

Department of Business Management, Osmania University, (DBM, OU)

DBM, OU, is part of Osmania University, NAAC 'A Grade' University with Potential for Excellence. The Department, established in 1962, offers Post Graduate and Doctoral programs in Management both to regular students and working professionals. The program aims at moulding students into effective managers by providing them with courses reinforced with multi-faceted inputs of management education using state-of-the-art methods of training and active industry interface. In addition to the regular MBA (Day) programme, the Department also offers MBA (Evening) program to working executives and MBA (Tech.Mgt). The Department has collaborated with various organizations to offer exclusive Management programs in specialized areas. The department also offers Ph.D and Post-Doctoral courses. The Department of Business Management provides affiliation to about 150 colleges offering MBA program. The Department has an alumni association namely OUCCMBA set up in 1997 and some distinguished alumni include Mohan Kanda, Former Chief Secretary; Dr. A. Sharath, IAS; Nadendla Manohar; Sudhakar Kaza, RBI; Dalbir Singh, Former Chief of Army Staff etc. Some of these alumni are in senior management positions while some are entrepreneurs.

Centre for Entrepreneurship Development and Business Sustainability, RUSA 2.0

The Department of Business Management has established a Mini Centre of Excellence for Entrepreneurship Development and Business Sustainability funded by RUSA, MHRD, Govt. of India. The aim of the Centre is to develop entrepreneurial skills among potential and existing entrepreneurs and also address the concerns of longevity of business enterprises. As part of the ongoing activities of the Centre, we are pleased to present a seven day national program for training entrepreneurs and aspiring entrepreneurs. This is being called as the 'Entrepreneurship Development Program.' The program will be conducted in collaboration with Osmania Technology Business Incubator.

Osmania Technology Business Incubator (Osmania TBI)

Osmania - TBI having the potentiality to nurture the technological innovations in multiple disciplines by conducting various incubation programs provides a wide range of services for assisting the aspiring entrepreneurs and also for early stage start-ups. Osmania – TBI is having world class infrastructure facilities having a space of about 12,000 sq.ft. provided by the Osmania University at the Central Facilities for Research and Development (CFRD) Building.

Osmania –TBI is having pleasant work ecosystem being designed and built up as a state-of-the-art incubation along with all services that are required for start-ups to focus on their core area of work to succeed. The TBI offers research based innovation facilities, mentoring, funding, Legal/IPR services, start-up clearances and approvals.

Who can participate?

Students, Academicians, Entrepreneurs and all stakeholders in the business Eco-system.



**Department of Business Management
Osmania University, Hyderabad, Telangana
Centre for Entrepreneurship Development &
Business Sustainability (CEDBS)**

(Centre with potential for excellence under RUSA 2.0, MHRD, Govt. of India)

is organizing

a **Seven – Day National Online Training program**
On

“ENTREPRENEURSHIP DEVELOPMENT”

5th - 11th October, 2020

in Collaboration with

Osmania Technology Business Incubator

Chief Patrons

Sri. Arvind Kumar, IAS
Incharge Vice – Chancellor,
OU., Hyderabad

Patrons

Prof. Ch. Gopal Reddy
Registrar, OU., Hyderabad

Prof. T. Krishna Rao
OSD to Vice-Chancellor, OU.

Prof. Sriram Venkatesh
Nodal Officer, RUSA 2.0, OU.

Dr. Chelmala Srinivasulu
I/c Director, Osmania
Technology Business Incubator

Prof. D.Chennappa
Principal, UCC&BM and
Coordinator - CEDBS

Dr.V.Sudha

Program Director & Co-coordinator - CEDBS

Convenors

Dr.G.Vidyasagar Rao - Asst. Professor, DBM, OU
Dr.V.Samunnatha - - Asst. Professor, DBM, OU



Key takeaways

1. Knowledge of preliminary start up activities
2. Awareness of the regulatory compliance & documentation required for doing business.
3. Participants can understand the different sources of funding and the fund raising process, so they can be made investor ready.
4. Peer learning and networking through the program, for ideas sharing and doing business.
5. Useful for Faculty for better understanding and teaching the subject better.
6. Opportunity to avail the advanced training facilities and be part of cohort at Osmania TBI .
7. Participants will be awarded with E-Certificates.

Tentative Program Schedule

DATE / DAY	SESSION-I 2:30 PM- 4:00 PM	SESSION-II 4:00 PM- 5:30 PM	SESSION-III 5:30 PM-7:00 PM
05.10.2020 MON	Inaugural	Why self employment? Entrepreneurial competencies	Idea generation and market opportunity identification
06.10.2020 TUE	Schemes of Assistance & Fund raising Process	Communication, Negotiation and networking	Resource Planning to start-up - Capital, Funds, Team etc.
07.10.2020 WED	Market Validation Process -Validating your Business idea & Customer discovery validation	Lean Business model canvas Full Business Model canvas	Business Model Canvas-the 9 Blocks
08.10.2020 THU	Preparing a Business Plan	Regulatory & legal compliances - Company incorporation; taxation and other regulation	Financial Projections & Business valuation
09.10.2020 FRI	Importance of Insurance, schemes - how to claim	Costing & Pricing, Fixed and Variable Cost, Break even analysis	Market Segment/ Positioning / targeting/Pricing/ Branding/promoting/ Launching
10.10.2020 SAT	Business strategy & growth	Identifying Key partnerships & Stakeholders	Interaction with Entrepreneurs
11.10.2020 SUN	Talent acquisition / team management	Digital Literacy	Valedictory

Mode of Program: Live Web Session through Online

Instructions to participants:

Prerequisites— Participant should have a Laptop or Desktop with Webcam, Headphones with mic and or a Smartphone with Good Internet connection

For queries contact:

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