



IIM LUCKNOW

# BUSINESS ACCELERATOR PROGRAMME FOR MSME ENTREPRENEURS.

*Under the Aegis of UPSIC*

2026-27

Programme Starts:

**October 2026**

**60 HRS, LIVE ONLINE & IN-CAMPUS  
IMMERSION**

IIM LUCKNOW

# About the Programme



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## Lead with Impact!

*Elevate your strategic thinking, sharpen cross-functional expertise, and unlock leadership potential with IIM Lucknow's Executive Programme.*

## *Accelerate Your Leadership Journey with IIM Lucknow*

A 60hrs online blended programme by IIM Lucknow Executive Education is designed to equip MSME entrepreneurs with strategic, financial, and leadership skills to scale efficiently and drive sustainable growth.

- Month 01: 0 days (Sessions) at IIM Lucknow campus
- Month 02-05: Approx. 18 Online sessions on weekends
- Month 06: 02 day campus intervention with valedictory ceremony
- **Mentoring sessions by IIM Lucknow Seasoned Faculties**

# Objectives of the Programme

## Key Objectives:

- Build core business understanding across functions
- Scale MSMEs and enhance competitiveness
- Strengthen financial management and profitability
- Drive digital adoption and innovation
- Enhance leadership and decision-making



## Learning Modules



Entrepreneurial  
Landscape



Operational  
Excellence



Strategic Focus and  
Execution Excellence



Brand Marketing &  
Customer Management



Business Acumen and  
Financial Intelligence



Special Focus on AI, Automation,  
CSR for MSME, Cybersecurity

## Eligibility

- Graduates with minimum 50% marks and 2 years of work experience (self employed or /working professional).

or

- Post-Graduates with minimum 50% marks and should be a currently working professional.

# Programme Content

## Module 1 – Building Future-Ready Entrepreneurs .

- Understanding the MSME Growth Ecosystem
- People Management for Growing Enterprises
- Creating a Positive & Productive Work Culture: conflict resolutions and negotiation skills
- Sustaining Family-Owned Businesses: Succession Planning
- Financial Empowerment & Institutional Support

## Module 2 – Strategic Growth & Business Expansion with Execution Excellence

- Strategic Thinking & Decision Making for MSMEs.
- Business Planning and Strategy.
- Growth Strategies for Small Enterprises.
- Competitive positioning & differentiation.
- Export readiness & international trade opportunities

## Module 3 – Financial Mastery & Business Acumen

- Basics of accounting & Financial Statements: Understanding business accounts
- Cashflow Mgt. and Working Capital Optimization
- Smart Financial Decision Making
- Cost optimization & profit enhancement
- Accessing finance, Investor pitching & Fundraising essentials

## Module 4 – Operational Excellence & Business Efficiency

- Lean operations & productivity enhancement
- Building a culture of quality excellence
- Strengthening supply chain and vendor management
- Technology adoption and operations

## Module 5 – Market Leadership, Branding & Customer Engagement

- Positioning and Branding for Emerging Businesses in Competitive Markets
- Digital Marketing Strategies
- Customer Relationship and Business Growth
- E-commerce Integration
- Innovation, Creativity and Product Development through design thinking methods

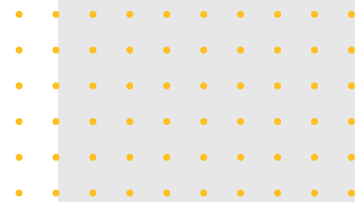
## Module 6 – Transformative Trends and Practices: Technology

- Leveraging AI and Automation for Efficiency
- Cybersecurity and Digital Risk Mgt. for small businesses
- Sustainable Business Practices (Green manufacturing, Energy Efficiency)



**Please Note:** Please be noted that the above areas of training may be modified upon the participants interest, IIM Lucknow Faculty Discretion and UPSIC authorities.

# Programme Fee



**Total Programme Fee: 1,69,000  
+GST @18%**

- Fee sponsored by UPSIC: 1,19,000/-  
+GST@18%
- Fee payable by the participant  
individually: INR 50,000/-+GST@18%



## Life @ Campus

Welcome kit: (Bag, Notebook, Pen, Certificate & Certificate folder) Programme Dinner/ City Tour hosted by the Programme Directors. Use of the Institute library & computer Centre. Regular Yoga and Meditation classes to keep you energetic and your mindful of creativity and learning. Nature Walk is an initiative taken by the institute that allows the visitors and the participants to walk through the rich nature and witness the different wildlife species, to know about the ecosystem value. Access to Facilities of the Campus: swimming pool, billiards room, sauna, jacuzzi, Gym and squash court



# Experiential Learning

Case-based learning engages entrepreneurs with real-world business scenarios to strengthen analytical thinking, strategic problem-solving, and decision-making abilities. The programme incorporates simulations, interactive discussions, and classroom activities to provide hands-on learning experiences and practical exposure to complex business challenges.

## Accommodation

This is a blended programme comprising both online and residential learning components. During the residential module, boarding and lodging facilities will be provided by the Institute to ensure a comfortable, engaging, and immersive learning experience for all participants. Accommodation will be arranged on a single-occupancy basis, subject to availability, in well-equipped air-conditioned rooms with seamless Wi-Fi connectivity across the campus.

Participants will also be provided with comprehensive dining facilities, including three main meals daily with both vegetarian and non-vegetarian options, along with two energy breaks and evening snacks. The residential component is designed to encourage collaborative learning, networking, peer interaction, and meaningful engagement with faculty and fellow participants in a vibrant campus environment.



# About IIM Lucknow



The Indian Institute of Management (IIM) Lucknow, one of the premier national level institutes of management in India, is involved in generating and imparting knowledge in the field of management. IIM Lucknow stands tall on the foundation of an excellent, committed and profoundly knowledgeable faculty, innovative and unique pedagogical tools, and an eclectic and diverse student community that has a burning desire to make new paths of its own. IIM Lucknow also takes pride to belong in the elite group of triple-accredited B schools (accredited by AACSB, EQUIS and AMBA) and is now the 3rd IIM and the 5th management institution in India to attain this distinction.

Indian Institute of Management Lucknow is placed at 5th place amongst all management schools in the prestigious NIRF 2025 rankings. The overall rank is based on, teaching learning and resources, research and professional practice, graduation outcomes, outreach and inclusivity and peer perception.

IIM Lucknow continues to be ranked in FT-100, being 4th amongst the IIMs and 5th amongst all B-schools in India. The institution is among the 5 Indian schools that feature in QS Global MBA rankings and also features in QS Business Masters ranking as one of the 12 Indian schools.

## Contact Us :



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