more programmes in order to be eligible for alumni status and alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000/- + GST.

Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

Major Programmes Offered by IIMA

- Two-Year Post Graduate Programme in Management (MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (MBA- FABM)
- Ph.D. Programme in Management
- One-Year Full Time Post Graduate Programme in Management for Executives (MBA- PGPX)
- Executive Education offers short duration programmes through open enrollment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme (FDP)
- ePost Graduate Diploma in Advanced Business Analytics (ePGD-ABA)
- Blended Post Graduate Programme in Management (BPGP)

The Institute has 100 plus faculty members working in the following management areas and centres:



Disciplinary Areas & Groups

- Centre for Management in Agriculture (CMA)
- Communication
- Economics
- Finance and Accounting
- Human Resources Management
- Information Systems
- Marketing
- Organisational Behaviour
- Operations and Decision Sciences
- Public Systems Group
- Ravi J. Matthai Centre for Educational Innovation (RJMCEI)
- Strategy

Interdisciplinary Centres

- Ashank Desai Centre on Leadership and Organisational Development
- Brij Disa Centre for Data Science and Artificial Intelligence
- Centre for Digital Transformation
- Centre for Management of Health Services
- Centre for Sustainability and Corporate Governance Research
- Centre for Transportation and Logistics
- Gender Centre
- IIMA Ventures (Formerly known as IIMA-CIIE)
- India Gold Policy Centre
- JSW School of Public Policy
- Madan Mohanka Centre of Excellence in Case Method of Learning
- Misra Centre for Financial Markets and Economy
- NSE Centre for Behavioural Science in Finance, Economics and Marketing



**Executive
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Website: <https://www.iima.ac.in/executive-education>