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City Students Impress Canadian Leader Trainers

by Bharath Joshi

Bangalore: After three weeks of entrepreneurial training, case studies and business plan presentations, four Canadian coaches from the Richard Ivey School of Business (RISB) have left for home blown away by the technical know-how of students here.

The Ivey Leader project, taken up in partnership with Jain University, concluded last week. Eleven MBA students from the university underwent business skills training from Leyna Rottboll, Haley Jeffrey, Sunny Soin and Sekh Samuel from the RISB.

"We worked with students who were well-versed with business concepts. We were blown away. Their technical training is phenomenal and we had to brush up on financial topics, while they were solid with them," said Leyna, Executive Director of



MBA students of Jain University along with Canadian coaches from the Richard Ivey School of Business

the Ivey Leader project, which was started in 1991 to help aspiring entrepreneurs realise their business plans.

"There are lots of engineers here. But we saw business ideas for dry cleaning and laundry services among others. It is about servicing the market here, which is full of opportunities. It was

great that students are recognising this opportunity," said Sunny, a volunteer specialising in fundraising.

'Networking is Key'

"We worked with students who came with high entrepreneurial knowledge. Students could look at broadening family businesses

CASE STUDIES

Canadian coach from RISB, Leyna Rottboll said MBA programmes in Indian B-Schools need to focus on putting students in decision-making situations. "The only challenge for us was to get them to make a decision about a business situation and they were taken aback. Focussing on making them take decisions is the best way students can utilize their technical training." The Ivey trainers used many case studies to explain students how they could overcome challenges in businesses. "Going forward, we are preparing around 400 India-specific case studies so students can relate better," Haley said.

by diversifying manpower to bring in those with different capabilities," Haley said adding that students have to network to find their potential investors.

Access to initial investment is a challenge here whereas there are investment opportunities provided by the Canadian government for new businesses. "Also, universities and B-schools have a responsibility to reach out to start-ups by giving them the

initial push," Leyna added.

Expansion

Six months later, the students will be contacted by the Ivey trainers to know how they are doing with their ideas. For now, their only presence in India is with Jain University. "India is the fastest growing economy and we want to expand. We are identifying other institutions in Delhi and Mumbai," Leyna said.