



भारतीय प्रबंध संस्थान मुंबई
Indian Institute of Management Mumbai

CERTIFICATE PROGRAM IN **ENTREPRENEURSHIP AND START UP MASTERY** *FROM IIM MUMBAI*

PROGRAM OVERVIEW

Indian Institute of Management Mumbai (IIM Mumbai) stands among India's premier institutions for excellence in management education, leadership development, and impactful research. **Ranked 6th in the National Institutional Ranking Framework (NIRF) 2024** for Management Institutes, IIM Mumbai is committed to nurturing future-ready leaders equipped to navigate an ever-evolving global business landscape. The institute offers world-class programs centered on entrepreneurship, innovation, and strategic leadership. With a strong focus on experiential learning, industry collaboration, and tailored educational experiences, IIM Mumbai fosters a transformative environment that empowers professionals to lead meaningful change in their organizations and society at large.

In alignment with the National Education Policy (NEP) 2020, which promotes a multidisciplinary and experiential learning approach, and in keeping with IIM Mumbai's commitment to expanding the frontiers of management education, this Certificate Program in Entrepreneurship and Start Up Mastery emerges as a timely initiative. As the entrepreneurial ecosystem in India gains momentum, this program aims to develop visionary leaders equipped with foundational and advanced business acumen, agility, and strategic foresight, essential to thrive in today's dynamic and innovation-driven market landscape.

This program, in collaboration with NSDC and Masai, is designed to equip participants with the critical skills needed to excel in entrepreneurship and startup management. It focuses on the emerging startup ecosystem in India, providing essential knowledge on idea generation, innovation, funding mechanisms, startup operations, marketing, and leadership skills through expert-led sessions, case studies, and hands-on experience.

WHY CHOOSE THIS COURSE?

- Earn a prestigious certificate from IIM Mumbai, one of India's foremost institutions in management education
- Learn from distinguished educators—renowned faculty shaping India's entrepreneurial and leadership landscape
- Immerse in real-world learning through case studies, expert-led sessions, and immersive entrepreneurial experiences
- Gain deep insight into India's start-up ecosystem, covering innovation, scalability, and funding frameworks
- Develop practical expertise and build strategic networks through collaborative learning and industry interaction
- Unlock an opportunity to present your ideas at the exclusive Ideathon event hosted at IIM Mumbai

**Eligibility for the Ideathon will be determined based on predefined academic and program-related criteria.*

COURSE DETAILS

Course Duration
4 Months, 12 modules

Weekly Commitment
8 Hours, 4 Hours Live Classes

Module 1: **Introduction to Entrepreneurship**

This module introduces the fundamentals of entrepreneurship, covering the mindset required to become a successful entrepreneur. You will learn how to create a business model, identify opportunities, and test your ideas to validate your business concepts.

Module 2: **How to Innovate and Grasp Customer Needs**

In this module, you will explore how to deeply understand customer needs and how innovation can solve their problems. You will learn how to conduct effective market research and design solutions based on customer insights.

Module 3: **Project Management for Startups**

This module covers the essential skills of project management in a startup environment. You'll learn how to manage resources, time, and risks, ensuring your startup projects stay on track and meet their goals.

Module 4: **Product Development**

Focus on the product development lifecycle, from ideation to market-ready products. This module will help you understand how to create prototypes, gather user feedback, and iterate on your product to meet customer demands.

Module 5: **Technology Decision Making for Startups**

Learn to make strategic decisions about the technology selection. This module will teach you how to choose scalable and cost-effective technology solutions that align with your startup's goals.

Module 6: **Digital Marketing**

Explore the world of digital marketing and how to use it effectively for your startup. Learn the appropriate techniques, social media marketing, and advertising to build your brand and attract customers.

Module 7:

Minimum Viable Product: The Lean Approach to Product Development

The Lean Approach to Product Development This module introduces the Lean Startup methodology, which focuses on building a Minimum Viable Product (MVP). Learn how to validate your ideas quickly, minimize waste, and scale your product effectively.

Module 8:

Types of Startup Funding

Understand the different funding options available to startups, from venture capital to crowdfunding. Learn how to choose the right funding sources for your startup and how to pitch to investors effectively.

Module 9:

Financial Planning for Startups

Learn how to create a solid financial plan for your startup. This module will teach you about budgeting, forecasting, managing cash flow, and fundraising strategies to ensure your startup's financial health.

Module 10:

Protecting Your Idea Through IP

Intellectual Property (IP) protection is crucial for startups. This module explains how to secure your innovations through patents, trademarks, and copyrights, etc. ensuring that your ideas are legally protected.

Module 11:

Startup Leadership

Effective leadership is key to the success of any startup. In this module, you'll learn leadership strategies that help in building, managing, and motivating a team to drive growth and success.

Module 12:

Startup Operations

This module focuses on the operational aspects of running a startup. Learn how to set up effective processes, scale operations, and manage the day-to-day functions of your startup to ensure its long-term success.

MEET OUR INSTRUCTORS



Prof. Ruchita Gupta
IIM Mumbai



Prof. Nikhil Ghag
IIM Mumbai



Prof. Rosalin Sahoo
IIM Mumbai



ADMISSION PROCESS



Clear Qualifier Test

You must pass the exam to confirm your seat for the program.



Complete Onboarding

Only shortlisted candidates go through the onboarding process.



Start Learning

Learn from India's top educators and stand out from the crowd.

FEES STRUCTURE

Qualifier Test Fee*	₹99	
	Option 1	Option 2
	Upfront	EMI Through our NBFC partners
Secure Seat Fee (Non-Refundable)	₹4,000	₹4,000
Remaining Course Fee (Non-Refundable)	₹76,000	₹13,933 x 6 months
Total Program Fee	₹80,000	₹87,598

*100% refund of the qualifier test fee, if you don't qualify or choose not to enrol after counselling.

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