

ENTREPRENEURSHIP EXPOSURE & EMPLOYABILITY ENHANCEMENT (E2-E2 PROGRAM)

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Contact us

951, 1st Floor, 24th Main Road,
J P Nagar II Phase,
Bengaluru - 560078, Ph: 9632072410
support@embarkers.in
www.embarkers.in

The current industry has been starved with quality management graduates to take on the mantle of responsibly to run organizations. Though Management Courses (PG/UG) being ranked as the second most employable course, only less than half of students (46.59 per cent) with an Management degree have enough skills to be hired. This dip could be due to the possible drop in quality and thereby, employability. Other possible reasons could be due to outdated curricula and limited emphasis and exposure to contemporary industry requirements, especially in the tier-II management colleges.

eMBarkers is a management education firm founded by renowned alumni of IIMs and mentored by successful academic & Corporate leaders who have the track record of turning around regional B schools to the extent of even obtaining the Association to Advance Collegiate Schools of Business, AACSB accreditation in India ahead of the IIMs (second only to ISB)



Building bandwidth in management education

**Congratulations !
you have chosen an
opportunity of a Life Time**

- **Top 10% students earn a sponsored IIM inhouse program**
- **Confirmed Job placement on successful completion of assessment**
- **Unbelievable value for money**



THE PROGRAM

E2-E2 is a 150 hours program on Entrepreneurship and Employability by eMBarkers for Management Students. Six months intensive program spread over three modules focussing on Business Exposure, Start up and Corporate Readiness. The program being reasonably priced encourages participants to learn & earn simultaneously. Top 10% performers will be rewarded with Advanced Learning Program at the IIM.



Dr. Samir Kagalkar
IIM Bangalore



Prof. Kanti Kumar Gali
Fellow IIM Bangalore



Mr. Chalasani Srinivasa Rao
XLRI Jamshedpur & IIM Bangalore

PROGRAM MODULE

Module : 1

Duration : 50 hours
Focus : Real business exposure
Outcome : Time Management
Multitasking
Value propositioning
Ideate the big picture

Module : 2

Duration : 30 hours
Focus : Entrepreneurship/
Start-up readiness
Outcome : Ideation & validation
: Customer identification
: Corporate engagement
: Prepare for venture launch

Module : 3

Duration : 70 hours
Focus : Corporate readiness &
Employability enhancement
Outcome : Tackle Corporate problem
statements
: Insight from Mentor's journey
: Real life experience of
Industry leaders
: Interview preparedness

- AICTE approved
- Sponsored inhouse IIM program & Certificate for top 10% performers
- Job placement guaranteed for those who clear internal assessment

PHASES

Phase - 1

Read Abstract Franchisee Management
Focus on Employability enhancement

Phase - 2

How to build a start up
(Entrepreneurship course)
Focus on Entrepreneurship exposure

Phase - 3

Placement Preparation
Employability enhancement / Placement
readiness

Program implementation & student take away

Phase I Entrepreneurship Exposure

- Completion of MOOC course on entrepreneurship (e.g. Steve Blank)

Phase II Employability Enhancement

- Completion of key concepts courses
- 150 hours of mentoring and placement preparations (soft /hard skills)
- Completion of placement preparation engagement with eMBarkers.