

# 10,000 WOMEN

Certificate Programme for Women Entrepreneurs

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Expanding the entrepreneurial talent and managerial pool in developing and emerging economies - especially among women - is one of the most important means to reducing inequality and ensuring shared economic growth.

A critical, yet often overlooked condition for reducing inequality and ensuring that the benefits of globalisation are more widely spread is a robust and growing class of entrepreneurs, managers and financial leaders in developing countries - especially one that promotes opportunities for women.

## *About the programme*

Launched by Goldman Sachs, 10,000 Women is a global initiative that will increase the number of under-served women receiving business and management education. The belief of the initiative is that partnerships between education, development and business experts can help bring about significant change through improved business education for women. The Indian School of Business (ISB), Hyderabad is an academic partner for the 10,000 Women initiative in India. Through this programme, Goldman Sachs and the ISB will be able to provide world class education that help women entrepreneurs to think big and grow their businesses.

Over the last three years, more than 300 women entrepreneurs have successfully completed the programme across Bengaluru, Delhi, Hyderabad, Mumbai, and Pune.

## *About the ISB*

The Indian School of Business (ISB) was established in 2001 with an aspiration to put India on the global map of management education. The ISB today has a strong pool of research-oriented resident faculty and invites high calibre international faculty from reputed B-schools to teach in its Post Graduate Programme in Management (PGP), Post Graduate Programme in Management for Senior Executives (PGPMAX), and Executive Education Programmes.

The ISB is in the process of setting up its second campus in Mohali, Punjab. Apart from offering the Post Graduate and Executive Education programmes, the Mohali Campus will have Institutes for promoting research and education in areas critical to India's development. The Mohali campus is slated to be operational from April 2012.

### Who should apply?

The 10,000 Women programme aims to provide the maximum benefit to the most deserving women entrepreneurs. The programme is targeted at women entrepreneurs who:

- Manage their own business
- Have an operating business for more than a year
- Have an excellent potential for growth
- Manage a business with an annual revenue of INR 5 lakhs to 75 lakhs

At the end of this programme women entrepreneurs will be able to:

- Build a robust business by refining their business model and moving from start up to growth phase
- Train on different functions and business strategy
- Bridge the gap of a formal management education
- Gear up to meet the challenges of growing competition, both national and international

### Selection criteria

Application form screening followed by a panel interview

### Faculty

World-class expert faculty will ensure that the curriculum is based on relevant and research-based knowledge required to be successful in an increasingly complex business environment.

### Programme outline

This 16 week programme has been designed to provide world-class education to selected women entrepreneurs through 3 weeks of classroom sessions of 13 weeks of mentoring support on the job.

Module	Duration in weeks	Teaching Method
Module I	1	Class room session - Concepts, case discussions, workshops
Module II	4	Back to Business - Mentoring I
Module III	1	Class room session
Module IV	5	Back to Business - Mentoring II
Module V	1	Class room session
Module VI	4	Back to Business - Mentoring III

### Programme contents

- Entrepreneurship
- Understanding trends in economic and competitive environments
- Establish business networks
- Basics of accounting, finance, strategy
- Capital management
- People management
- Managing execution
- Budgeting, marketing and leadership skills
- Sustaining success and building lasting organisations

### Programme benefits

- Understanding trends in economic and competitive environments
- Managing finance and accounting
- Developing market entry strategies and elements of a business growth plan
- Acquiring and retaining customers
- Creating an entrepreneurial organisation
- Overcoming gender-specific challenges
- Balancing family and business lives

### Scholarship

The Goldman Sachs Foundation will provide full scholarship to the selected candidates. However, candidates are required to pay INR 9000 at the time of interview. The fee amount of INR 9000 will be refunded:

- To candidates who are not short-listed, within one month of the interview
- To selected candidates after one month of the completion of the programme

In case a selected candidate drops out of the programme mid-way, due to any reason, the fee amount will be forfeited

### Application Details

Download the application form at <http://www.isb.edu/10000women> or write to Ms Latha Venkatesan at [latha\\_venkatesan@isb.edu](mailto:latha_venkatesan@isb.edu). Application forms will also be available at the information sessions which will be held at the four programme venues. Details of the information sessions will be announced on the website. This is a non-residential programme. Participants are expected to commute on their own.

### Programme venue and tentative dates

Hyderabad	June 27, 2011
Mumbai	August 22, 2011
Indore	November 28, 2011
Mohali	December 19, 2011



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For more details on the 10,000 Women programme please visit,  
[www.isb.edu/10000women](http://www.isb.edu/10000women), [www.10000women.org](http://www.10000women.org)

