

Karnataka Veterinary, Animal and Fisheries Sciences University, Bidar

*Tailor made course
for future leaders of food industry*

THEME

**Formulating
food business
strategies for
successful
launch of Food
start-ups**



MBA(FOOD BUSINESS)

**Department of Dairy Business Management
Dairy Science College
Hebbal, Bengaluru - 24**

8, 9 & 10 July 2022

**Advanced programme in
entrepreneurship skill set for food
sector**

www.corpriseglobal.com

MODULE 1

The first module focus on understanding entrepreneur skill set needed for imparting advanced management skill set for the aspirants to understand the essence of entrepreneurship. The session is mostly through formal class room discussion, case presentation one how to apply various management concepts.

MODULE 2

This module is intended to bring out creativity of the aspirants to identify innovative food business ideas. The aspirants shall conduct validation test through tools designed for the purpose. Interactive sessions with team activities shall be carried out.

MODULE 3

The module is intended to understand how the entrepreneur skill set shall be used in understanding markets, market behaviour and business environment. Further the session focuses on application of various marketing concepts to real life situations and decision making process. The practical session is intended to use the marketing skill of the aspirants to develop their first marketing plan.



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MODULE 4

This module is intended to understand how the entrepreneur skill set shall be used in understanding business operations, planning resources, filling orders in the real world. The practical session is planned to use the operation skill of the aspirants to design their first operations plan.

MODULE 5

This module is intended to enhance confidence among the aspirants to start-up lean. The designing of business model and revenue model shall help the future entrepreneurs to understand how to start a lean enterprise and quickly achieve break even. The practical session is planned to use the financial skills of the aspirants to design their first financial plan.

MODULE 6

The teams shall formulate the food business strategies in this session. Mentorship shall be provided to develop a business plan, marketing plan and business strategies to prepare their first business plan. A pitching session shall be arranged to evaluate the outcome of the program.

**Programme
designed for
MBA (Food
Business)**

Time	Module	Sessions
Day 1		
9.30 am to 12.30 pm	Module-1	<ol style="list-style-type: none"> 1. Pre-program assessment 2. Enterprising in Food business 3. Innovation management
1.30 pm to 5.30 pm	Module-2	<ol style="list-style-type: none"> 4. Ideation boot camp 5. Idea validation
Day 2		
9.30 am to 12.30 pm	Module-3	<ol style="list-style-type: none"> 6. Marketing game 7. Market plan preparation
1.30 pm to 5.30 pm	Module-4	<ol style="list-style-type: none"> 8. Operations game 9. Operations plan preparation
Day 3		
9.30 am to 12.30 pm	Module-5	<ol style="list-style-type: none"> 10. Business model designing & lean start-up 11. Revenue model 12. Financial plan preparation
1.30 pm to 4.30 pm	Module-6	<ol style="list-style-type: none"> 13. Business plan preparation 14. Business plan evaluation 15. Business pitching 16. Post program assessment